

# CMO Spend Survey

## Data Snapshots

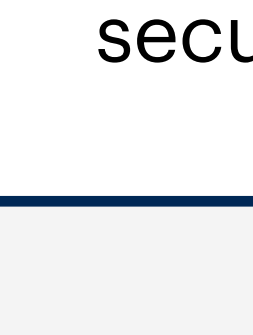
2025 insights to make strategic marketing decisions in the era of less

### About the Gartner CMO Spend Survey

- 11**  
countries
- 10**  
major industries
- \$5.7B**  
mean annual revenue
- 42%**  
B2B
- 23%**  
B2C
- 35%**  
even mix B2B and B2C

Clients can dive deeper into geographic regions and industry-specific benchmarks including:

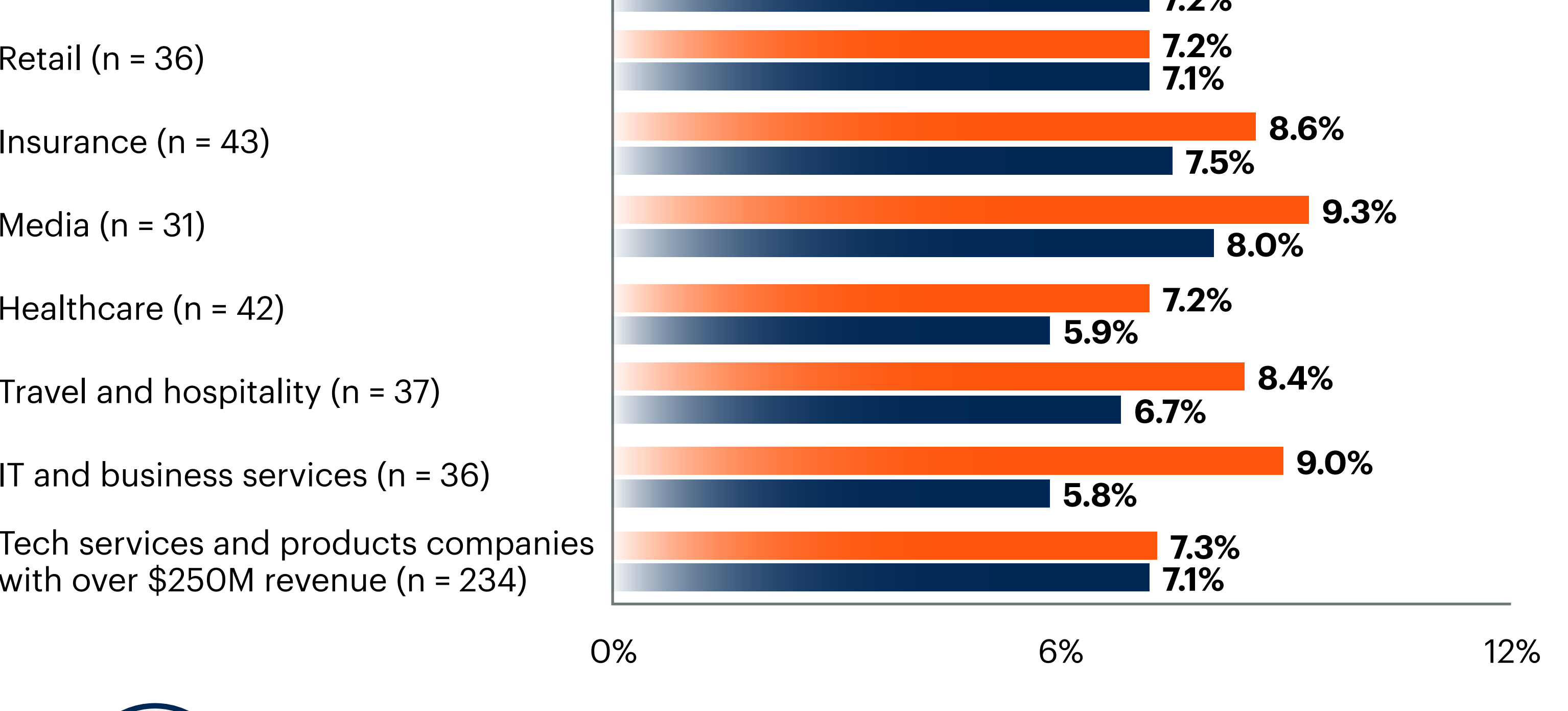
- Financial services and insurance
  - Healthcare and pharma
  - Manufacturing
  - Travel and hospitality
  - High tech
- And more



Use these data snapshots to:

