Keel & Crane Supply

Marketing measures

November 29, 2026

2022 Q4 to 2026 Q3. Marketing measures, from the company file.

The 80/20 Institute

Contents

1. How to read this page 3
2. Right to Grow 4
3. NPS by month 6
4. Relationship NPS by quarter 7

How to read this page

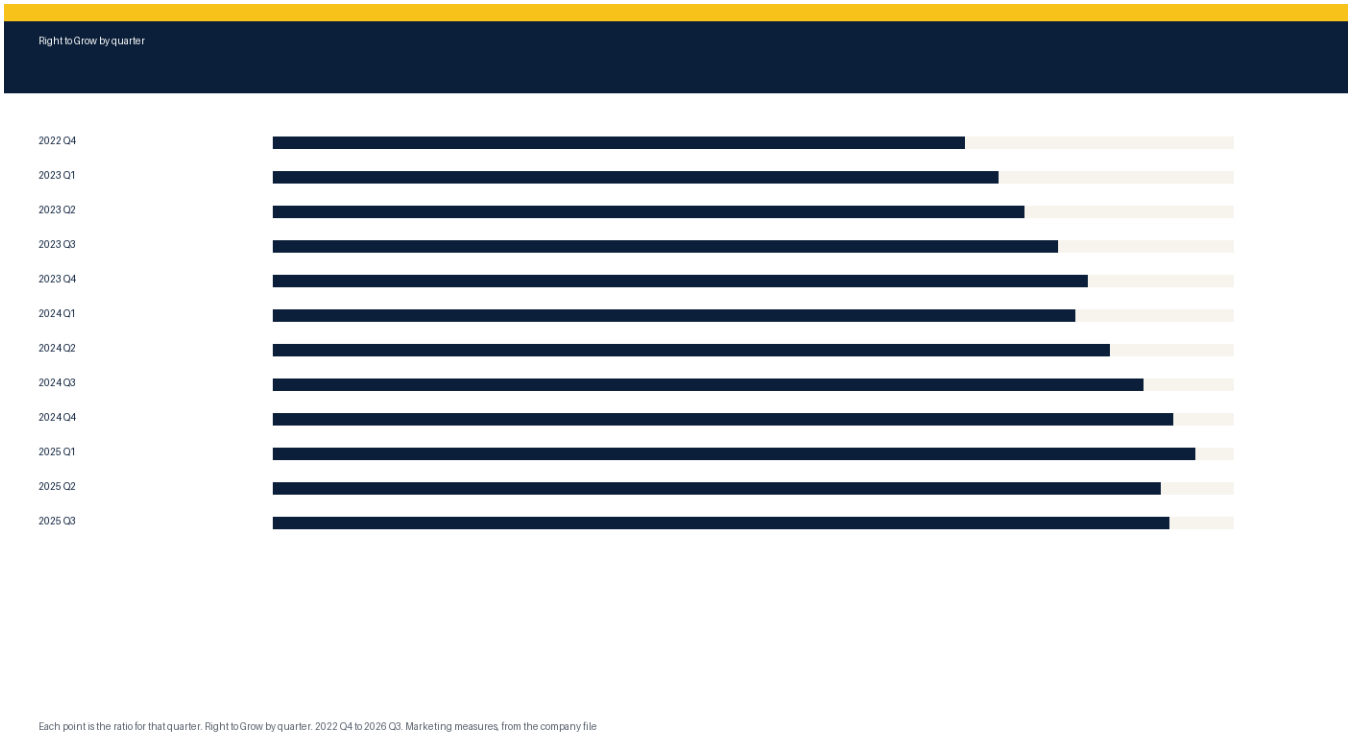
Sample company. These aren't your numbers.

Earn the Right to Grow. The ratio is 2.25. Same quarter last year 2.10. Direction Rising. Trailing twelve months. The quarter rows are the same file. A blank target is not zero. Posting a target does not add the dollars a second time. Jan 15–Dec 15, 2025. Quads come from the invoice file. The profit and loss statement is the sum of those invoices.

A blank stays off. Nothing here posts.

Right to Grow

2.25



Each point is the ratio for that quarter. Right to Grow by quarter. 2022 Q4 to 2026 Q3. Marketing measures, from the company file

Each point is the ratio for that quarter. Right to Grow by quarter. 2022 Q4 to 2026 Q3. Marketing measures, from the company file

Right to Grow by quarter

Quarter	Ratio
2022 Q4	1.62
2023 Q1	1.70
2023 Q2	1.76
2023 Q3	1.84
2023 Q4	1.91
2024 Q1	1.88
2024 Q2	1.96
2024 Q3	2.04
2024 Q4	2.11
2025 Q1	2.16

Quarter	Ratio
2025 Q2	2.08
2025 Q3	2.10
2025 Q4	2.25
2026 Q1	2.25
2026 Q2	2.25
2026 Q3	2.25

NPS by month

Jul 2026 to Sep 2026 · NPS by month · one score per month with answers. A month with no score is left off.

NPS is promoters minus detractors for that month, from -100 to 100. A month with no score stays off the line. It is not a posted dollar.

Nothing here posts.

NPS by month

Month	NPS
Jul 2026	100
Aug 2026	50
Sep 2026	-100

Relationship NPS by quarter

2025 Q4 to 2026 Q3 · relationship NPS · one score per quarter with answers. A quarter with no score is left off.

Relationship NPS is the score for that quarter. A quarter with no score stays off the line. It is not the order survey.

Nothing here posts.

Relationship NPS by quarter

Quarter	NPS	Scores
2025 Q4	11.1	9
2026 Q1	0	9
2026 Q2	-11.1	9
2026 Q3	11.1	9