Measure Values for Head of Sales Department

**Date:** 3/20/2022

### Measures\Marketing and sales

| Status | | Measure | | | Indicator | Unit | Period | Plan Value | Actual Value |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| title | title | Cost of attracting customers |  | title | title | TEUR | March 2022 | 60 | 70 |
| title | title | Cost of attracting one customer | ***fx*** | title | title | EUR | March 2022 | 1,714.29 | 2,333.33 |
| title | title | Number of customers | ***fx*** | title | title | items | 2022 year | 516 | 386 |
| title | title | Number of return customers |  | title | title | items | March 2022 | 8 | 4 |
| title | title | Percentage of return customers | ***fx*** | title | title | % | March 2022 | 18.6 | 11.76 |