

# 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

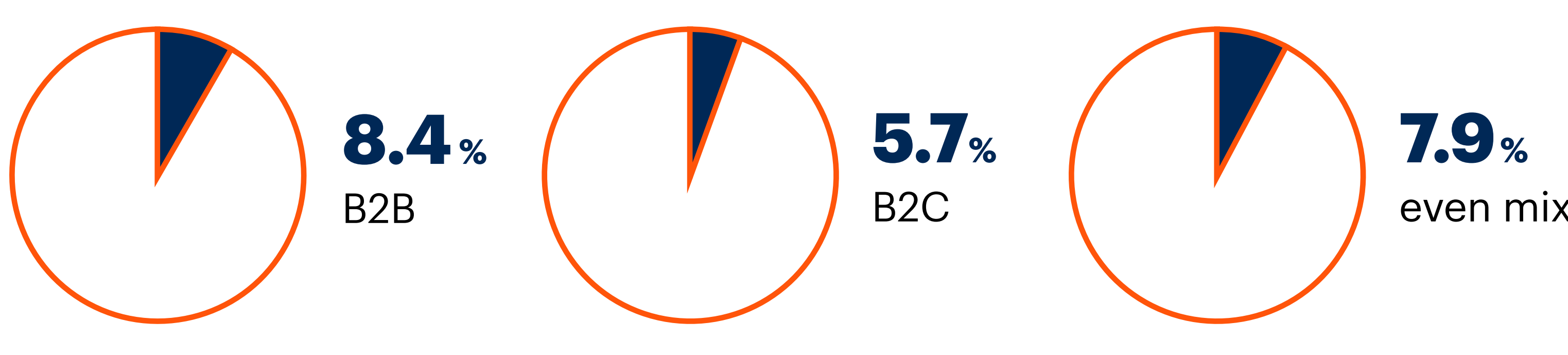


Use these data snapshots to:

