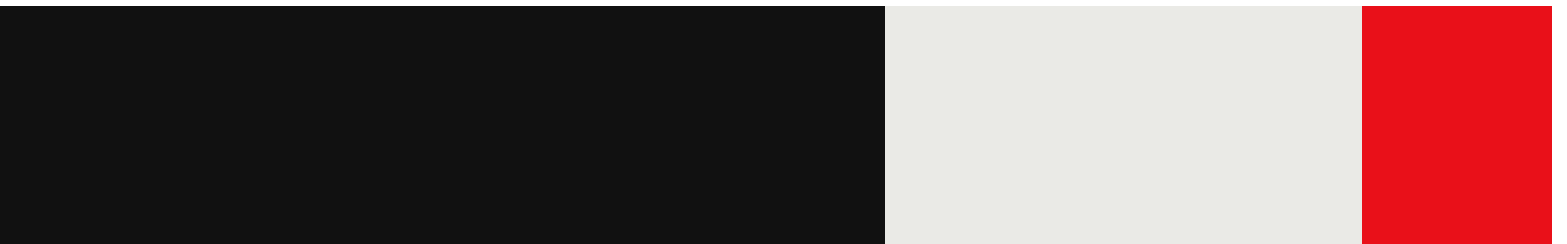


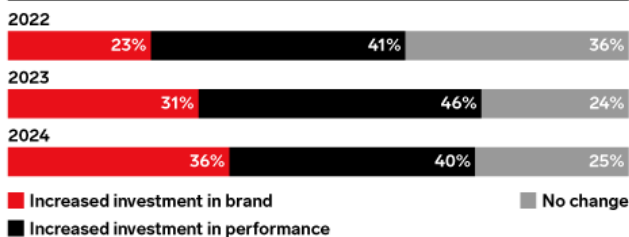
More than a third of marketers will increase their brand marketing investments this year

Article



Increased Investment in Brand vs. Performance Marketing Over the Next Year According to Marketers Worldwide, 2022-2024

% of respondents



Note: numbers may not add up to 100% due to rounding
Source: WARC, "The Voice of the Marketer 2024," Dec 6, 2023

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Key stat: 36% of marketers worldwide will increase investment in brand marketing this year, a 13 percentage point increase over 2022, according to a December 2023 report from WARC.

Beyond the chart:

- The same study found that 40% of marketers worldwide will increase their performance marketing investments this year—down from 46% last year, but only slightly below 2022's 41%.
- The growing use of AI to streamline content creation may fuel investments in brand marketing. Three in 4 US brand marketers say generative AI will help them achieve their customer experience goals because it will enable them to create personalized content, per a March 2023 Sitecore survey.
- Brand marketing growth may also be the result of a renewed focus on loyalty, as 54% of retailers plan to strengthen their loyalty programs this year, according to Deloitte.

Use this chart:

- Assess marketing budgets and tactics.

More like this:

- [Rethinking lower-funnel tactics for brand marketing](#)
- [Brand equity is top purchase driver for consumers, beating out ads](#)
- [Personalization and loyalty tips from Chipotle, Sweetgreen, and Starbucks](#)
- [3 strategies for boosting retail sales when shoppers have less to spend](#)

Note: Respondents were asked, "Do you expect the balance of your/your typical client's investment in brand vs. performance to change over the next year?"

Methodology: Data is from the December 2023 WARC report titled "The Voice of the Marketer 2024." Over 1,400 marketers worldwide were surveyed during September-October 2023.