



Customer  
Advisory

# Marketing Plan & Spend Management

Get the most value from your marketing spend

Pressure to prove the value of marketing spend is high, but marketers often struggle to see what they are spending and on what – let alone the impact of that spend tied to performance. With an average of 9.2%\* of a company's revenue spent on marketing, it is often the second-largest budget line item, but its effectiveness tends to be the least examined.

\* Source: The CMO Survey, September 2023 (cmosurvey.org)

## Typical spend management challenges



### Visibility

**Complex marketing organization structures and disconnected financial systems** make it difficult to understand the details of marketing spend



### Productivity

**Unintegrated marketing technology stacks and ineffective workflow technology** limit automation of marketing plan and spend processes



### Agility

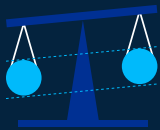
**Frequent change due to uncertain economic conditions** is forcing organizations to decide on spend reallocations more quickly and more often



### Impact

**Inability to measure return on marketing campaigns** hinders the ability to direct resources to higher value initiatives

## Organizations that improve Marketing Plan & Spend Management realize significant benefits



**1-10%**

Realignment of poorly aligned spend

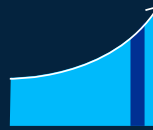
Avoid inefficient tactics caused by lack of visibility into planned and forecasted spend



**15-30%**

Time savings on low-value tasks

Reduce time spent on data entry, reporting, invoicing and budgeting tasks



**1-5%**

Increase in sales from effective spend

Consistently evaluate performance and direct resources to the highest value initiatives



**5-15%**

Technology stack optimization

Reduce manual processes and data duplication by implementing a MPSM tool

Note: Benefits are based on KPMG's experience with clients. Ranges may vary based on size and complexity of the organization.



Customer  
Advisory

©2024 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.



## Are there opportunities to improve your Marketing Plan & Spend Management capabilities?

Ask yourself these questions:

- 01 Can you easily identify how much is being spent on various marketing tactics?
- 02 Can you identify the outcomes (such as leads) that marketing tactics drive?
- 03 Can you easily collect metrics about the outcomes that your tactics generate?
- 04 Can you easily reallocate spend to new or different tactics when objectives change?
- 05 Can you optimize spend across channels, products, and business units?
- 06 How effective is the feedback from prior tactics used as inputs to future marketing plans?

## What improving Marketing Plan & Spend Management can do for you

### Create visibility

Create enterprise-wide visibility of spend and outcomes across marketing tactics

- Centralize view of how marketing funds are being spent and show results of marketing tactics
- Determine how the KPI targets can demonstrate the value of marketing

### Improve agility

Improve ability to pivot and redirect to the highest performing tactics and campaigns

- Reduce process time to redirect spend, reset targets, KPIs and measure contributions
- Increase financial acumen of marketing staff to understand the impacts of decisions

### Increase productivity

Integrate spend management technology into the broader MarTech stack

- Establish a single source of truth that are used across technologies
- Identify opportunities to leverage automation and AI to manage marketing spend

### Measure impact

Establish an enterprise-wide integrated marketing planning process

- Connect marketing tactics to customer strategies and corporate objectives
- Create a framework to make trade offs between marketing tactics based on strategic needs and anticipated ROI

## Contact us

KPMG brings a financial, results-oriented mindset to help companies connect marketing to business value.

For more information on how we can help you with your Marketing Plan & Spend Management initiatives, talk to us today.



**Ryan Walser**  
[rwalser@kpmg.com](mailto:rwalser@kpmg.com)  
Managing Director  
Marketing Consulting  
KPMG LLP

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

[kpmg.com/socialmedia](https://kpmg.com/socialmedia)

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

©2024 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.