- 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

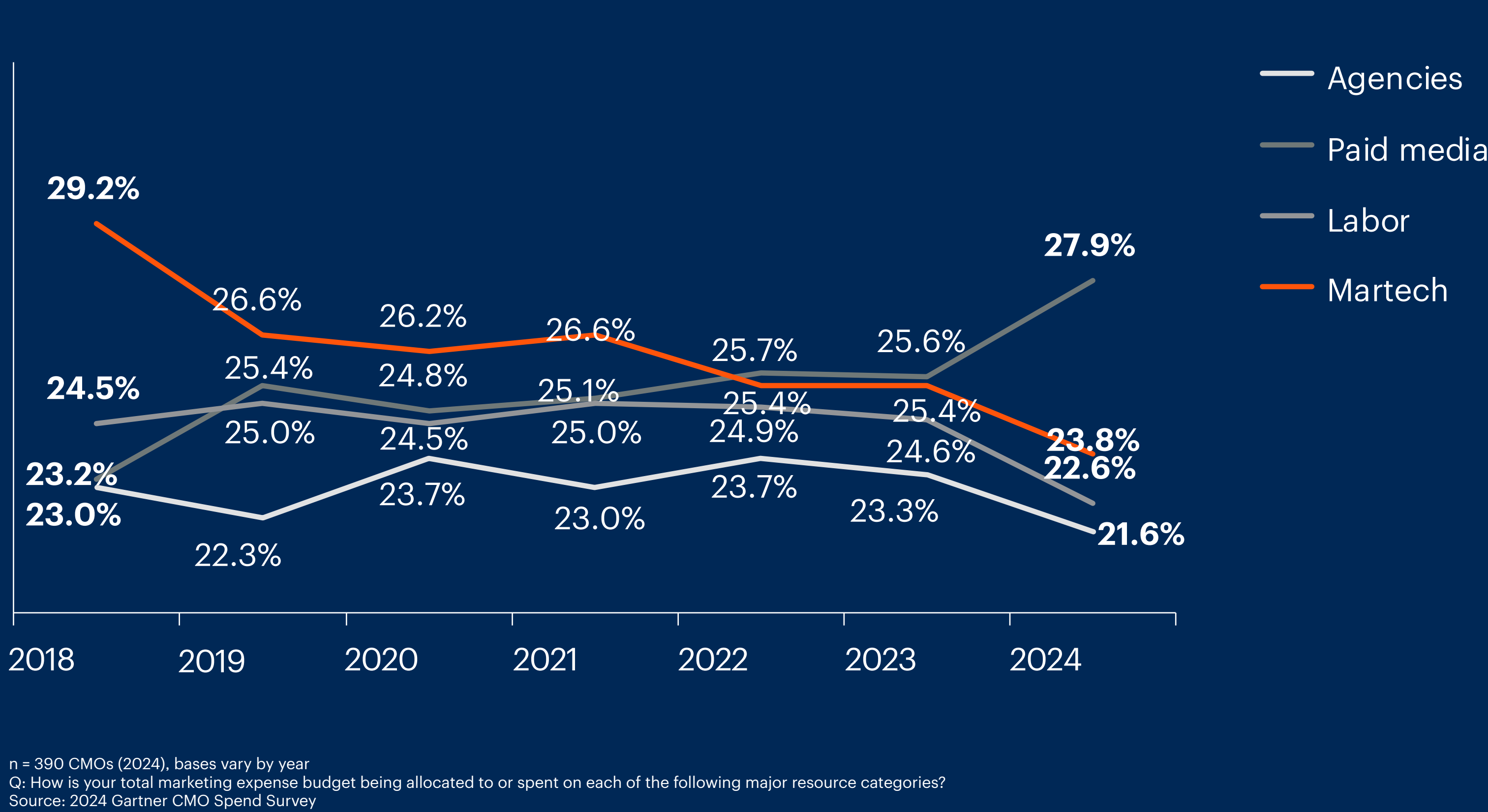


CMOs can leverage GenAI to deliver enhanced productivity and impact far beyond budgetary constraints.

n = 395 (2024); 410 (2023); 400 (2021); 342 (2020); 342 (2019); 618 (2018); 350 (2017); 375 (2016) CMOs, excluding "Don't know"  
 Q: 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. 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

Highest budget allocation	Net B2B (n = 170)	Net B2C (n = 81)	Fairly even mix (n = 139)
Agencies and services	22.9%	20.4%	21.8%
<b>Paid media</b>	24.4%	<b>34.2%</b>	<b>28.3%</b>
Labor	24.3%	21.3%	21.4%
Marketing technology	<b>25.1%</b>	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

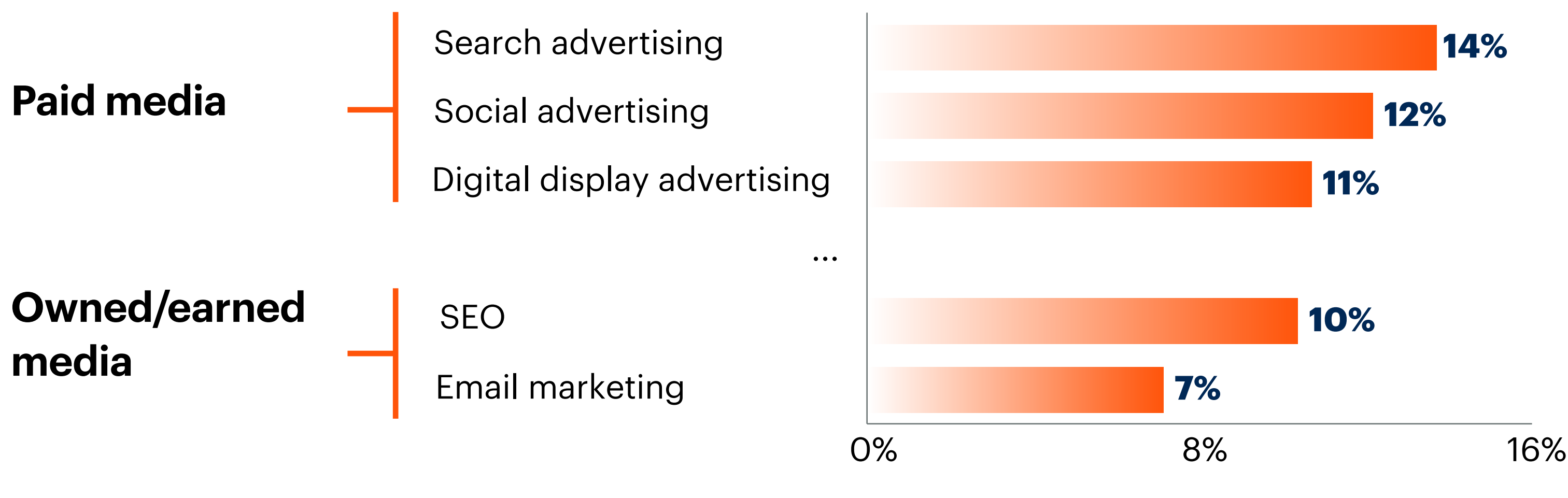
Paid media budget allocations across journey stages

- 28.6%** Brand awareness (▲ from 27.6% in 2023)
- 22.5%** Consideration (▼ from 25.4% in 2023)
- 27.9%** Conversion to sale (▲ from 25.1% in 2023)
- 20.6%** Loyalty and advocacy (▼ from 21.3% in 2023)

