# Marketing Expense as a Percentage of Total Revenue

Benchmarks, Definition & Measurement Details





# 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.



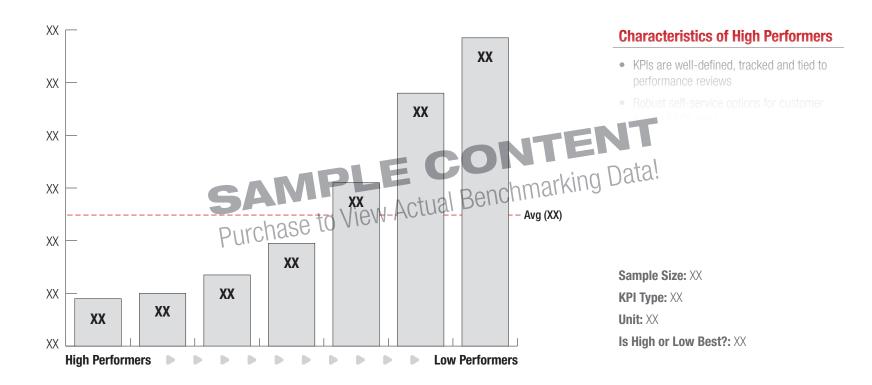
## Marketing Expense as a Percentage of Total Revenue

Benchmarks & Characteristics of High Performers



## **Marketing Expense as a Percentage of Total Revenue**

(Marketing Department Expense / Total Revenue Earned) \* 100



**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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