

CMO Spend Survey Data Snapshots

2024 insights to make strategic marketing decisions in the era of less

About the Gartner CMO Spend Survey

11 countries
10 major industries
\$5.3B median annual revenue

43% B2B
21% B2C
36% even mix B2B and B2C

Clients can dive deeper into industry-specific budget benchmarks including:

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

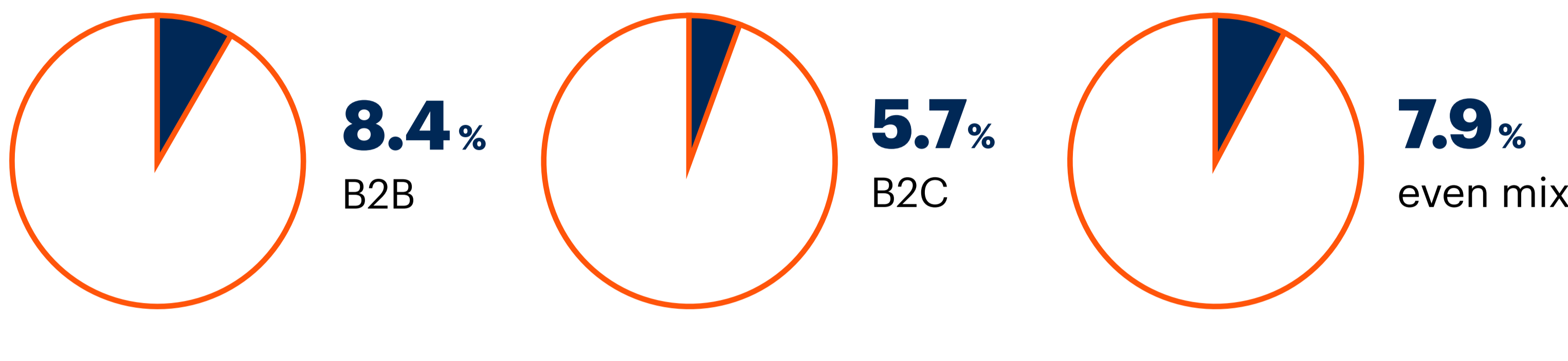


Use these data snapshots to:

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

Snapshot No. 1 Budgets fall by 15% as marketing's era of less takes hold

Marketing budget as a percentage of total revenue



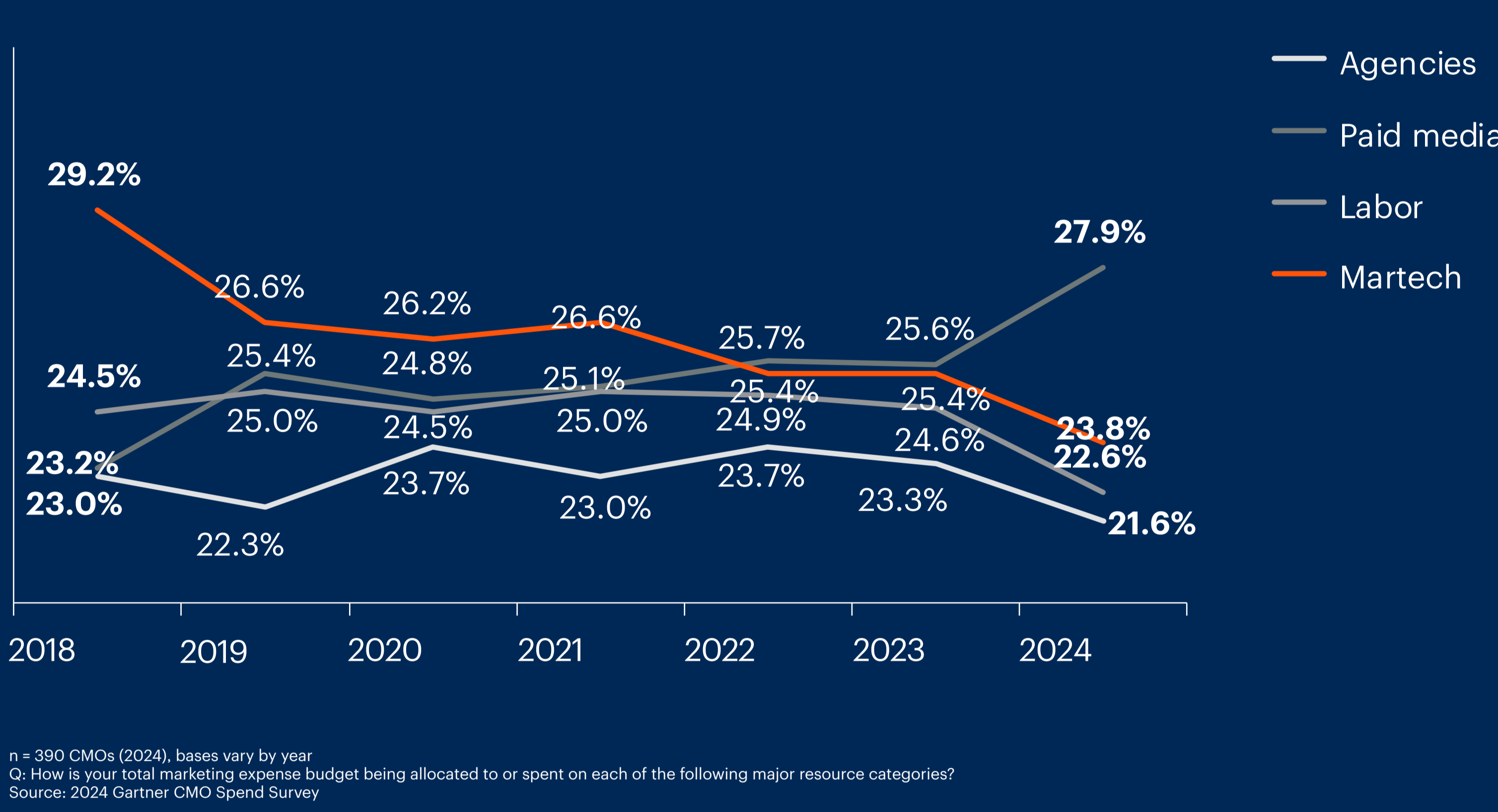
CMOs can leverage GenAI to deliver enhanced productivity and impact far beyond budgetary constraints.

