

Optimizing Marketing Budget to Improve Business Outcomes

Industry: Manufacturing
Revenue: \$2B
Employees: 6,000+



Mission-critical priority

Demonstrate how marketing adds value to the organization, or face significant cuts.



How Gartner helped

The client used:

- **Annual CMO Spend Survey** by Gartner, to **formulate a budget proposal**
- **Gartner Hype Cycle** and **Magic Quadrant** to **streamline vendor selection** for technology investments
- **Gartner Advisory Services** to **structure the Data Analytics team** and identify key roles, skills sets and technology



Outcome

With support from Gartner for Marketing, the client:

- **Enhanced their budget strategy** and proved that marketing is a value-add, increasing the board's confidence and securing a **12% budget increase**
- **Saved time** by making smart tech investments and **secured approval to hire for two new roles**
- **Established a high-performing Data Analytics and Marketing Insights team** to support strategic marketing plans