



# 5 Marketing Metrics for C-Suite

Robert M. Kraft - President and CEO, New Edge Marketing LLC



# WHAT IS IMPORTANT TO C- SUITE

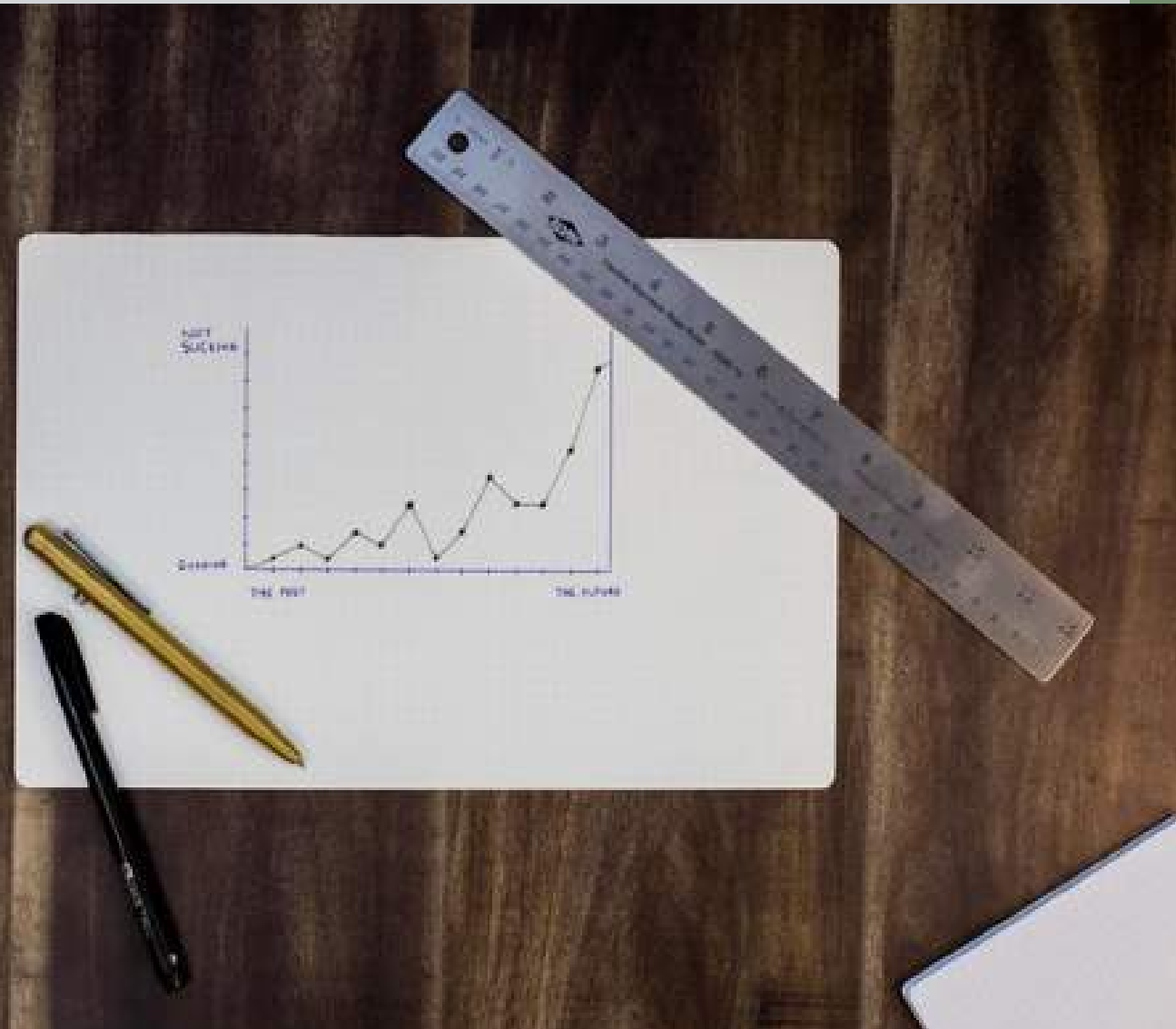
Robert M. Kraft  
explains that the most  
important measure to  
C-level executives is  
"ROI"

# 5 KPIS FOR INCREDIBLE MARKETING RESULTS

Most important B2B marketing metrics for the clarity to the C-suite and achieving tremendous marketing results.



**MEASURE THE EFFECT OF  
MARKETING EFFORTS ON  
SALES PRODUCTIVITY,  
PIPELINE, REVENUE  
VELOCITY.**





**MEASURE ROI-  
MARKETING INVESTMENT  
V/S REVENUE.**



**CUSTOMERS OBTAINED  
THROUGH MARKETING  
LEADS.**



**EFFECT OF MARKETING TO  
SHORTEN TIME TO  
REVENUE AND COMBINED  
EXPENSE TO REVENUE  
RATIO.**



**ROBERT KRAFT SUGGESTS  
TO MEASURE CUSTOMER  
ACQUISITION COST -  
COST OF MARKETING  
LEAD GENERATION**



# Social Sites



TWITTER



LINEKDIN

# GET IN TOUCH

## WEBSITE

<https://www.newedgemarketingllc.com/>

## EMAIL

[rmk@newedgemktgllc.com](mailto:rmk@newedgemktgllc.com)