

Distribution Expense as a Percentage of Total Revenue

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Distribution Expense as a Percentage of Total Revenue

Definition & Measurement Details



What is Distribution Expense as a Percentage of Total Revenue?

Total distribution expense incurred by the company divided by the total amount of revenue generated by the company over the same time period, as a percentage.

Why should this KPI be measured?

Distribution Expense as a Percentage of Total Revenue measures the investment in distribution that is utilized by the company to generate its total revenue. A high value for this KPI may suggest small order

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total distribution expense incurred by the company and (2) the total revenue generated by the company over the same time period. Distribution

ABRIDGED CONTENT
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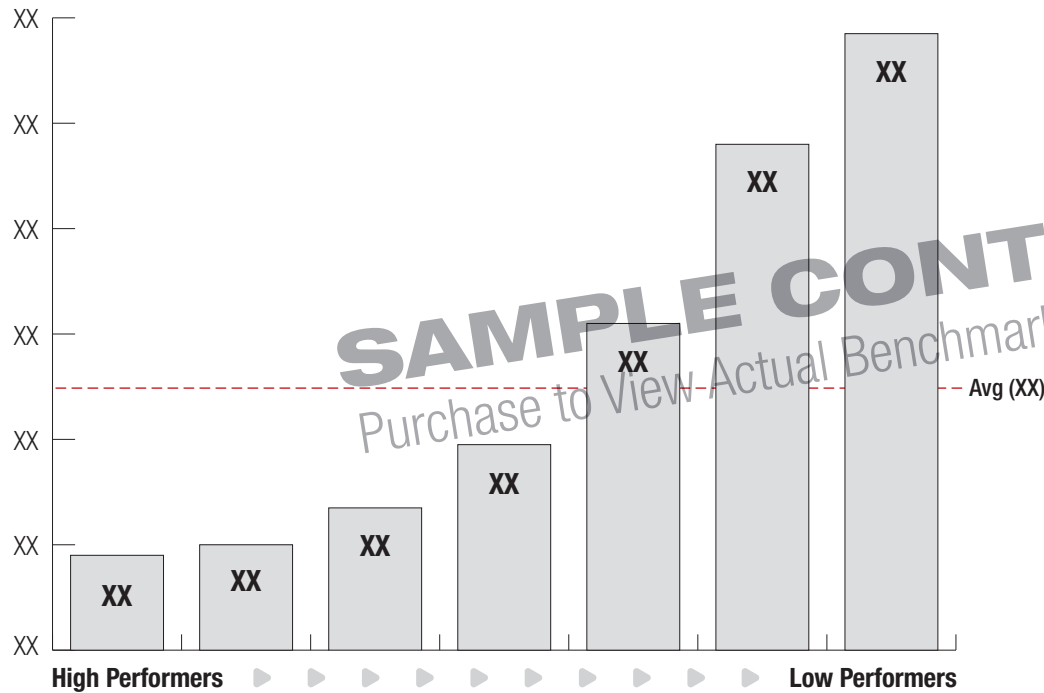
Distribution Expense as a Percentage of Total Revenue

Benchmarks & Characteristics of High Performers



Distribution Expense as a Percentage of Total Revenue

$(\text{Total Distribution Expense} / \text{Total Revenue}) * 100$



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

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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