

Marketing Expense as a Percentage of Total Revenue

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Marketing Expense as a Percentage of Total Revenue

Definition & Measurement Details



What is Marketing Expense as a Percentage of Total Revenue?

The expense incurred by the Marketing Department (wages, benefits, overhead, campaign expenditures, etc.) divided by the total revenue earned by the company over the same period of time, as a percentage.

Why should this KPI be measured?

Marketing Expense as a Percentage of Total Revenue measures the expense incurred by the Marketing Department (wages, benefits, overhead, campaign expenditures, etc.) in relation to the total revenue.

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the expense incurred by the Marketing Department, and (2) the total revenue earned by the company.

ABRIDGED CONTENT
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Marketing Expense as a Percentage of Total Revenue

Benchmarks & Characteristics of High Performers



Marketing Expense as a Percentage of Total Revenue

(Marketing Department Expense / Total Revenue Earned) * 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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