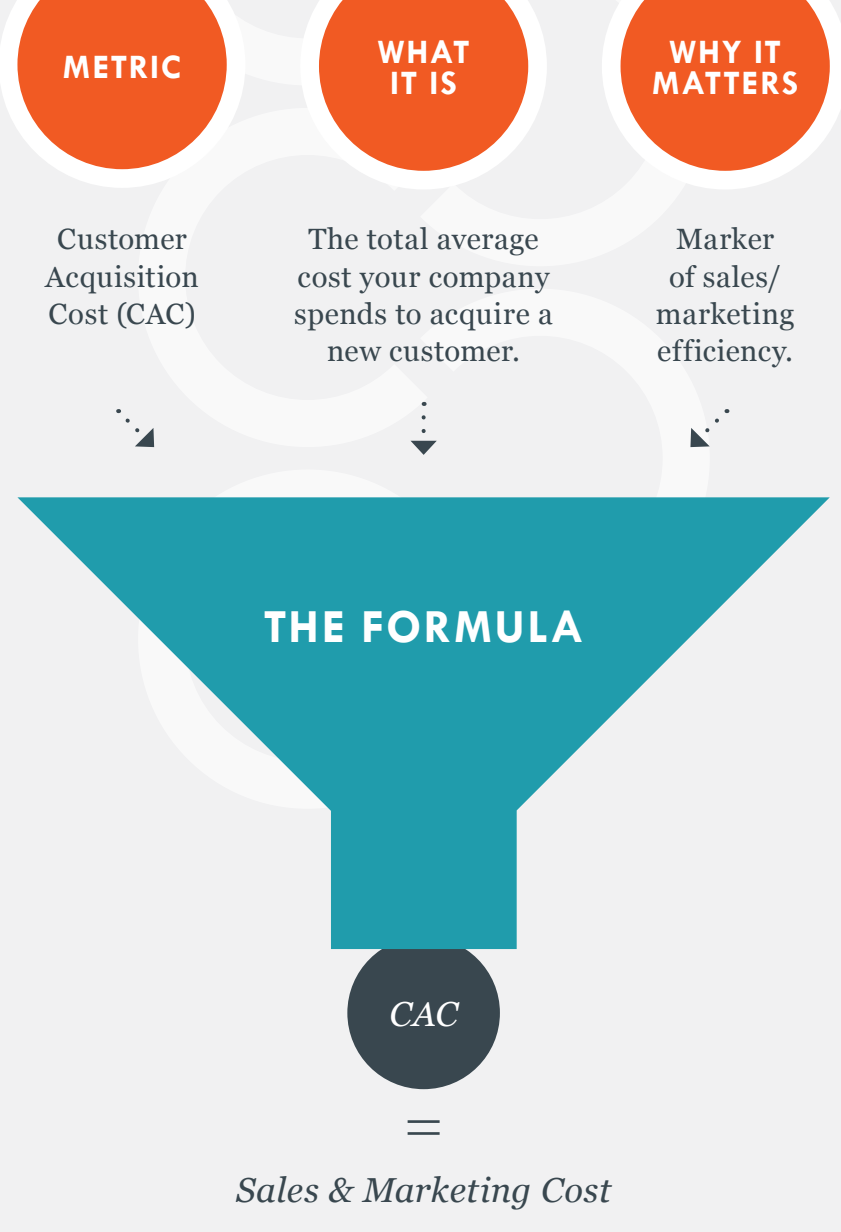


YOUR ESSENTIAL MARKETING METRICS

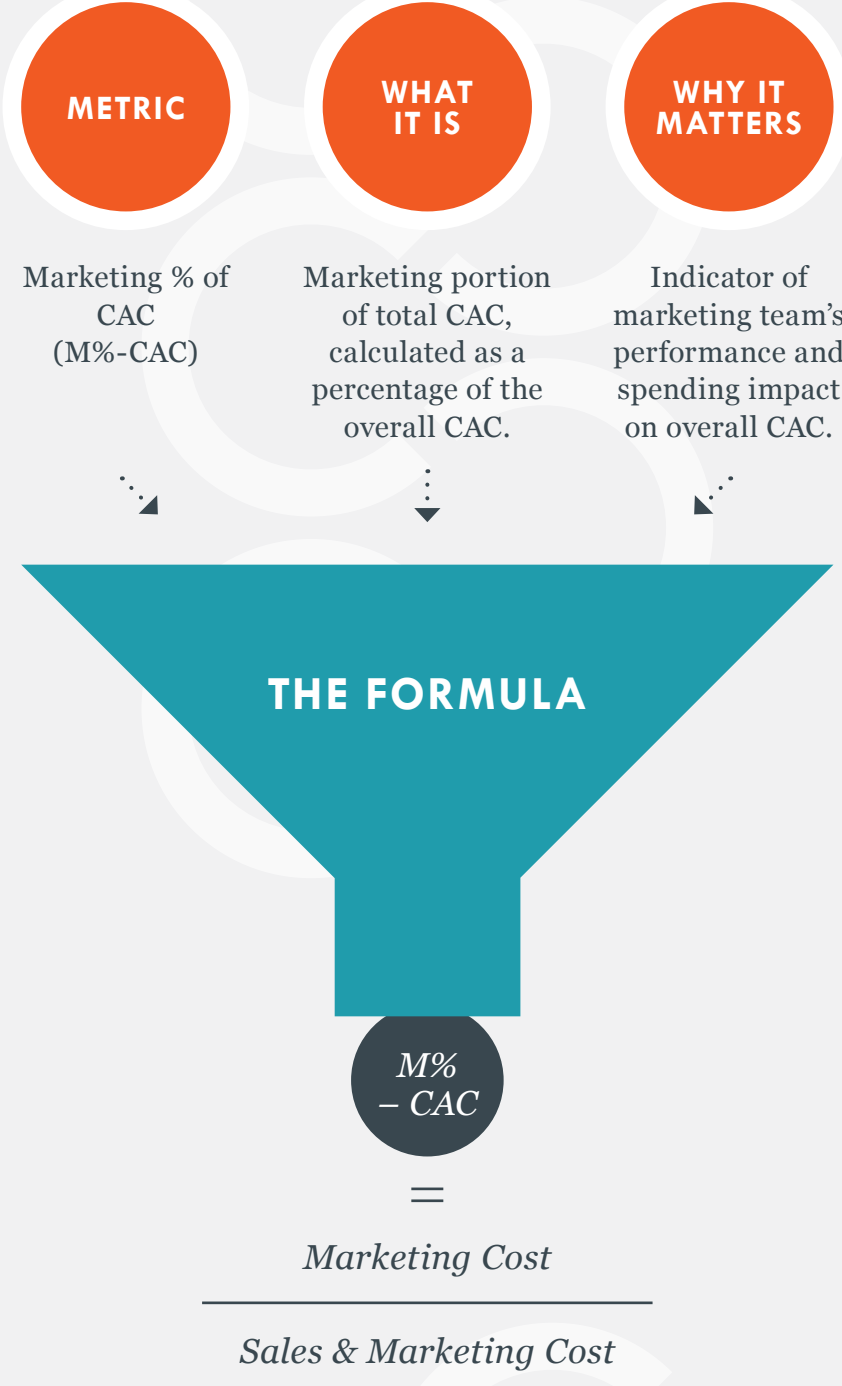
ALL YOU
NEED TO
PROVE
ROI

As marketers, we work tirelessly to move the needle on what often seems like a laundry list of metrics. But, when it comes to marketing metrics that matter to your execs the 6 featured below should cover it.

