Marketing

Benchmarks, KPI Definitions & Measurement Details

ABRIDGED CONTENT
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Report Details & Methodology

The OpsDog Marketing Benchmarking Report

More than **700 KPI values** (i.e., data points) were analyzed to produce benchmarks for the **15 KPIs** included in this report.[1]
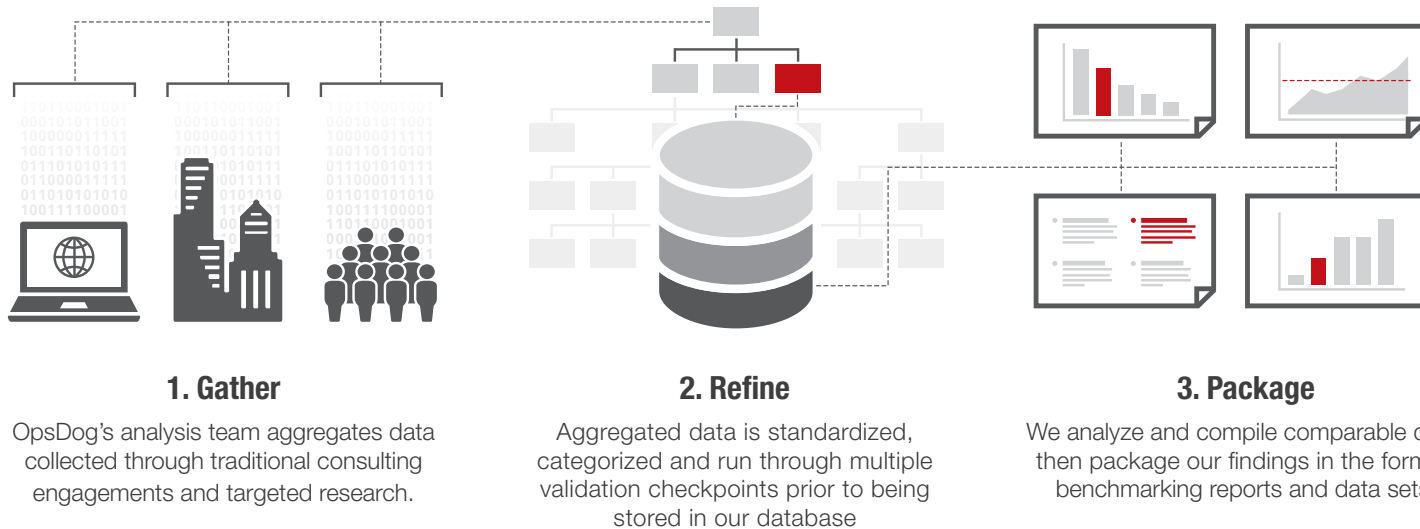
Data Range: 2012-2017

Region(s) Included: United States, Canada, Europe, Asia

Industries Included: Financial Services, Health Plan Operations, Retail Trade Operations, Consumer Packaged Goods Operations, Technology & Communication Operations

The benchmarks included in this report were found to be comparable across companies of varying sizes (i.e., number of employees, total revenue) and industry segments. Benchmarks with notable differences across industries include industry average call-outs.

Methodology: Data Collection & Validation

1. Gather

OpsDog's analysis team aggregates data collected through traditional consulting engagements and targeted research.

2. Refine

Aggregated data is standardized, categorized and run through multiple validation checkpoints prior to being stored in our database

3. Package

We analyze and compile comparable data, then package our findings in the form of benchmarking reports and data sets.

Looking for customized research and analysis? Contact our research team. P: 844.650.2888 E. info@opsdog.com

Note:
[1] The sample size of the observed data varies for each KPI.

opsdog-marketing-benchmarking-report-sample

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Direct Marketing

Marketing

- Digital Marketing
- **Direct Marketing** ----- *Direct Marketing refers to marketing and advertising activities that do not require an intermediary channel (such as a social media website, television or radio) to connect with the consumer. This category includes email, direct mail, telephone and text messages. Direct Marketing team members develop email campaigns, perform telemarketing and configure direct mailing campaigns to reach potential customers.*
- Public Relations (PR)

What is Email Marketing: Hard Bounce Rate?

The number of emails sent during an email campaign that are not deliverable due to a hard bounce (such an event results from fake or disabled email addresses or domains, email address blocked by server, etc.) divided by the total number of emails sent during that campaign, as a percentage.

Why should this KPI be measured?

Email Marketing: Hard Bounce Rate measures the number of emails sent during an email campaign that are not deliverable due to a hard bounce, such an event results from fake or disabled email addresses or

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of emails sent during an email campaign that are not deliverable due to a hard bounce, and (2) the

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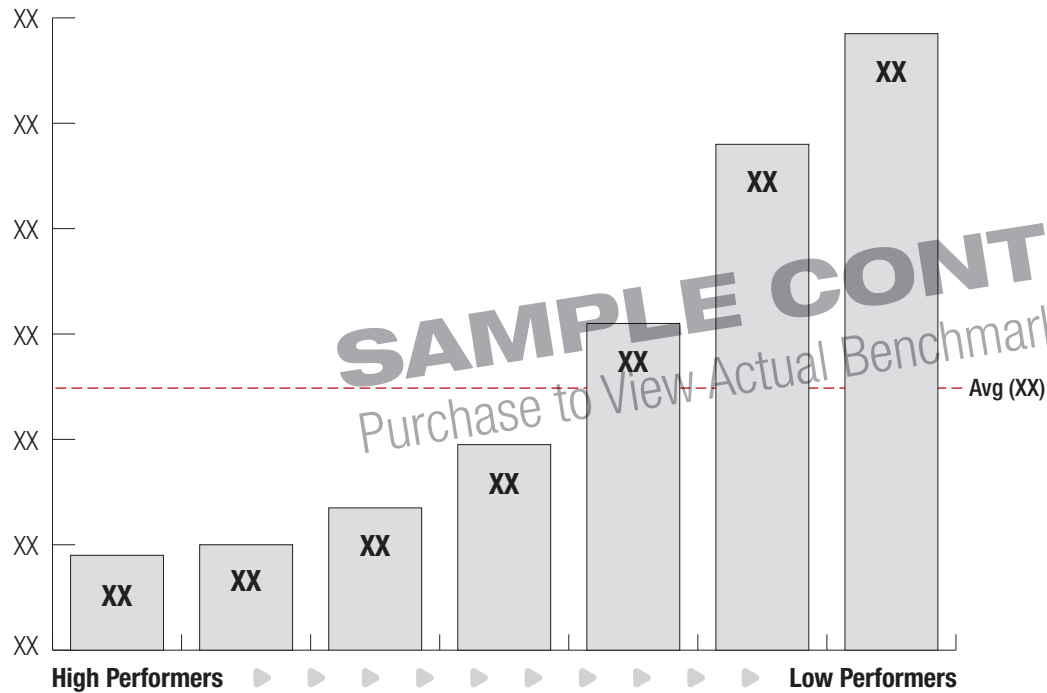Purchase to View Full Definition & Measurement Details!

Email Marketing: Hard Bounce Rate

Benchmarks & Characteristics of High Performers

Email Marketing: Hard Bounce Rate

*(Number of Emails Not Deliverable / Total Number of Emails Sent) * 100*

SAMPLE CONTENT
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Avg (XX)

High Performers ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ Low Performers

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.