Source: 2024 Gartner CMO Spend Survey

### Snapshot No. 4 Search advertising and SEO lead digital spend

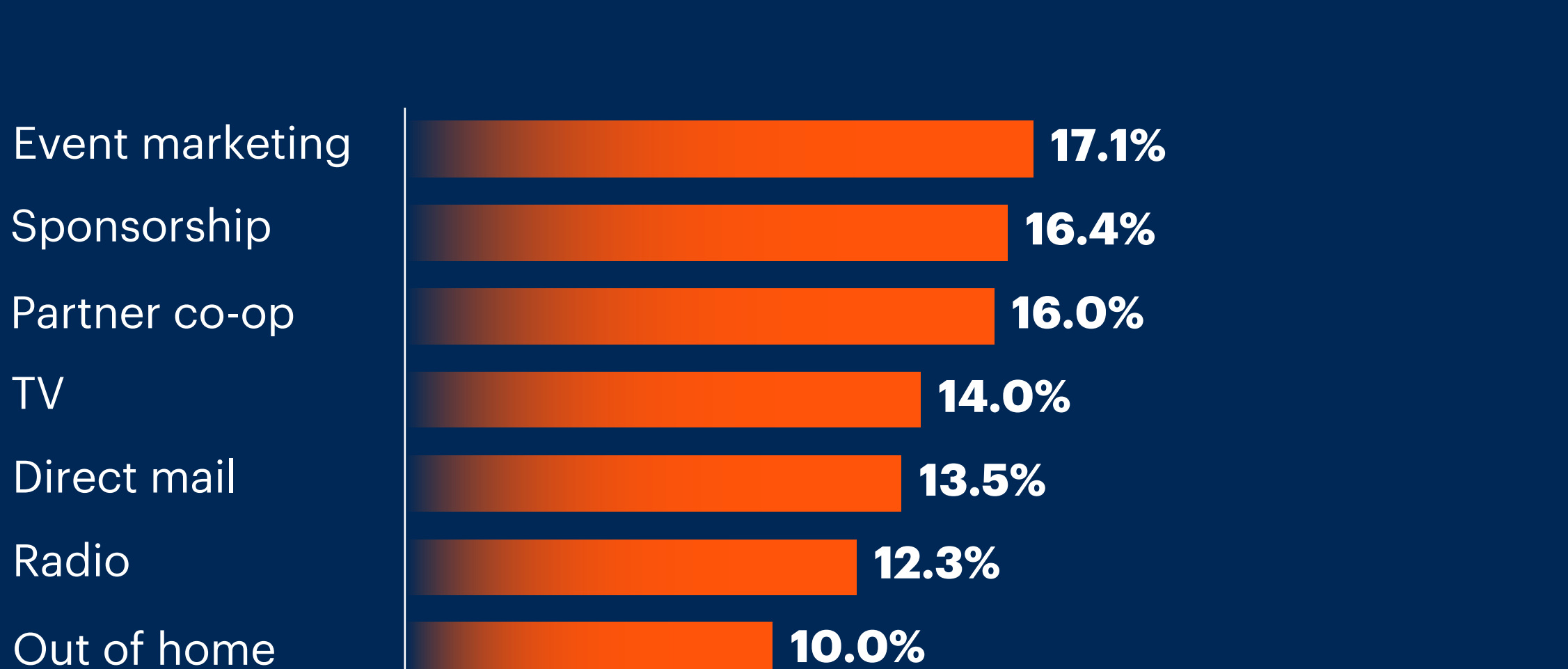
Digital channel investment allocations



n = 383 CMOs (2024); 410 CMOs (2023)  
 Q: How is your 2024 total marketing expense budget 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

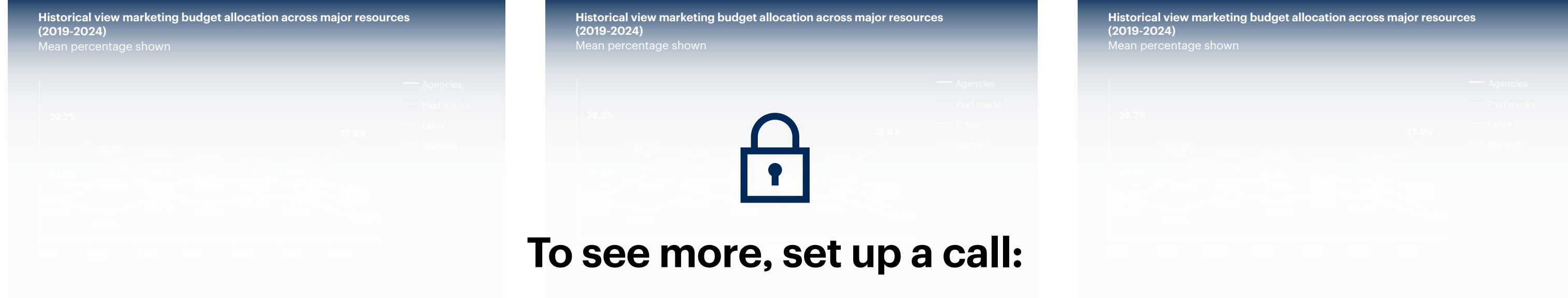
Top 5 marketing programs and operations receiving budget allocation in 2024  
 Mean percentage of marketing budget shown

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

n varies by business model  
 Q: How is your 2024 total marketing expense budget 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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