Communicating Marketing’s Value to the Business

Client Success Story

The global marketing team of a consumer electronics company, facing major budget cuts, needed to prove its value to the CEO. With Gartner support, the client was able to not only prove the value of marketing but also receive a 5% increase to the budget.

Industry: Consumer electronics
Revenue: $3.8 billion
Employees: 8,000+
Contact: CMO, Global Marketing Team
Mission-critical priority

The CMO needed to justify the ask to maintain the global marketing budget and prove why a 10% budget cut would be detrimental to the business impact.

How Gartner helped

Leveraging 15+ inquiry calls from Gartner experts and Gartner tools, such as CMO Spend Survey, Hierarchy of Marketing Metrics, and Intelligence Reports, the client was able to understand where the team was overspending and underspending in comparison to peers. Using Gartner benchmarks and data points, the CMO was able to showcase her team’s efficiency and create a strategy for next year.

Mission accomplished

With Gartner for Marketers, the client was able to successfully:

• Solidify the right KPIs to showcase how marketing impacts the growth of the business
• Achieve approval and buy-in from the CEO
• Receive a budget increase of 5%

Achieve your mission-critical priorities with Gartner for Marketers