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comprehensive set of metrics  
covering the full range of  
marketing activities including:  
promotional strategy; advertising  
and distribution; customer  
perceptions; market share;



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products and portfolios; customer  
profitability; sales forces and  
channels; and pricing strategy.

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of the Universities of  
Pennsylvania and Virginia is all  
about metrics, marketing metrics  
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Neil T. Bendle, Phillip E. Pfeifer,  
and David J. Reibstein. It is a type  
of cookbook with recipes for  
helping marketing managers or  
executives to design a scorecard,  
evaluate their business, or better  
assess market, competitive, and

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Should Master marketing metrics we shared above are just some of the metrics to track. However, they make one thing crystal clear: there are a lot of numbers to track and report. But which ones are the most important? We asked about 50 people and here are their must-track marketing metrics: Brand awareness

34 Marketing Metrics to Include in Every Marketing Report ...

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