



Gartner for Marketers

# Optimizing Marketing Budget to Improve Business Outcomes

Client Success Story

The marketing function of a large manufacturing company had traditionally failed to optimize their budget and was viewed by the CFO as a cost center. As such, the CFO was looking to cut the budget from the marketing function. Leveraging Gartner's research and expert analysts, our client was able to apply an agile budgeting approach that resulted in C-level approval for a 12% increase in their budget and an additional headcount within the team.

**Industry:** Manufacturing

**Revenue:** \$2 Billion

**Employees:** 6000

**Contact:** VP Marketing





## Mission-critical priority

The Marketing VP had 6 weeks to present a proposal on how marketing adds value to the organization or face significant cuts.



## How Gartner helped

Using Gartner's Annual CMO spend survey, agile budgeting approach and recommendations from analysts, our client created a budget proposal and ultimately secured a budget increase from the board and the CFO. After securing a budget, our client leveraged Gartner Hype Cycle and Magic Quadrant, to shortlist vendors for their technology investments. Additionally, the VP worked with Gartner Analyst to structure the Data and Analytics team and identify key roles, skills sets and technology.



## Mission accomplished

**With Gartner for Marketers, the client was able to successfully:**

- Develop a more strategic approach to budget strategy, which helped communicate that Marketing is a value adding, growth accelerating part of the business
- Increase the board's confidence in the team and the strategy
- Secure 12% budget increase and approval to hire for two new roles
- Saved time by making smart technology investments
- Build out a highly functioning Data Analytics and Marketing Insights team to support their new strategic marketing plans

**Achieve your mission-critical priorities with Gartner for Marketers**

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