PR Expense as a Percentage of Total Marketing Expense

Benchmarks, Definition & Measurement Details





PR Expense as a Percentage of Total Marketing Expense

Definition & Measurement Details



What is Public Relations (PR) Expense as a Percentage of Total Marketing Expense?

The expense incurred by the Public Relations (PR) function divided by the total expense incurred by the company's Marketing Department over the same period of time, as a percentage.



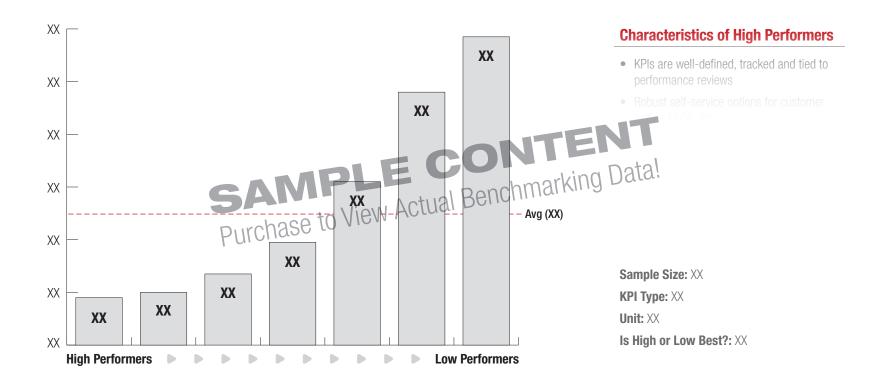
PR Expense as a Percentage of Total Marketing Expense

Benchmarks & Characteristics of High Performers



Public Relations (PR) Expense as a Percentage of Total Marketing Expense

(Expense Incurred by the PR Function / Total Expense Incurred by the Marketing Department) * 100



How to read this chart: This chart displays the performance of each company within the observed sample for this particular metric, or Key Performance Indicator (KPI). Values are ordered based on performance; high performers on the far left, to low on the far right side of the chart.

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