

Marketing Span of Control

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Marketing Span of Control

Definition & Measurement Details



What is Marketing Span of Control?

The average number of marketing employees reporting to each Marketing Department manager at a certain point in time (i.e., direct reports per marketing manager/director).

Why should this KPI be measured?

Marketing Span of Control, or Management Span, measures the average number of employees that report directly to each individual marketing manager or director. Span of Control reports highly on the

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the sum of direct reports (i.e., employees reporting directly to a given marketing manager) and (2) the number of

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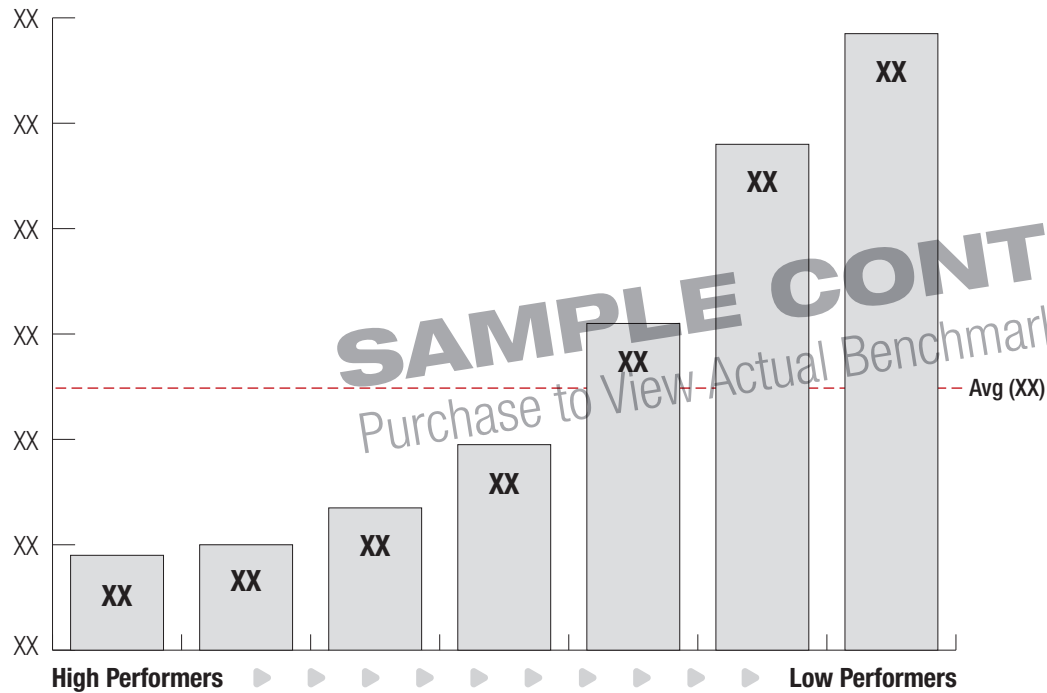
Marketing Span of Control

Benchmarks & Characteristics of High Performers



Marketing Span of Control

(Sum of Direct Reports for All Managers) / Number of Managers



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.

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