

# Panel Discussion | [Marketing Metrics] How to Define Key Performing Indicators (KPI) or Objectives and Key Results (OKR) for Measuring Success Amid Uncertainties



**PHOENIX CONTACT**

**MARK ONG**

Corporate Marketing  
Director, Phoenix Contact



**NIUM**

**TERENCE NG**

Marketing Director,  
Instarem by NIUM



**VIRBANK**

**BENJAMIN CHENG**

Chief Marketing Officer,  
VIRBANK

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**What are the marketing metrics you will include when setting a KPI, knowing the result may impact your career growth?**

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- **How do marketers become revenue driven?**
- **How are KPIs & OKRs derive to your team ?**
- **Measurement – How do we know things are working?**

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# Key Takeaways

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## Q&A