

# Advertising Expense as a Percentage of Total Revenue

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# 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.

## Why should this KPI be measured?

Advertising Expense (All Channels) as a Percentage of Total Revenue measures the advertising-related expense incurred by the company (wages, benefits, overhead, campaign expenditures, etc.) in relation to

## How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total advertising expense incurred across all marketing channels, and (2) the total dollar amount of revenue generated over the same period of time. Do not include

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