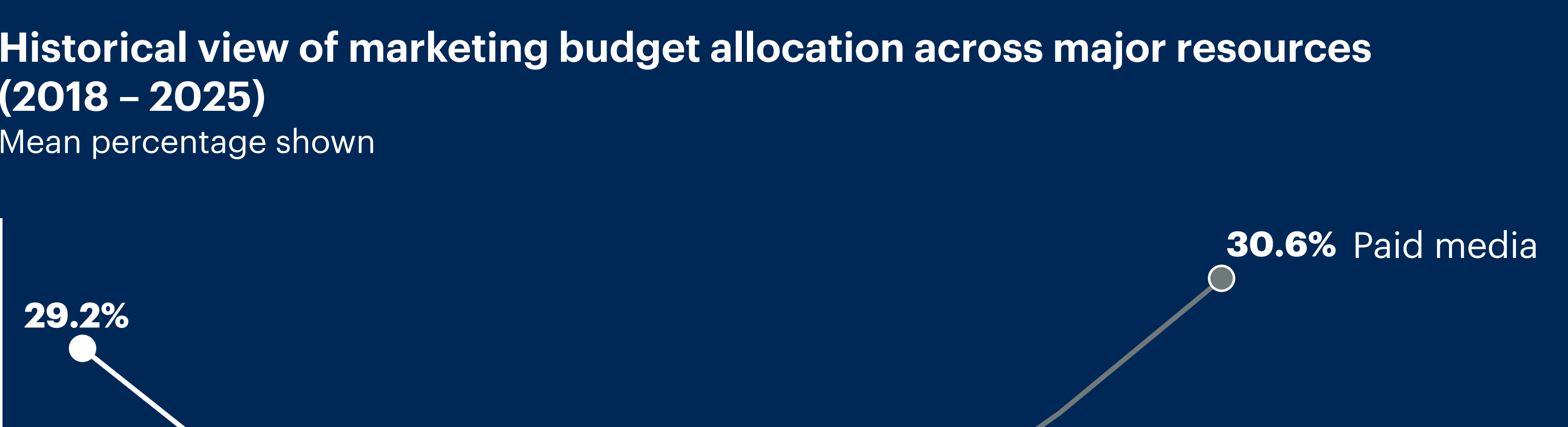
- 1** Protect and secure budget
- 2** Benchmark resources
- 3** Optimize channel spend

### Snapshot No. 1 Industry-specific marketing budget as a percent of total revenue



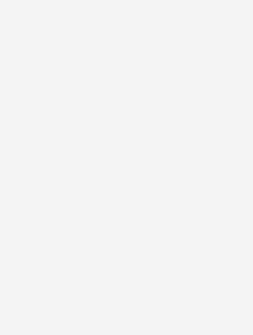
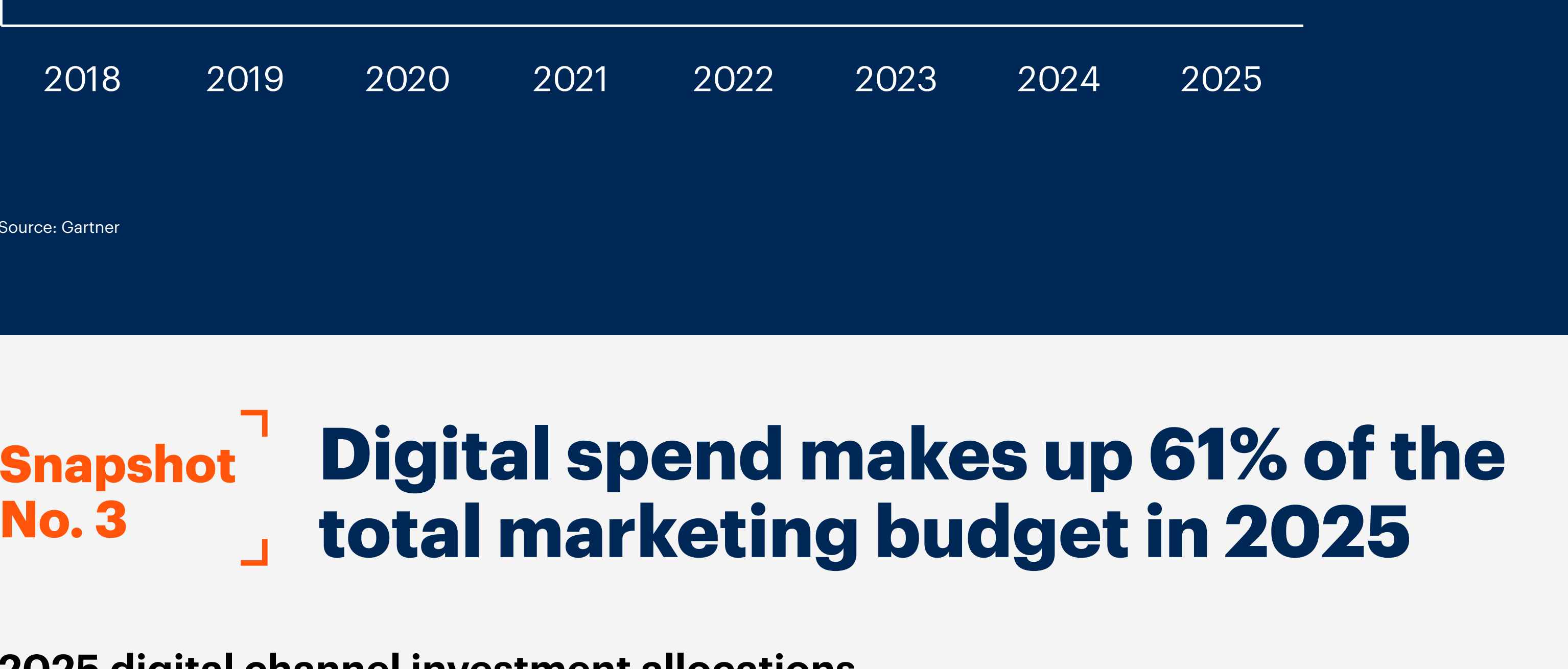
Prioritize where you should be focusing your spend with the **Gartner Marketing Budget & Efficiency Benchmark**.

