

How the Best Marketers Use Investment Data as a Strategic Asset to Grow Revenue

Transparent investment data allows marketers to clearly understand the status of spend at all times and makes budget planning more agile. Marketers can confidently answer questions about how their investments are performing and shift spend quickly when priorities change.

Marketing organizations that prioritize and invest in spend data see more growth and have larger post-COVID budget increases than those that don't.

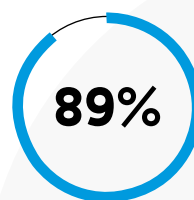
How do you know if you need to up-level your investment data strategy?:

1. Broken, undefined, and complicated processes create spreadsheet chaos around spend management.
2. Zero to little visibility into your current spend and future budget planning.
3. No way to view spend and forecasted spend across strategic pivots.
4. Investments are tied up and can't change with new priorities

Without evaluating budget and spend data, performance metrics alone can't demonstrate marketing's impact on growth. Demonstrate the value of your marketing budget by focusing your investment data strategy on:

1. Improve the Depth of Your Budget Visibility

When your marketing organization knows exactly where dollars are spent, it's much easier to adjust budgets and shift spend to where it can have the most impact. Budget clarity means you can respond quickly to changes: whether from poor local results or unexpected global changes.



89% of marketing teams with budget increases post-COVID could easily report on spend across their organization.

2. Increase Executive Access to Real-Time Insights

C-Suite access to marketing's investment data corresponded to both increased budgets for marketing and significant revenue growth for the company. When executives have the right investment and spend data at their fingertips, they can make smarter, faster decisions.

Learn more actions high-growth marketing teams take to succeed post-COVID in our report: [The 4 Actions of High-Growth Marketing Teams](#).

