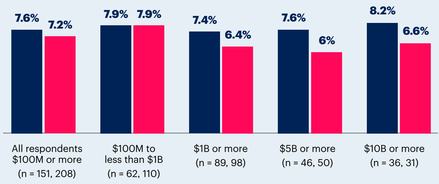
Gartner

Insights From the 2024 Tech Marketing Benchmarks Survey

Optimize your strategies for 2025 planning

The 2024 Gartner Tech Marketing Benchmarks Survey analyzes key benchmarks around marketing investments, brand strategy and activation, brand awareness, demand generation and account-based marketing (ABM) for technology marketing organizations. This research includes respondents within software, hardware and services companies that generate more than $100 million in revenue.

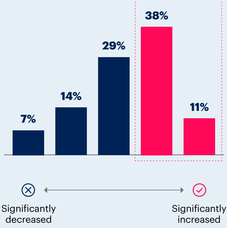
Larger providers have upped their overall marketing investments.



n = 151 (2024), 208 (2023); technology marketers with $100 million or more in annual revenue, excluding "don't know"

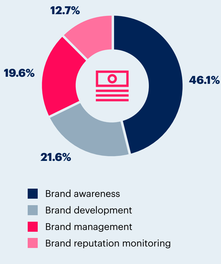
Brand awareness investments are on the rise.

Brand awareness investment changes year over year



n = 154; technology marketers with $100 million or more in annual revenue

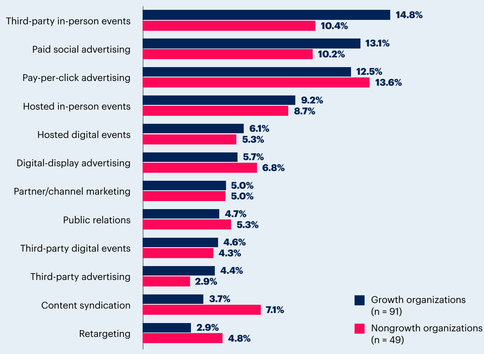
Brand strategy and activation budget allocations
Mean summary



n = 147; technology marketers with $100 million or more in annual revenue, excluding "not sure"

Nearly half of marketing programs budgets are allocated to just four channels.

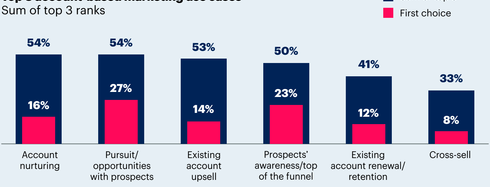
Marketing budget allocated across channels in growth companies
Mean scores



n varies; technology marketers with $100 million or more in annual revenue and with at least one marketing channel included in their marketing plan, excluding "not sure/prefer not to answer"

Maturing and scaling use cases for ABM programs

Top 3 account-based marketing use cases
Sum of top 3 ranks



n = 116; technology marketers with $100 million or more in annual revenue and with knowledge of account-based marketing

What can you do now?

Optimize brand strategy and activation to make better-informed investment decisions. Use these benchmarks as a guide for exploring and prioritizing investment levels.

Align with buyer readiness by using diverse channels, content and CTAs to drive demand generation and enhance your sales pipeline.

Elevate your ABM programs by understanding the key factors shaping these efforts, including attribution measurement, program budgets and account nurturing strategy.

Explore more tech marketing data snapshots

- Demand generation
- Brand investment and metrics
- Account-based marketing
- AI and generative AI

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