



CMO Survey Results: How Teams Are Responding to Shifting Economic Conditions

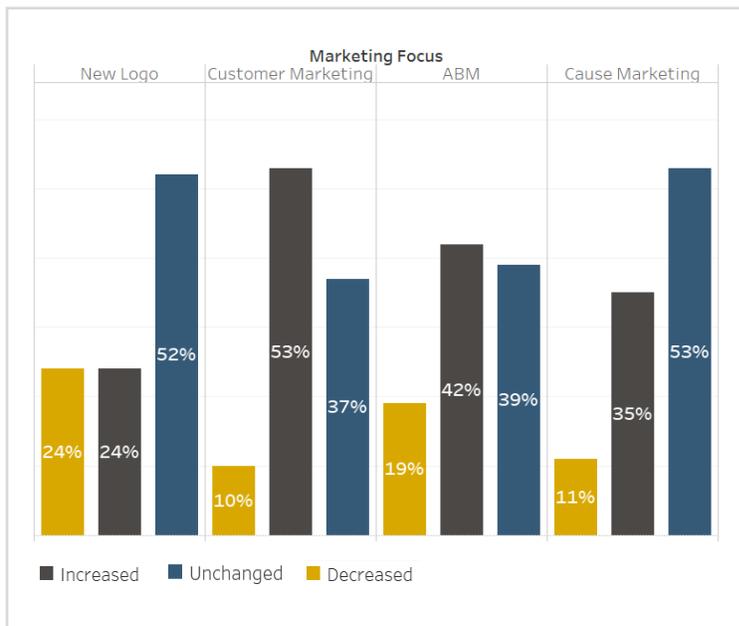
Most marketing leaders have experienced budget changes — but these changes don't align with revenue expectations.

Only **54%** of respondents have marketing budgets that align with new revenue expectations. Any changes made to revenue expectations should correspond with marketing investment.

5% of respondents said that their marketing budget has **increased** as a result of the pandemic. Companies that can afford to spend more will benefit from having an increased share of voice. Spending more while competition is spending less will lead to gain in market share.

		Revenue Expectations		
		Increased	Decreased	Unchanged
Marketing Budget	Increased	2%	0%	3%
	Reduced	0%	34%	15%
	Reallocated	0%	8%	16%
	Unchanged	0%	3%	18%

Marketing priorities are stretched between acquiring new customers and the growth and retention of current customers.



53% of respondents said that their focus on customer marketing has increased.

52% of respondents noted that their focus on acquiring new customers has **not** changed.

Top 3 CMO Priorities:

1. Generating leads and developing pipeline
2. Retaining and growing their customer base
3. Optimizing their strategies for market shifts

How can CMOs strike a balance between the increased need to focus on current customers and maintain the same expectations for new logos? Infusing [hyper-segmentation](#) into your strategies can help identify those high potential segments, accounts, and prospects that will drive the most return for your stretched investments.

CMOs are interacting with leadership at increased rates.

58% of respondents reported having increased interactions with their CEO.

65% of respondents reported having increased interactions with their Sales leaders.

As you too are likely increasing your interactions with other leaders, make sure you are driving the right conversation. With Sales and Customer Success leaders, make sure you are staying close to the buying process – note any key changes that require retooling of the marketing strategy. For CEO and CFO interactions, come prepared with how your strategic shifts are aligned to company priorities.