n = 395 (2024), 410 (2023), 400 (2021), 342 (2020), 342 (2019), 618 (2018), 350 (2017), 375 (2016) CMOs, excluding "Don't Know"
 Q: What percentage of your revenue is being allocated to your total marketing expense budget in 2024?
 Source: 2024 Gartner CMO Spend Survey

Snapshot No. 2 Paid media is largest share of budget

Historical view of marketing budget allocation across major resources (2019-2024)

Mean percentage shown



n = 390 CMOs (2024), bases vary by year
 Q: How is your 2024 total marketing expense budget being allocated to or spent on each of the following major resource categories?
 Source: 2024 Gartner CMO Spend Survey

Snapshot No. 3 B2B splits spend almost evenly while B2C prioritizes paid media

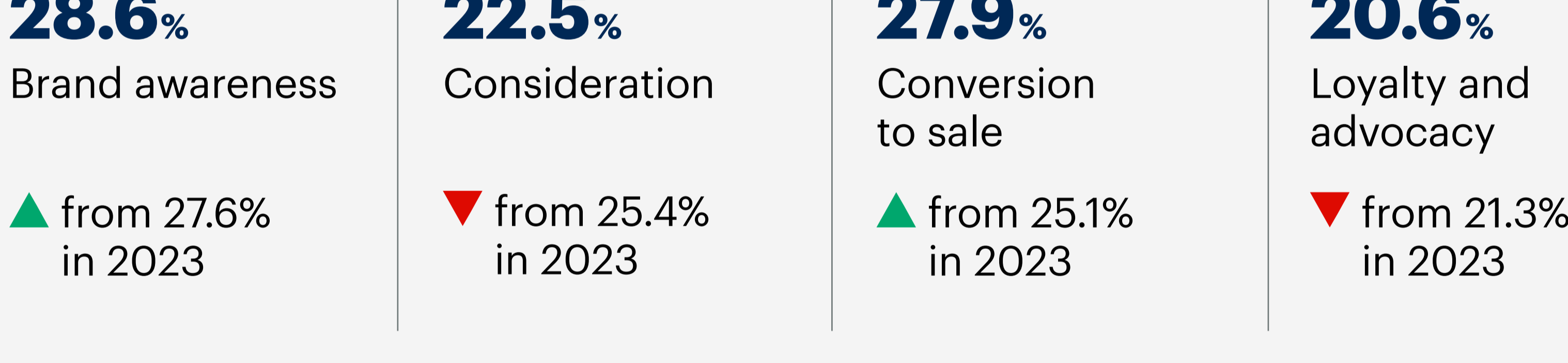
2024 marketing budget allocation across major resources: business model

