

# Marketing Expense per Marketing Employee

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Marketing Expense per Marketing Employee

Definition & Measurement Details



## What is Marketing Expense per Marketing Employee?

The total expense incurred by the Marketing Department (wages, benefits, overhead, campaign expenditures, etc.) over a certain period of time divided by the number of employees (company-wide) working in the Marketing Department.

## Why should this KPI be measured?

Marketing Expense per Marketing Employee measures the total expense incurred by the Marketing Department (wages, benefits, overhead, campaign expenditures, etc.) over a certain period of time in relation

## How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total expense incurred by the Marketing Department, and (2) the number of employees working in the Marketing Department. The formula is:  $\frac{\text{Total Marketing Expense}}{\text{Number of Marketing Employees}}$

**ABRIDGED CONTENT**  
Purchase to View Full Definition & Measurement Details!

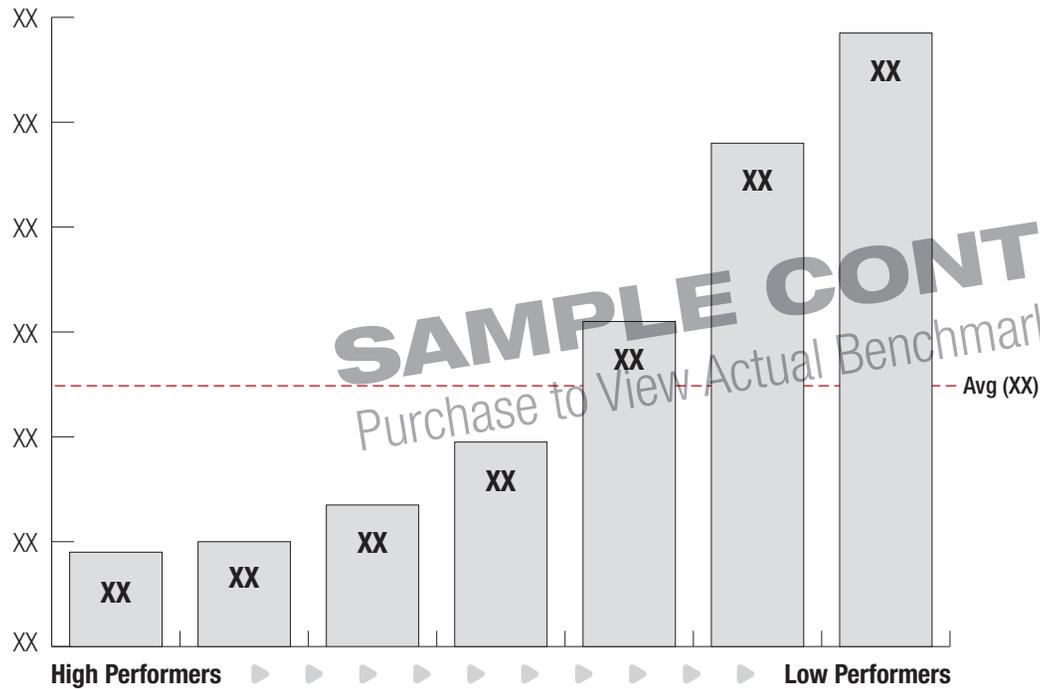
# Marketing Expense per Marketing Employee

Benchmarks & Characteristics of High Performers



## Marketing Expense per Marketing Employee

Marketing Department Expense / Number of Marketing Employees



### 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.

# Benchmarking Report Terms & Conditions

*OpsDog KPI Reports*



© 2017 OpsDog, Inc.

The OpsDog KPI Reports and their contents are protected by copyright laws, contain the trademark OpsDog, Inc., and are OpsDog's proprietary information. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from OpsDog, Inc.

OpsDog, Inc. assumes no liability with respect to the use of the information contained herein which is provided "as is" and there are no warranties of any kind provided by OpsDog with respect to this report. OpsDog assumes no responsibility for errors or omissions and will not be liable for any damages resulting from the use of the information contained herein.

## **OpsDog, Inc.**

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888