# Total Revenue per Marketing Employee

Benchmarks, Definition & Measurement Details





# **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.



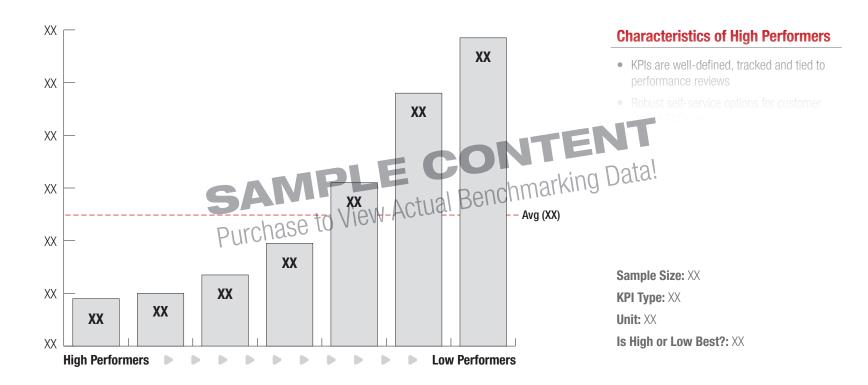
# **Total Revenue per Marketing Employee**

Benchmarks & Characteristics of High Performers



## **Total Revenue per Marketing Employee**

Total Revenue Earned / Number of Marketing Employees



**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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