

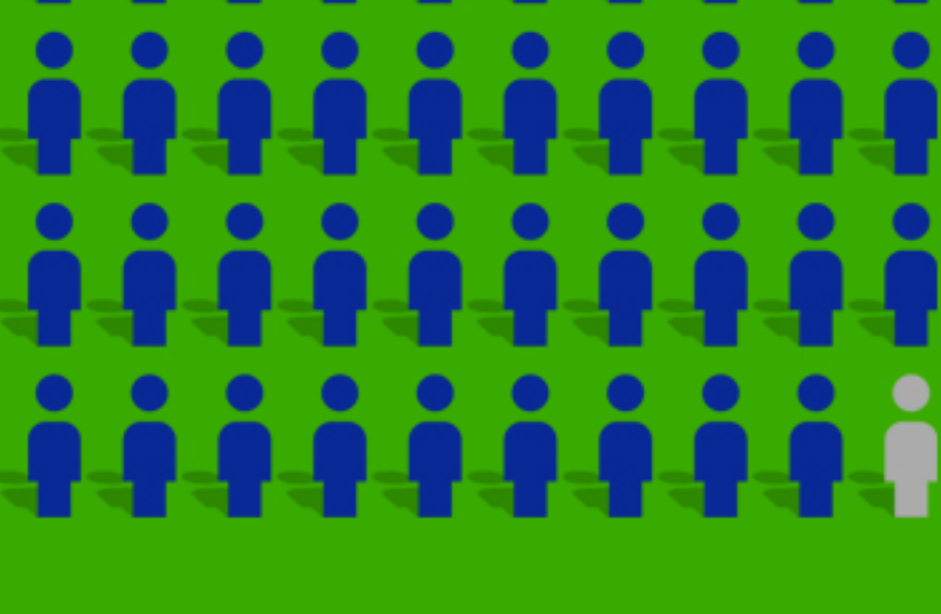
Top Marketing Budget Priorities for CMOs in 2022

In our data report **Hindsight Is 2020: Game-changing Marketing Lessons from a Pandemic Year**,



65% of CMOs reported heavy budget cuts.

But now, **95%** say their marketing budgets are on the rise.



Where are CMOs investing their budgets in 2022?

54% of CMOs will use those dollars to improve their tech stacks.



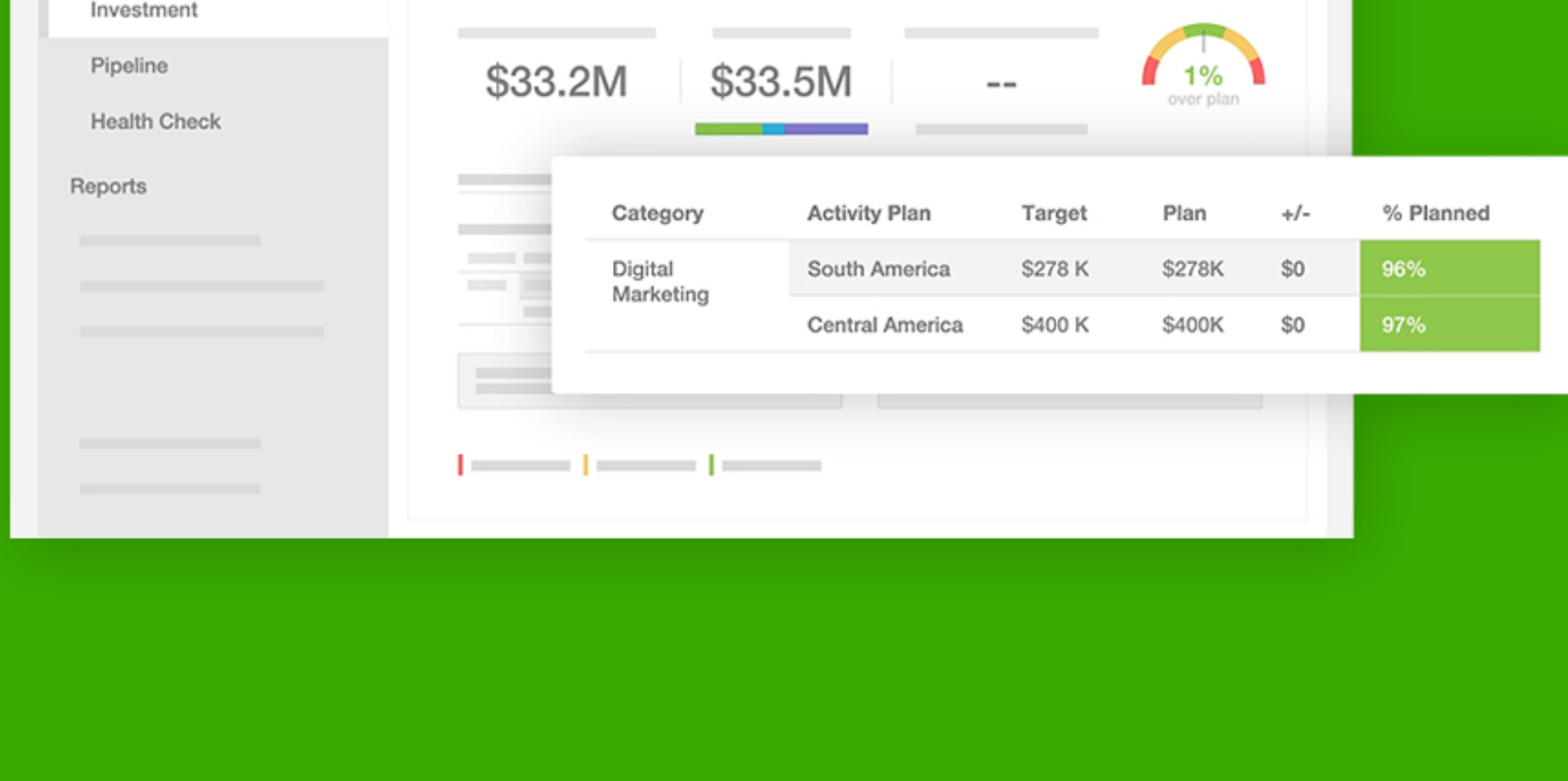
Only **19%** of CMOs were somewhat confident about budget visibility during the pandemic.