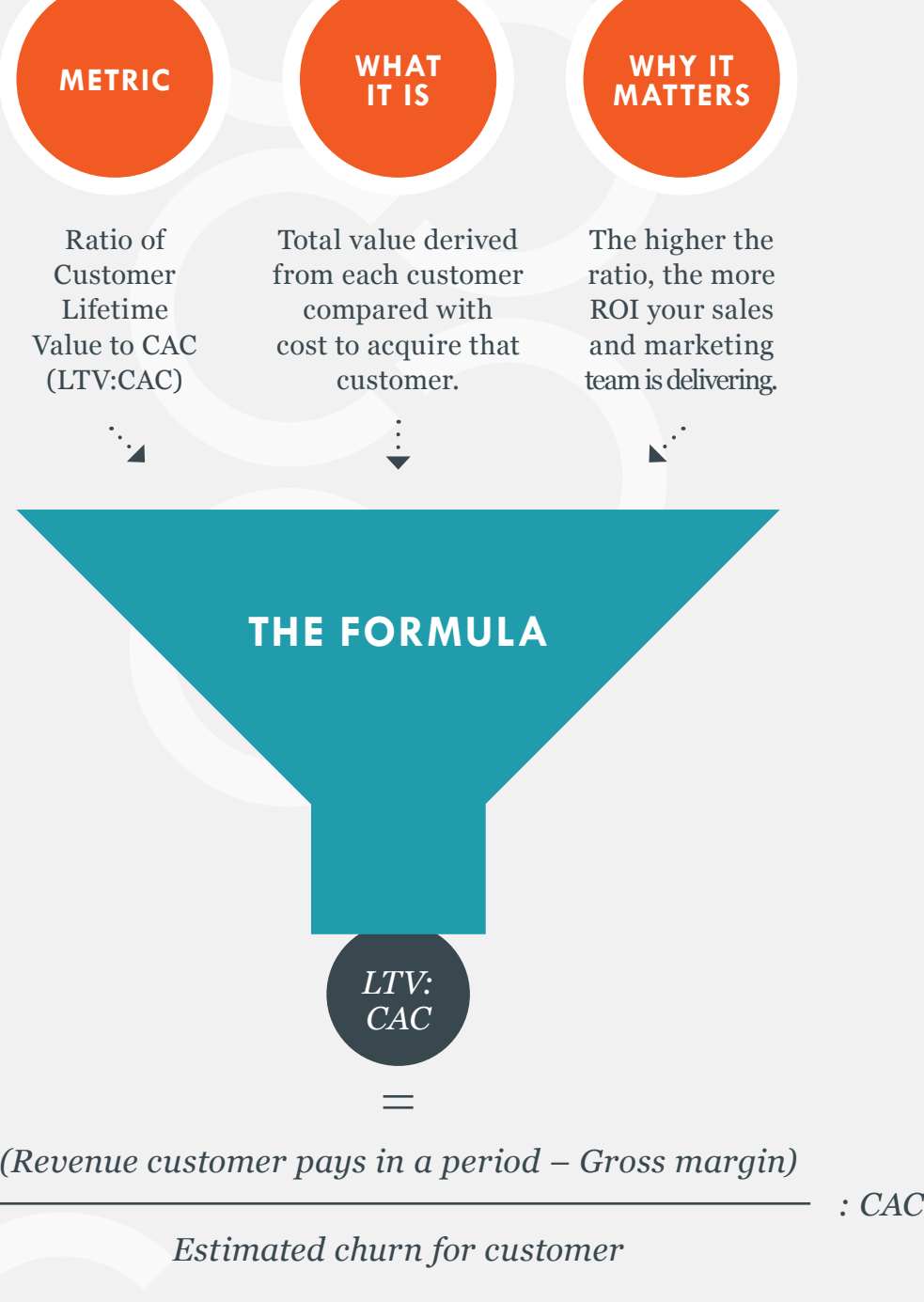
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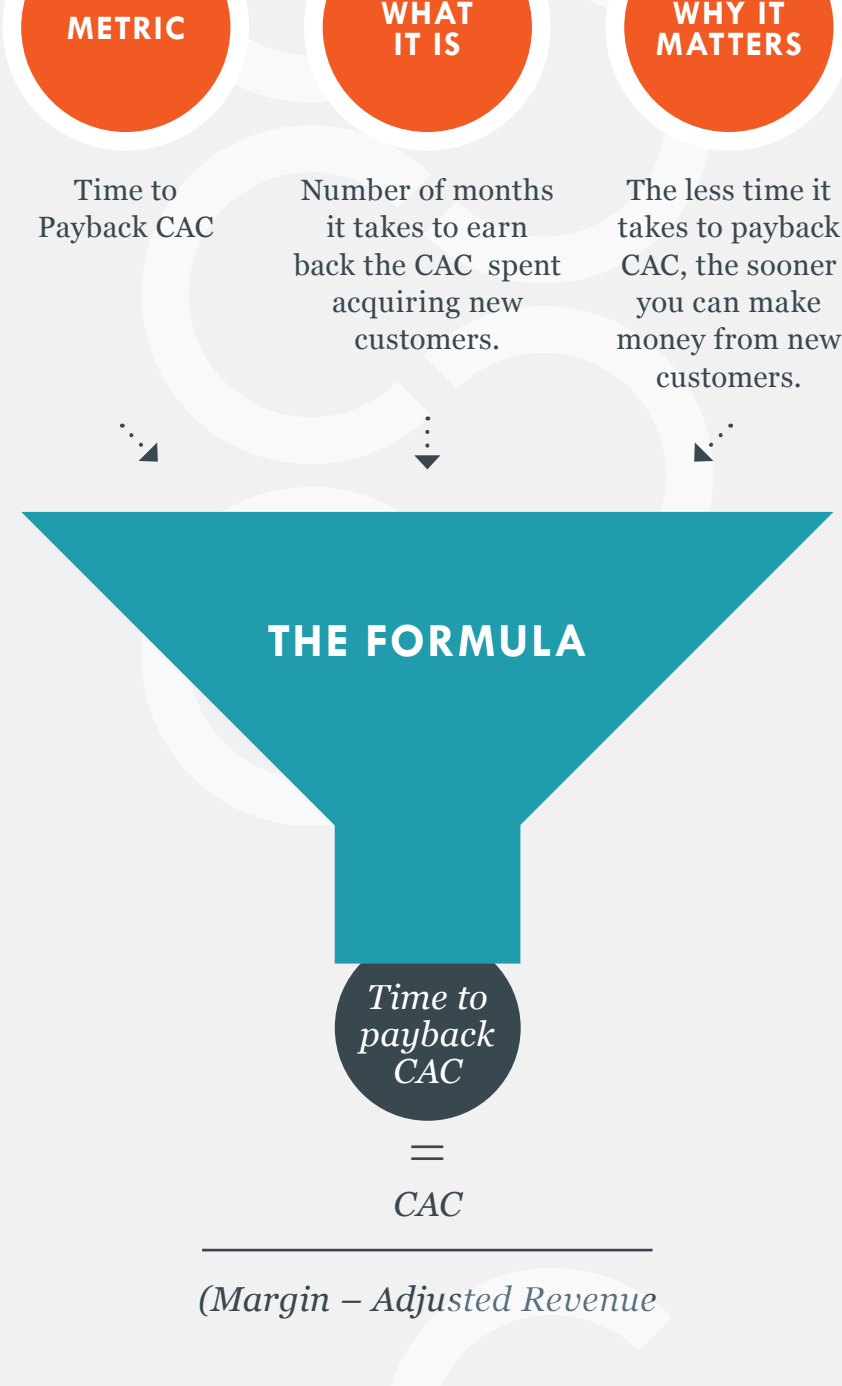
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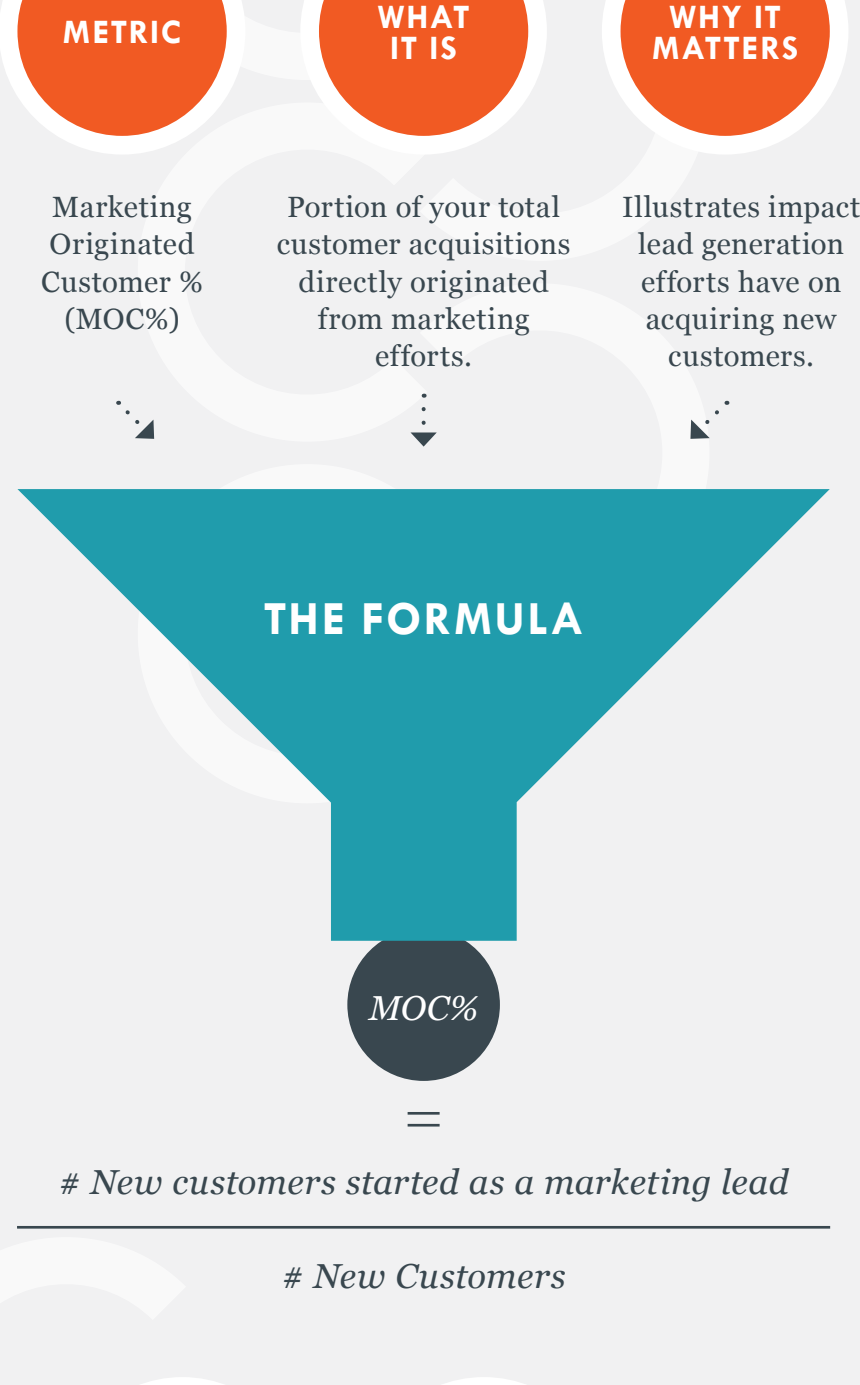