Mean percentage of marketing budget shown

	Net B2B (n = 170)	Net B2C (n = 81)	Fairly even mix (n = 139)
Agencies and services	22.9%	20.4%	21.8%
Paid media	24.4%	34.2%	28.3%
Labor	24.3%	21.3%	21.4%
Marketing technology	25.1%	20.0%	24.5%

n varies by business model
 Q: How is your 2024 total marketing expense budget being allocated to or spent on each of the following major resource categories?
 Source: 2024 Gartner CMO Spend Survey

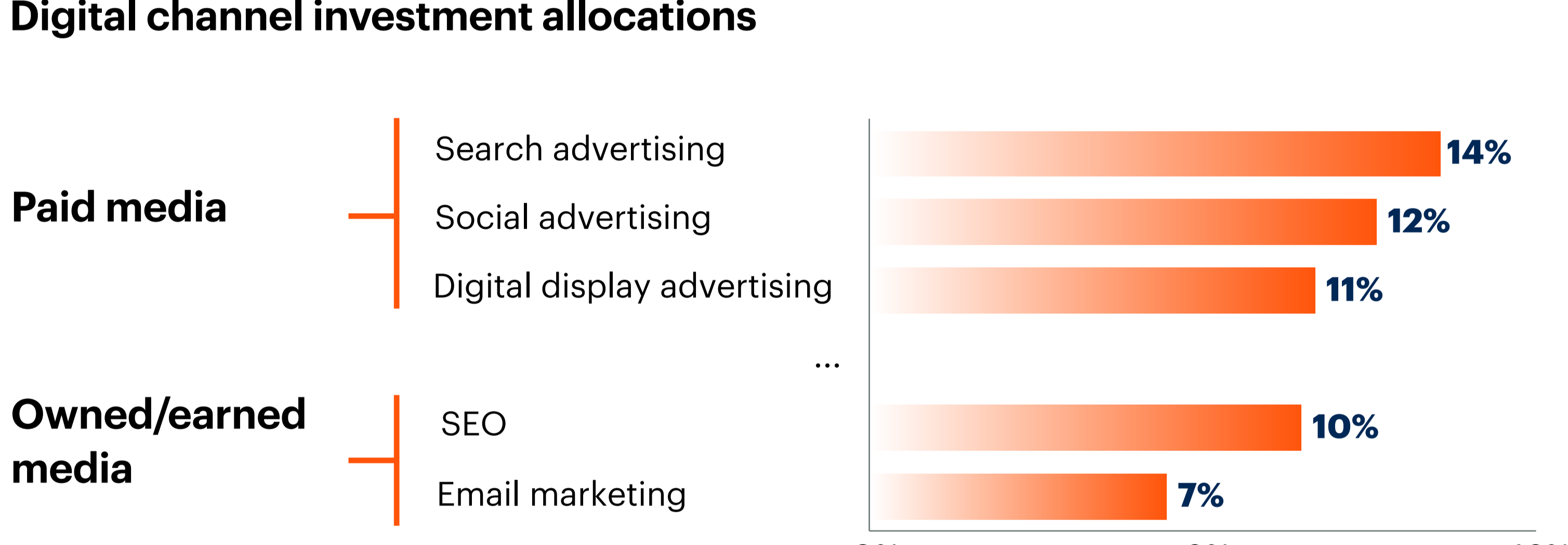
Paid media budget allocations across journey stages



