

# Communicating Marketing's Value to the Business

Industry: Consumer electronics  
Revenue: \$3.8B  
Employees: 8,000+



## Mission-critical priority

Maintain the global marketing budget and demonstrate why a 10% cut would be detrimental to the business impact.



## How Gartner helped

The client used:

- **Gartner Research and Benchmarking Tools** such as **CMO Spend Survey**, **Hierarchy of Marketing Metrics** and **Intelligence Reports** to identify overspending and underspending relative to industry peers
- **Gartner Advisory Services** to highlight the team's efficiency and **formulate a strategic plan** for the upcoming year



## Outcome

With support from Gartner for Marketing, the client:

- **Solidified the right KPIs** to showcase how marketing impacts the growth of the business
- **Achieved approval and buy-in** from the leadership
- **Received a budget increase** of 5%

“Gartner research is very helpful, it either validates what I’m thinking or sparks a question I wasn’t aware of.”

Chief Marketing Officer (CMO), Global Marketing team