



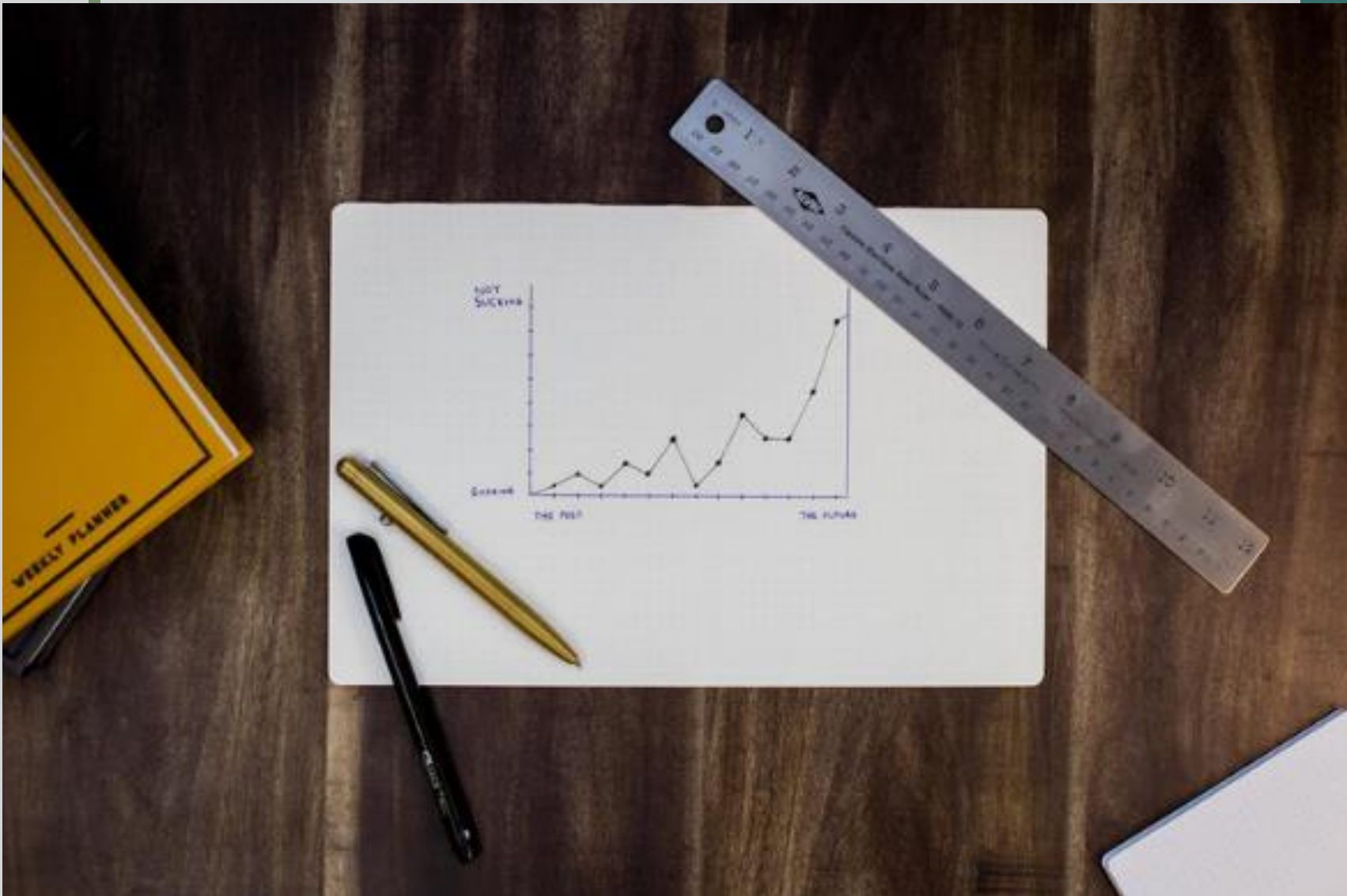
5 Marketing Metrics for C-Suite

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

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.**



**CUSTOMERS OBTAINED
THROUGH MARKETING
LEADS.**



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



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



WHAT IS IMPORTANT TO C- SUITE

[Robert M. Kraft](#)

explains that the most important measure to C-level executives is "ROI"



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

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