

Contents

Part 1: Corporate Financial Metrics	1
Chapter 1: Revenue	3
Chapter 2: Gross Profit	7
Chapter 3: Value-to-Volume Ratio	9
Chapter 4: Net Profit	13
Chapter 5: Earnings-Based Value	17
Chapter 6: Return on Sales	23
Chapter 7: Return on Assets	25
Chapter 8: Return on Equity	27
Part 2: Marketing Planning Measures	31
Chapter 9: Market Share	33
Chapter 10: Relative Market Share	35
Chapter 11: Market Growth	37
Chapter 12: Market Demand	39
Chapter 13: Market Penetration	41
Chapter 14: Program/Nonprogram Ratio	47
Chapter 15: Program/Payroll Ratio	49
Chapter 16: Causal Forecast	51
Chapter 17: Time Series Analysis	57
Part 3: Brand Metrics	63
Chapter 18: Brand Equity	65
Chapter 19: Brand Scorecards	71
Chapter 20: Brand Premium	75
Chapter 21: Brand Contribution and Review Analysis	81
Part 4: Customers Metrics	85
Chapter 22: Net Sales Contribution	91
Chapter 23: Time-Driven Activity-Based Costing	93
Chapter 24: Segment Profitability	95
Chapter 25: Customer Profitability	99
Chapter 26: Share of Customer	101
Chapter 27: Return on Customer SM	105
Chapter 28: New Customer Gains	109
Chapter 29: Customer Acquisition Costs	113
Chapter 30: Cost Per Lead	117
Chapter 31: Retention Rate	121
Chapter 32: Churn Rate	125

Chapter 33: Consumer Franchise — 129
Chapter 34: Customer Equity and Customer Lifetime Value — 133
Chapter 35: Customer Brand Value — 137
Chapter 36: Customer Losses — 139

Part 5: Product/Offering Metrics — 143

Chapter 37: Usage — 145
Chapter 38: New Product Purchase Rate — 147
Chapter 39: Marketing Cost Per Unit — 151

Part 6: Price Metrics — 153

Chapter 40: Price — 155
Chapter 41: Mark-Up Pricing — 159
Chapter 42: Target Return Pricing — 163
Chapter 43: Sales Price Variance — 165
Chapter 44: Markdown Goods Percentage — 169
Chapter 45: Profit Impact — 171

Part 7: Advertising/Promotion Metrics — 175

Chapter 46: Share of Voice — 177
Chapter 47: Recall — 179
Chapter 48: Recognition — 183
Chapter 49: Reach — 185
Chapter 50: Frequency — 187
Chapter 51: Gross Rating Points — 189
Chapter 52: Cost Per Gross Rating Point — 193
Chapter 53: Response Rate — 195
Chapter 54: Conversion Rate — 199
Chapter 55: Advertising-To-Sales Ratio — 201
Chapter 56: Promotion Profit — 203

Part 8: Direct Marketing Metrics — 207

Chapter 57: Direct Marketing Revenue Goals — 209
Chapter 58: Direct Marketing Profit Goals — 213
Chapter 59: Direct Marketing Gross Profit — 215
Chapter 60: Direct Marketing Net Profit — 217
Chapter 61: Direct Marketing Return On Investment — 219

Part 9: Digital/Social Metrics — 221

Chapter 62: Gross Page Impressions (Or Gross Page Requests) — 223
Chapter 63: Word of Mouth — 225
Chapter 64: Total Clicks — 1

- Chapter 65: Click Through Rate — 229
- Chapter 66: Cost Per Click — 231
- Chapter 67: Cost Per Action — 235
- Chapter 68: Pay Per Lead — 237
- Chapter 69: Activity Ratio for Social Media — 239
- Chapter 70: Deductive Social Media Return on Investment — 241
- Chapter 71: Resolution Time — 243
- Chapter 72: Social Media Profitability — 245
- Chapter 73: Bounce Rate — 247
- Chapter 74: Return On Advertising Spend — 249

Part 10: Place/Distribution Metrics — 251

- Chapter 75: Cost Per Sales Dollar — 253
- Chapter 76: Transactions Per Customer — 255
- Chapter 77: Transactions Per Hour — 257
- Chapter 78: Average Transaction Size — 259
- Chapter 79: Average Items Per Transaction — 261
- Chapter 80: Hourly Customer Traffic — 265
- Chapter 81: Returns to Net Sales — 267
- Chapter 82: Inventory Turnover — 269
- Chapter 83: Percent Inventory Carrying Costs — 271
- Chapter 84: Gross Margin Return on Inventory Investment — 273
- Chapter 85: Sales Per Square Foot — 277
- Chapter 86: Sales/Profits Per Employee — 279
- Chapter 87: Retail Close Ratio — 281
- Chapter 88: Retail Margin Percentage — 285
- Chapter 89: Percent Utilization of Discounts — 287
- Chapter 90: Shrinkage to Net Sales — 289

Part 11: Sales Metrics

- Chapter 91: Net Sales Contribution — 297
- Chapter 92: Absolute Index — 299
- Chapter 93: Relative Index — 303
- Chapter 94: Percent of Sales — 305
- Chapter 95: Independent Sales Representative Analysis — 309
- Chapter 96: Turnover Rate — 311
- Chapter 97: Recruiting — 315
- Chapter 98: Breakdown Approach — 317
- Chapter 99: Workload Approach — 321
- Chapter 100: Sales Performance Quotas — 327
- Chapter 101: Average Sales Per Call — 335
- Chapter 102: Close Process and Close Ratio — 337

Chapter 103: Cost Per Call	341
Chapter 104: Break-Even Sales Volume	343
Chapter 105: Sales Productivity	347
Chapter 106: Four Factor Model	351
Chapter 107: Sales Variance Analysis	355
Chapter 108: Sales Volume Variance	361
Chapter 109: Sales Enablement	365
Chapter 110: Net Promoter Score®	367