

Marketing Operations: Important KPIs

KPI	What It Measures	Formula
Marketing ROI	How well your organization's marketing investments are paying off in sales and new customers	Marketing ROI = The revenue you generate from all marketing efforts during a particular period / The cost of all marketing efforts during that period
Average ROI by Channel	How well each marketing channel is paying off in sales and new customers	Average ROI by Channel = The revenue you generate from a specific marketing channel during a particular period / The cost of that marketing channel during that period
Revenue Generated by Channel	The total revenue each marketing channel is generating	The total revenue each marketing channel generates during a particular period
Conversion Rates	How well a marketing effort works to encourage a viewer or an ad recipient to perform an action (e.g., click on a link in an email, provide an email address, buy a product, etc.)	Conversion Rate = (Conversions / Total viewers or marketing outreach recipients) X 100
Cost Per Lead	The marketing investment your organization makes to generate one new sales lead	Cost Per Lead = Marketing and other costs you incur during a particular period in order to attract a sales lead / The number of sales leads you attract during that period
Revenue Per Marketing Employee	The revenue your marketing efforts are generating per marketing employee	The total revenue your marketing efforts generate during a particular period / The number of marketing employees you have during that period