

Marketing Department KPI 2023								
Area	Strategy Segment	KPI No.	Description		Measurement Criteria	Value out of 100%	Value out of Overall Wt %	Yearly Target
OPERATIONS (Overall weight 20%)	SUSTAINABILITY	KPI-1	Market Research	* 12 Mystery shopping researches. (Not by DRC) * Mystery Shopping Survey (KSA, Bahrain, Egypt & UAE)- External- Twice a year * Call evaluation Survey (KSA, Bahrain, Egypt & UAE)- External- Twice a year * Customer Satisfaction Survey (KSA, Bahrain, Egypt & UAE, Jordan, Turkey, South Africa) * 6 Market Research * Survey strategic partners, interested parties	As per results	80.00%	24.00%	100.00%
		KPI-2	Technology	360 Customers' Engagement (Loyalty program) System	As per Plan	20.00%	6.00%	200.00%
	RESOURCES	Total				100.00%	30.00%	
		OVERALL WEIGHT				30.00%		
PEOPLE (Overall weight 5%)	RESOURCES	KPI-3	Employee	Staff Survey Results - Target 75%	As per Survey results	100.00%	5.00%	100.00%
		Total				100.0%	5.00%	
		OVERALL WEIGHT				5.0%		
CUSTOMERS (Overall weight 65%)	SUSTAINABILITY	KPI-4	Company's Campaigns & Communications	4 Social Media posts per month, per brand (SMSA KSA, UAE, Egypt, Jordan & Bahrain, S2D, SS) 12 Campaigns in KSA- Target 25% on Success rate. 6 Campaigns in IBU- Target 25% on Success rate. 1 Newsletter / Month - 15th of the following month for previous months edition Target 25%	As per plan	60.00%	39.00%	100.00%
		KPI-5	Marketing Gallery	Brand Image Library SMSA Corporate Video	As per plan	10.00%	6.50%	100.00%
		KPI-6	Company's Image	Audit SSC's & Fleet Twice a year	As per audit report	10.00%	6.50%	100.00%
		KPI-7	Corporate Social Responsibility	Target 1 per year	As per plan	10.00%	6.50%	100.00%
		KPI-8	Marketing Task	Achieve 80% of tasks completion as per SLA.	As per task completion spreadsheet	10.00%	6.50%	100.00%
		Total				100.00%	65.00%	
		OVERALL WEIGHT				65.00%		
							100.00%	

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