



Membership Metrics Calculation Guide

These simple formulas will help you track **revenue growth**, **average revenue per member**, **retention**, and **member lifespan**.

Revenue Growth

Revenue Growth shows how much your monthly revenue increases over time.

Formula:

$$(\text{Current Month Revenue} - \text{Previous Month Revenue}) / \text{Previous Month Revenue}$$

Example:

If last month you made \$10,000 and this month you made \$12,000:

$$(\$12,000 - \$10,000) / \$10,000 = 0.20 \rightarrow 20\% \text{ revenue growth.}$$

Average Revenue Per Member (ARPM)

ARPM tells you how much revenue each active member brings in on average.

Formula:

$$\text{Total Monthly Recurring Revenue} / \text{Number of Active Members}$$

Example:

If monthly revenue is \$15,000 and you have 120 members:

$$\$15,000 / 120 = \$125 \text{ ARPM.}$$

Retention Rate

Retention measures how many members stay with you over a given time period.

Formula:

$(\text{Members at End of Period} - \text{New Members Added}) / \text{Members at Start of Period}$

Example:

You start with 100 members, gain 15 new ones, and end the month with 105:

$(105 - 15) / 100 = 0.90 \rightarrow 90\% \text{ retention.}$

Member Lifespan (Average Length of Membership)

Member Lifespan shows how long a member typically stays before canceling.

Formula:

$1 / \text{Monthly Churn Rate}$

Example:

If your monthly churn rate is 5% (0.05):

$1 / 0.05 = 20 \text{ months average lifespan.}$

Ready to put these calculations to work?

Allow us to help you apply them to your studio and make a clear plan for 2026.



[Book a call](#)

with **Avery Leary**, our Platform Expert, today.