### Snapshot No. 2 Paid media is the largest share of budget



Source: Gartner

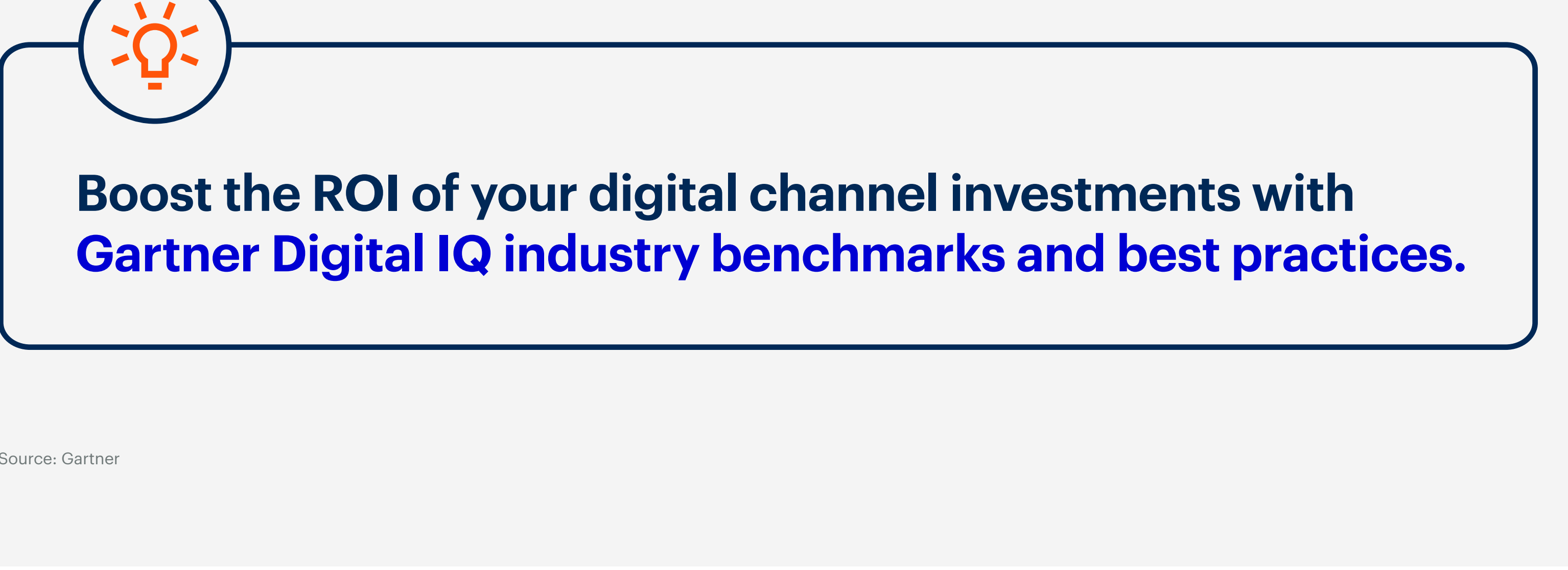
### Snapshot No. 3 Digital spend makes up 61% of the total marketing budget in 2025



Boost the ROI of your digital channel investments with **Gartner Digital IQ industry benchmarks and best practices**.

