

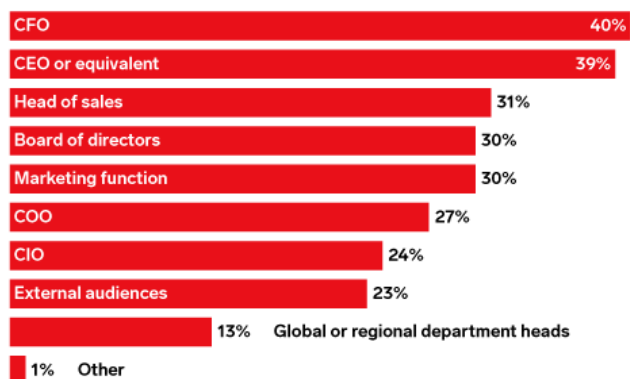
CFOs are the most skeptical of marketing's value

Article



Individuals or Groups That Are Most Skeptical of Marketing's Value At Their Company According to Senior Marketers Worldwide, May 2024

% of respondents



Note: n=345; top three responses

Source: Gartner, "2024 Gartner Marketing Analytics and Technology Survey," Sep 18, 2024

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Key stat: 40% of senior marketers worldwide say their CFO is most skeptical of marketing's value at their company, according to data from Gartner.

Beyond the chart:

- With budgets tight, marketers are under increased pressure to prove ROI to CFOs. Demonstrating that your tactics are working is even more important so marketers must have solid [measurement](#) strategies to demonstrate the value of dollars spent.
- Making sure data is clean and leveraging AI-supported dashboards are two ways CMOs can monitor campaign performance in real time and communicate ROI to finance teams.

Use this chart: Marketers can use this chart to determine who to prioritize when seeking buy-in for investment and to communicate to their teams the importance of demonstrating ROI.

Related EMARKETER reports:

- [How CMOs Are Maximizing ROI](#) (Subscription required)
- [How CMOs Are Using AI to Transform Their Strategies](#) (Subscription required)

Note: Respondents were asked "Which of the following individuals or groups are the most skeptical of marketing's value at your company?"

Methodology: Data is from the September 2024 Gartner "2024 Gartner Marketing Analytics and Technology Survey." 378 senior marketers worldwide were surveyed during April-May 2024.