



KPI ENCYCLOPEDIA

A Comprehensive Collection of KPI Definitions for

MARKETING

2

3

4

5

6



Table of Contents

Marketing KPI Encyclopedia

Marketing Metric Definitions

Marketing	2
Branding & Strategy	4
Content Marketing	6
Market Research & Analysis	9
Product Management	12
Programs & Campaigns	15
Digital Marketing	18
Direct Marketing	25
Traditional Marketing	29
Public Relations (PR)	34

This content may not be copied, distributed, republished, uploaded, posted or transmitted in any way without the prior written consent of OpsDog, Inc.

Programs & Campaigns

Marketing

- Marketing
- Branding & Strategy
- Content Marketing
- Market Research & Analysis
- Product Management
- Programs & Campaigns**
 - Digital Marketing
 - Direct Marketing
 - Traditional Marketing
- Public Relations

Marketing Programs and Campaigns team members work with the marketing communications and market research teams to develop, launch and monitor company marketing initiatives across all marketing channels (traditional, digital and direct). These initiatives use an array of media (radio, TV, print, web or any combination of those) to communicate the company's service offering to customers and align with corporate goals and overall company strategy. Spending on traditional forms of marketing and advertising, such as TV, radio and print media, is being outpaced by web-based and in-app offerings.

2 3 4 5

Programs & Campaigns

KPI Encyclopedia

Cost

- **Cost per Impression: All Channels** – The total cost of marketing campaigns across all channels (digital, traditional and direct) divided by the number of impressions (i.e., views) generated through these channels over a certain period of time.
- **Cost per Lead: All Channels** – The total cost of marketing advertising campaigns across all platforms (digital, traditional and direct) divided by the number of qualified sales leads generated through these platforms over a certain period of time.
- **Cost per Thousand (CPM): All Channels** – The total cost of marketing campaigns across all channels (digital, traditional and direct) divided by each one-thousand impressions (i.e., views) generated through these channels over a certain period of time.
- **Marketing Material Development Expense as a Percentage of Total Marketing Expense** – Total promotional material-related expense (includes any expense required to develop and maintain marketing materials, or collateral, across all channels) divided by total marketing expense over the same period of time, as a percentage.
- **Customer Acquisition Cost (CAC): All Channels** – Total marketing and sales expense (wages, advertising spend, overhead) per new customer acquired through marketing channels over the same time period.
- **Advertising Expense (All Channels) as a Percentage of Total Revenue** – Total advertising expense incurred by the company divided by total revenue generated over the same period of time, as a percentage.
- **Advertising Expense (All Channels) as a Percentage of Total Advertising Expense** – Total advertising expense incurred by the company divided by total advertising expense incurred over the same period of time, as a percentage.
- **Advertising Expense as a Percentage of Total Marketing Expense** – Total advertising expense incurred by the company divided by total marketing expense incurred over the same period of time, as a percentage.
- **Programs & Campaigns as a Percentage of Total Marketing Expense** – Total marketing Programs and Campaigns expense divided by total Marketing Department expense over the same period of time, as a percentage.

Cost (Cont.)

- **Total Expense: Programs & Campaigns** – Total expense incurred by the marketing Programs and Campaigns function over a certain period of time.
- **Sales Promotion Expense as a Percentage of Total Marketing Expense** – The total cost of sales promotion campaigns and programs divided by total Marketing Department expense over the same period of time, as a percentage.
- **Unit Cost: Sales Promotion Program** – The total cost of sales promotion campaigns and programs divided by the number of promotional campaigns launched over the same period of time.
- **Expense per Programs & Campaigns Employee** – The total expense incurred by the company divided by the total number of Programs & Campaigns employees.
- **Sales Promotion Expense as a Percentage of Total Marketing Expense** – Total sales promotion-related expense divided by the total expense incurred by the Marketing Department over the same time period, as a percentage.
- **Cost per Thousand (CPM): Radio** – The total cost of radio marketing campaigns divided by each one-thousand impressions (i.e., views) generated through the radio advertising channel over a certain period of time.

Headcount

- **Total Headcount: Programs & Campaigns** – The total number of marketing Programs and Campaigns employees working for the company at a certain point in time.
- **Programs & Campaigns Headcount Ratio** – The number of company-wide employees divided by the total number of marketing Programs and Campaigns employees working for the company.
- **Programs & Campaigns Employees as a Percentage of Total Marketing Employees** – Total number of Programs & Campaigns employees divided by the total number of Marketing employees, as a percentage.

Organization

- **Span of Control: Programs & Campaigns** – The average number of Programs & Campaigns employees reporting to each Programs & Campaigns manager.
- **Management Levels: Programs & Campaigns** – The total number of management levels, or layers, in the Programs & Campaigns function.



Programs & Campaigns (Cont.)

KPI Encyclopedia

Organization (Cont.)

- **Organizational Structure: Programs & Campaigns** – Yes/no metric indicating whether the Programs & Campaigns function is centralized (all employees in a single location) or decentralized.

Productivity

- **Marketing Programs per Marketing Employee** – The number of marketing programs developed over a certain period of time divided by the total number of Marketing Department employees. A marketing 'program' is defined as a group of coordinated activities (advertising, customer outreach, content development, etc.) designed to meet a specific marketing-related objective.

Quality

- **Marketing Originated Customer Rate** – The percentage of new customers acquired over a certain period of time that originated as a lead developed through a marketing campaign or program (across all channels).
- **Impressions per Campaign** – The total number of views (i.e., impressions) generated by a single marketing campaign over a certain period of time. Segment based on

Revenue

- **Total Revenue: Programs & Campaigns** – Total revenue earned by the Programs & Campaigns function over a given period of time.
- **Revenue per Programs & Campaigns Employee** – The total revenue obtained by the company divided by the total number of Programs & Campaigns employees.

Volume

- **Total Volume: Promotional Events** – The total number of promotional events (exhibits, presentations, seminars, conferences, etc.) held over a given period of time.
- **Total Volume: Sales Promotions** – The total number of sales promotion campaigns launched over a certain period of time.

**To download the full document,
add this product to your shopping cart
and complete the purchase process.**

