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



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

(i) Start presenting to display the poll results on this slide.

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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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