OpsDog KPI Reports

Advertising Expense as a Percentage of Total Revenue

Benchmarks, Definition & Measurement Details





www.opsdog.com | info@opsdog.com | 844.650.2888

Advertising Expense as a Percentage of Total Revenue

Definition & Measurement Details

What is Advertising Expense as a Percentage of Total Revenue?

The advertising-related expense incurred by the company (wages, benefits, overhead, campaign expenditures, etc.) divided by the total revenue generated over the same period of time, as a percentage.

ABRIDGED CONTENT BUILD DEFINITION & Measurement Details!

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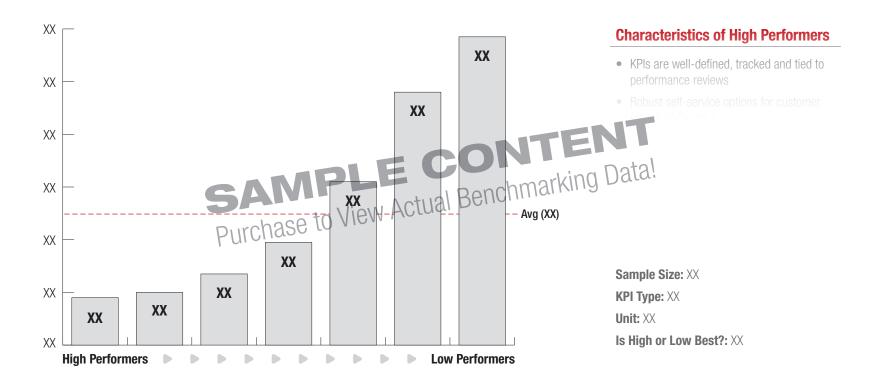
Advertising Expense as a Percentage of Total Revenue

Benchmarks & Characteristics of High Performers



Advertising Expense as a Percentage of Total Revenue

(Advertising-Related Expenses Incurred / Total Revenue Generated) * 100



How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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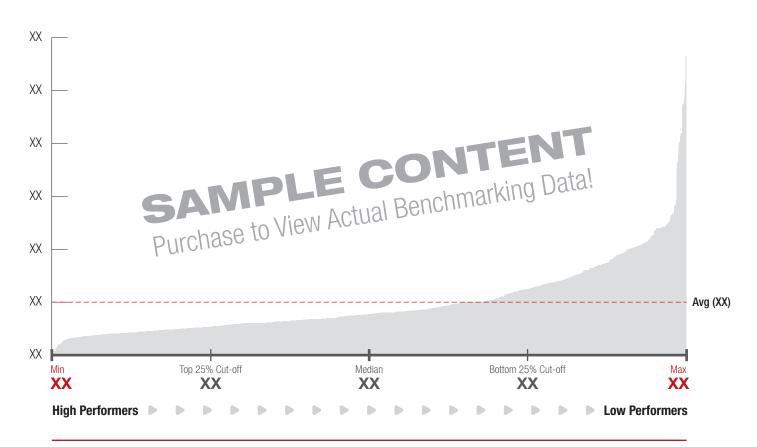
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Advertising Expense as a Percentage of Total Revenue

Benchmarks & "Long Tail" Analysis

Advertising Expense as a Percentage of Total Revenue

(Advertising-Related Expenses Incurred / Total Revenue Generated) * 100



How to read this chart: This chart plots all values within the observed population for this KPI. This chart can be useful in analyzing the upper and lower boundaries (i.e., minimum/maximum values) and the amount of the population that falls above/below the average for the KPI, among other things.

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OpsDog, Inc.

1502 Augusta Dr., Suite 200 Houston, TX 77057 Tel: 844-650-2888