

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
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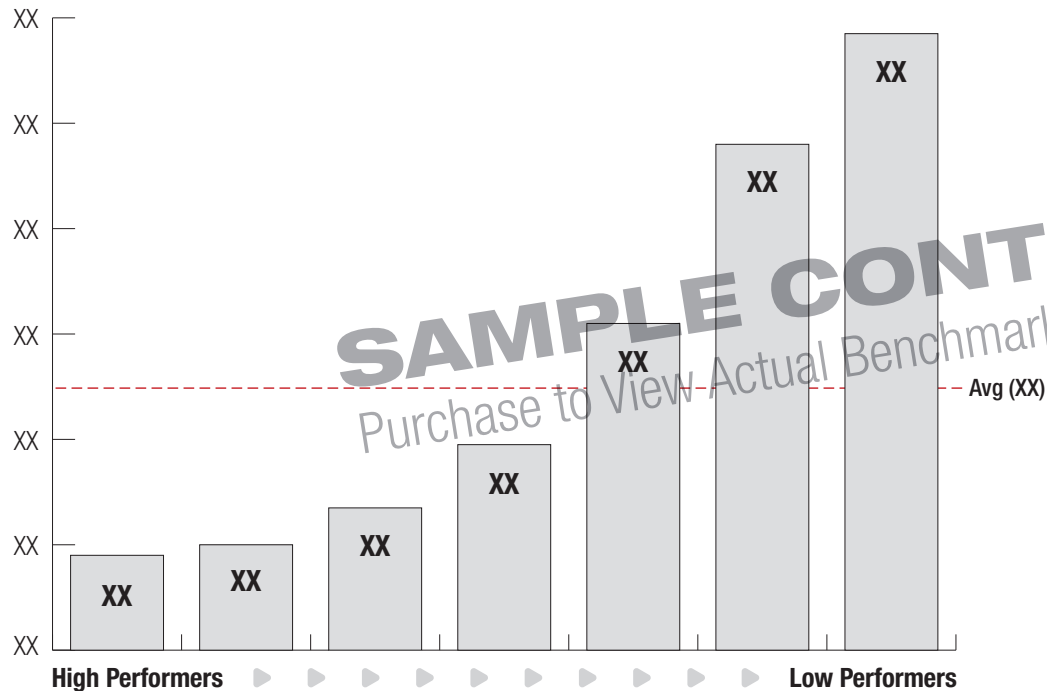
Marketing Expense per Marketing Employee

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.

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