Source: 2024 Gartner CMO Spend Survey

Snapshot No. 4 Search advertising and SEO lead digital spend

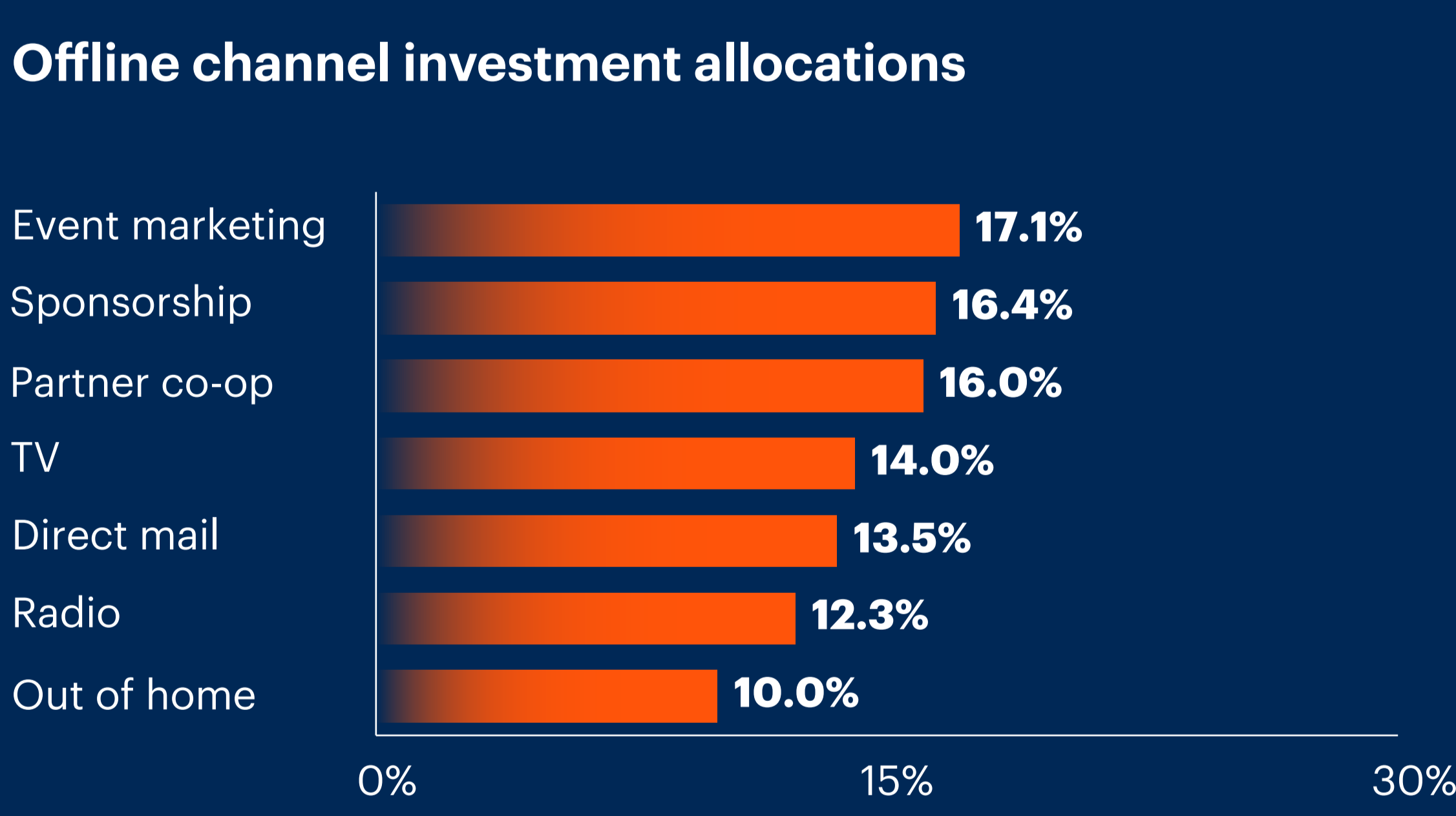
Digital channel investment allocations



n = 383 CMOs (2024); 410 CMOs (2023)
 Q: Next, please tell us how your 2024 total marketing expense budget allocation for digital channels being allocated to or spent on each of the following digital channels?
 Source: 2024 Gartner CMO Spend Survey

Snapshot No. 5 Event marketing and sponsorship receive most offline spend

Offline channel investment allocations



n = 390 CMOs (2024)
 Q: How is your 2024 total marketing expense budget being allocated to or spent on each of the following major resource categories?
 Source: 2024 Gartner CMO Spend Survey

Snapshot No. 6 Demand gen and brand get highest programs and operations spend

Top 5 marketing programs and operations receiving budget allocation in 2024

Mean percentage of marketing budget shown

	Net B2B (n = 170)	Net B2C (n = 81)	Fairly even mix (n = 139)
1 Demand generation (10.0%)	Brand strategy and activation (11.2%)	Demand generation (9.5%)	
2 Marketing operations (9.0%)	Marketing operations (10.2%)	Sales enablement (9.3%)	
3 Website (8.6%)	Digital commerce (9.6%)	Campaign creation and management (9.0%)	
4 Sales enablement (8.3%)	Marketing data and analytics (9.2%)	Brand strategy and activation (8.1%)	
5 Campaign creation and management (8.0%)	Website (9.1%)	Digital commerce (8.0%)	

n varies by business model
 Q: Next, please tell us how your 2024 total marketing expense budget is being allocated to or spent on each of the following marketing programs and operational areas.
 Source: 2024 Gartner CMO Spend Survey

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	



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