

Marketing Staffing Ratio

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Marketing Staffing Ratio

Definition & Measurement Details



What is Marketing Staffing Ratio?

The total number of company-wide employees divided by the number of Marketing employees (across all marketing sub-groups) working for the company at the same point in time, expressed as a ratio (e.g., total employees per Marketing employee).

Why should this KPI be measured?

Marketing Staffing Ratio measures the total number of company-wide employees in relation to the number of Marketing employees (across all marketing sub-groups) working for the company at the same

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total number of employees working for the company across all functions within the company and (2) the number of employees working in the

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Marketing Staffing Ratio

Benchmarks & Characteristics of High Performers



Marketing Staffing Ratio

Total Number of Employees / 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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OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888