

# PR Expense as a Percentage of Total Marketing Expense

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# 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.

### Why should this KPI be measured?

Public Relations (PR) as a Percentage of Total Marketing Expense measures the expense incurred by the Public Relations (PR) function in relation to the total expense incurred by the company's Marketing

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the expense incurred by the Public Relations (PR) function, and (2) the total expense incurred by the company's Marketing Department over the same period of time. Include

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# 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



### 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 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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