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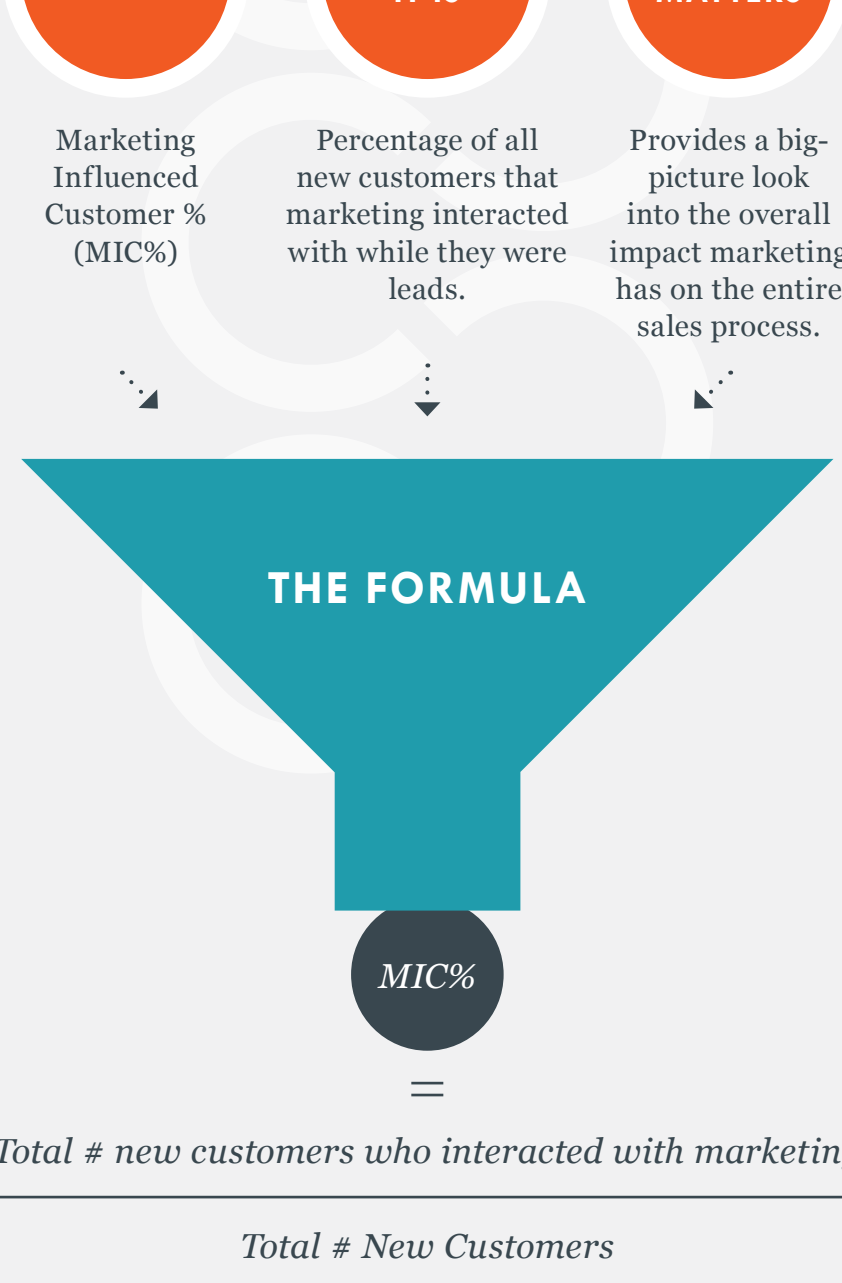
FOUR



FIVE



SIX



APPENDIX

SALES AND MARKETING COST = Program & Advertising Spend + Salaries + Commissions & Bonuses + Overhead for Sales & Marketing in a given period.

MARKETING COST = Expenses + Salaries + Commissions & Bonuses + Overhead for marketing department only in a given period.

CHURN PERCENTAGE = # Customers you lose during a time frame ÷ Total # of customers at beginning of the frame (Note: Do not include any new sales from that month).

MARGIN-ADJUSTED REVENUE = How much your customers pay on average per month.

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