Without a unified view of marketing budgets and plans, CMOs had to make decisions with only part of the picture.



No surprise then that **72%** of CMOs said the first thing they'd do to prepare for another crisis is ensure budget visibility at all times.

Allocadia brings real-time investment data to marketing's fingertips, so the entire team can optimize spend to drive more revenue.



By tracking marketing spend in real-time, marketers can make data-driven pivots and capitalize on unexpected opportunities.

This flexibility is critical to CMOs as

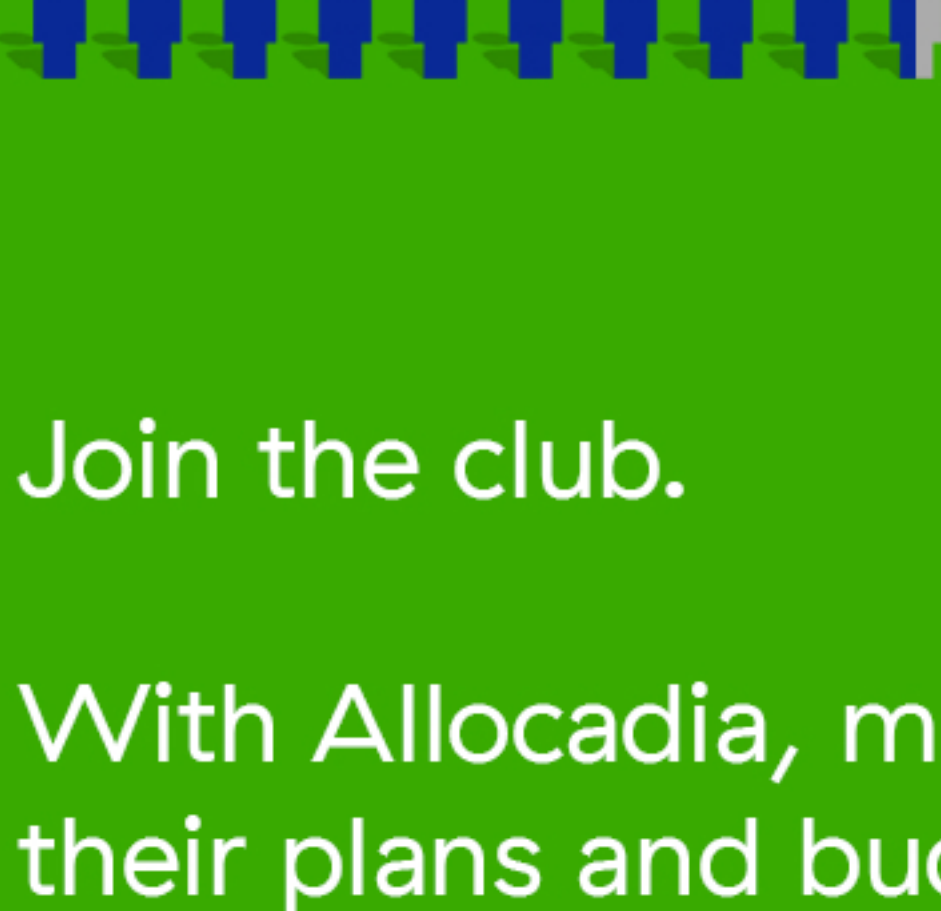
91% said their marketing teams are fully agile.



And not a single CMO plans to stop using agile marketing tactics.

Agility is also critical for budgets: 68% of CMOs invested heavily in digital ads because of the flexibility and reliability of the channel during the pandemic.

freshworks is using insights from Allocadia to turn their digital channels into predictable revenue streams.



We also found that **97%** of CMOs think going through the pandemic made them a better marketer.

Join the club.

With Allocadia, marketers can up-level their plans and budgets to perform at their best.

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