Marketing Staffing Ratio

Benchmarks, Definition & Measurement Details





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).



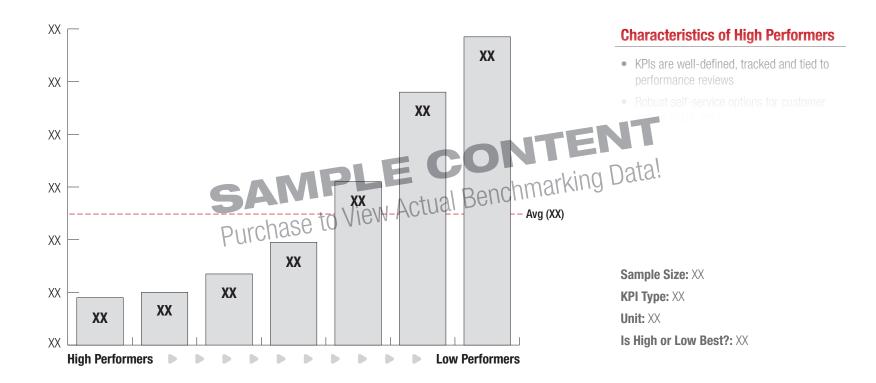
Marketing Staffing Ratio

Benchmarks & Characteristics of High Performers



Marketing Staffing Ratio

Total Number of Employees / Number of Marketing Employees



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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