

Marketing

Benchmarks, KPI Definitions & Measurement Details



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The OpsDog Marketing Benchmarking Report



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The OpsDog Marketing Benchmarking Report



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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

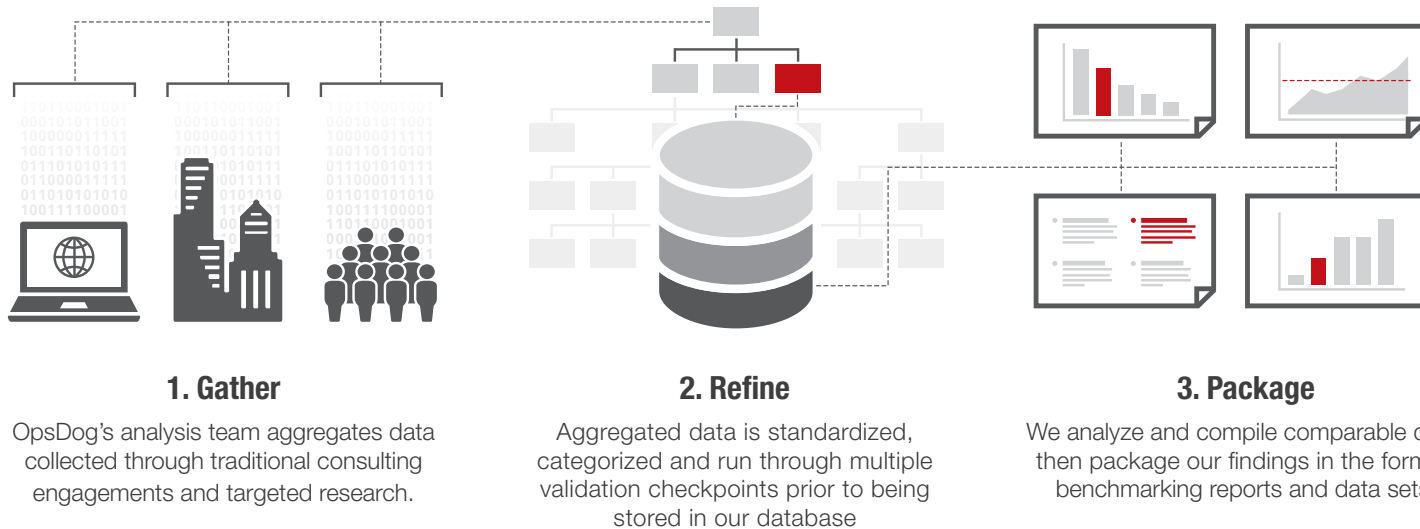
Data Range: 2012-2017

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



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.

Direct Marketing

Marketing

Digital Marketing

Direct Marketing

Public Relations (PR)

--- 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.

Email Marketing: Hard Bounce Rate

Definition & Measurement Details



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 domains, email address blocked by server, etc.) divided by the total number of emails sent during that campaign, as a percentage.

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 total number of emails sent during that campaign, as a percentage.

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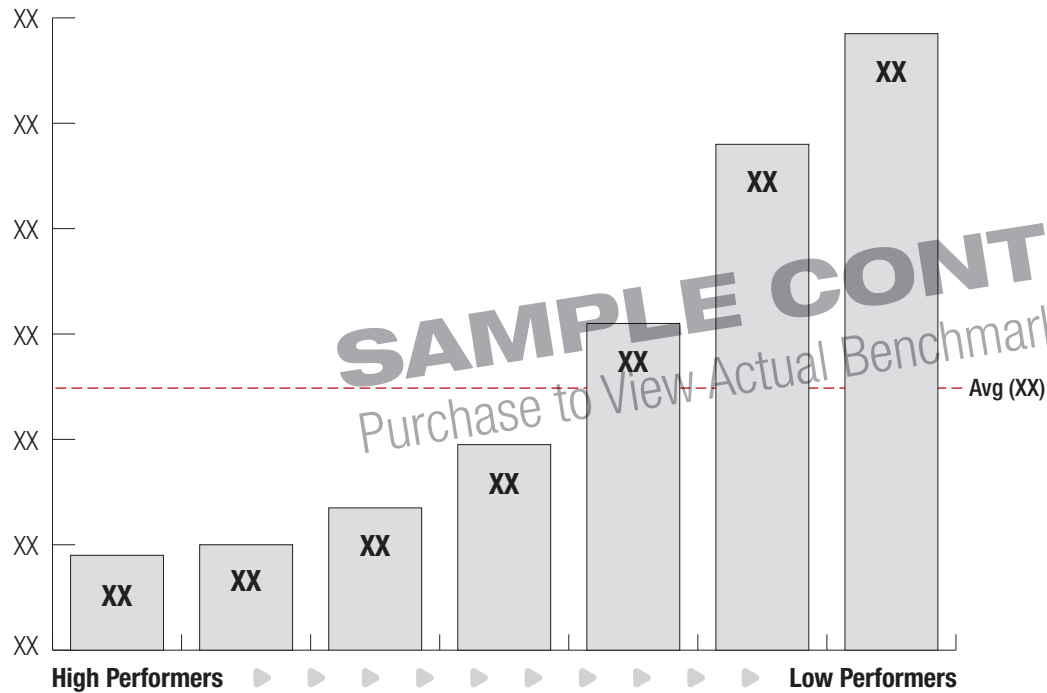
Email Marketing: Hard Bounce Rate

Benchmarks & Characteristics of High Performers



Email Marketing: Hard Bounce Rate

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



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer support

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.