

Total Revenue per Marketing Employee

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Total Revenue per Marketing Employee

Definition & Measurement Details



What is Total Revenue per Marketing Employee?

The total revenue generated by the company over a certain period of time divided by the number of employees working within the Marketing Department.

Why should this KPI be measured?

Total Revenue per Marketing Employee measures the total revenue generated by the company over a certain period of time in relation to the number of employees working within the Marketing Department.

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total revenue generated by the company over a certain period of time, and (2) the number of employees working within the Marketing Department. Include employees

ABRIDGED CONTENT
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Total Revenue per Marketing Employee

Benchmarks & Characteristics of High Performers



Total Revenue per Marketing Employee

Total Revenue Earned / Number of Marketing Employees



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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