

Marketing Budget as a Percentage of Firm-Wide Budget

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Marketing Budget as a Percentage of Firm-Wide Budget

Definition & Measurement Details



What is Marketing Budget as a Percentage of Firm-Wide Budget?

The budgeted expense allocated for the Marketing Department divided by the total operating budget allocated for the entire firm over the same period of time, as a percentage.

Why should this KPI be measured?

Marketing Budget as a Percentage of Firm-Wide Budget measures the budgeted expense allocated for the Marketing Department in relation to the total operating budget allocated for the entire firm over the same period of time.

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the budgeted expense allocated for the Marketing Department and (2) the total operating budget allocated for the entire firm over the same period of time.

ABRIDGED CONTENT
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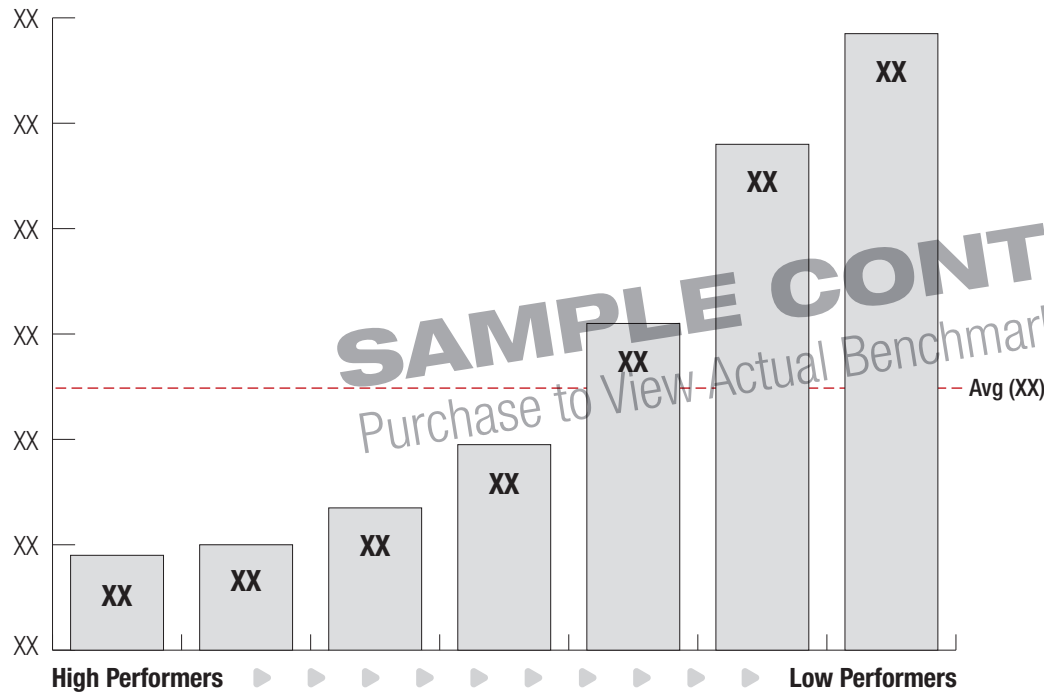
Marketing Budget as a Percentage of Firm-Wide Budget

Benchmarks & Characteristics of High Performers



Marketing Budget as a Percentage of Firm-Wide Budget

(Budgeted Expense Allocated to the Marketing Department / Total Operating Budget of the Firm) * 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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