Source: Gartner

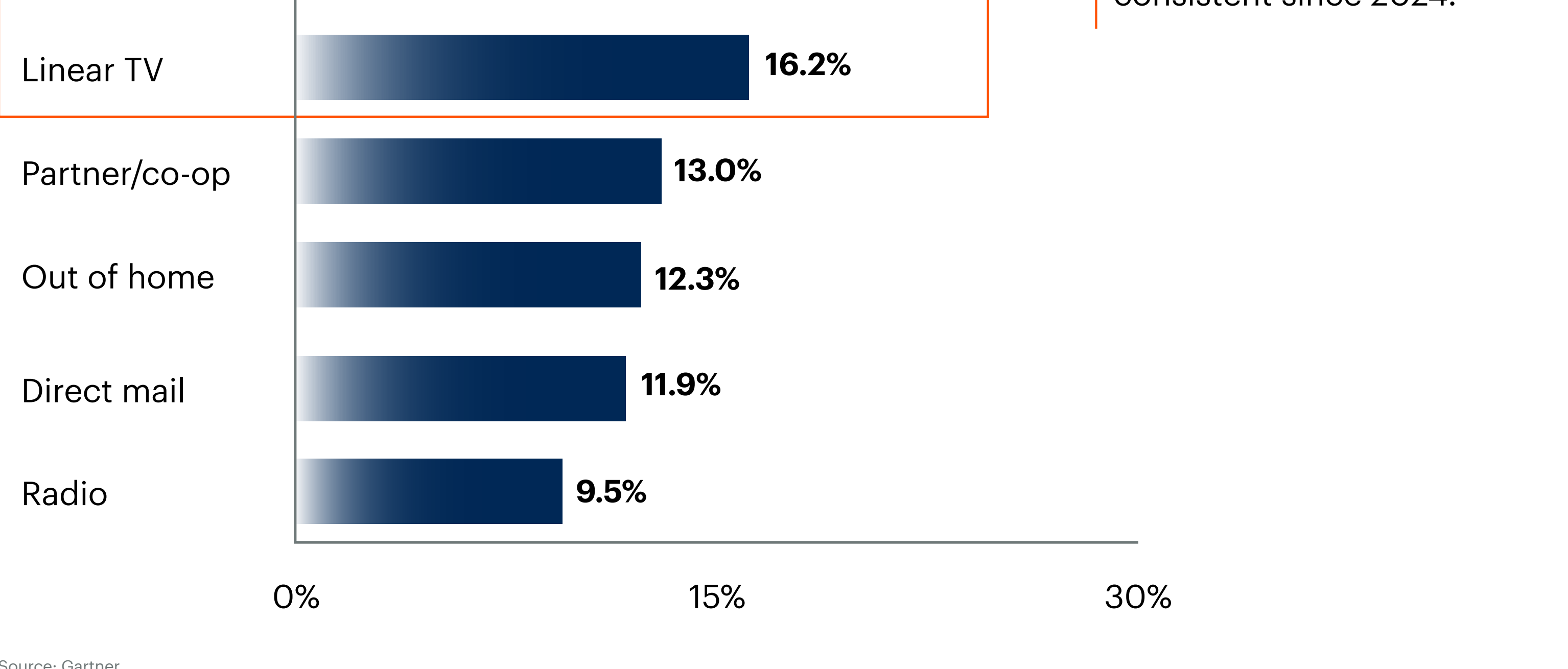
### Snapshot No. 4 Event marketing receives the most offline spend



The top 3 offline channel investments have remained consistent since 2024.

Source: Gartner

### Snapshot No. 5 Search advertising is a high-spend, high-impact channel



Source: Gartner

### Snapshot No. 6 CMO actions to counter budget challenges

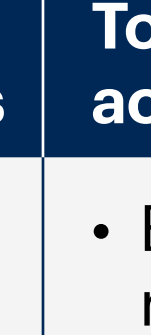
Resource area	Proportion of CMOs planning reduced budgets	Top 3 CMO cost-saving actions
Agencies	39%	<ul style="list-style-type: none"><li>• Eliminate underperforming agency relationships.</li><li>• Simplify agency roster/portfolio.</li><li>• Renegotiate agency contracts and scopes of work.</li></ul>
Media	18%	<ul style="list-style-type: none"><li>• Simplify channel mix.</li><li>• Utilize existing channels to drive up yield.</li><li>• Standardize media planning processes.</li></ul>
Labor	39%	<ul style="list-style-type: none"><li>• Simplify overlapping roles and responsibilities across teams.</li><li>• Eliminate headcount from the marketing team.</li><li>• Centralize critical capabilities.</li></ul>
Technology	12%	<ul style="list-style-type: none"><li>• Utilize existing tech rather than buying new solutions.</li><li>• Simplify the martech stack.</li><li>• Eliminate technologies that are no longer necessary.</li></ul>

Source: Gartner

### Explore more data snapshots for your industry and region

Financial services	Consumer products	Healthcare
IT and business services	Insurance	Manufacturing
Media	Pharma	Retail
Travel and hospitality	High tech	Europe
North America	United Kingdom	

Historical view marketing budget allocation across major resources (2018 – 2025)  
Mean percentage shown



To see more, set up a call:

**Schedule Now**