

Gartner for Marketers

CMO Spend Survey Research Proves a Positive 2021 Outlook

As the world in 2020 faces economic upheaval, these 8 data points from our CMO Spend Survey show how chief marketing officers are planning their budget strategies heading into 2021.

01 Rejecting economic doomsayers

73% expect COVID-19's near-term negative impacts to be short-lived, at odds with the expectations of colleagues in the C-suite.

73%

02 CMOs are prepared for the cuts ahead

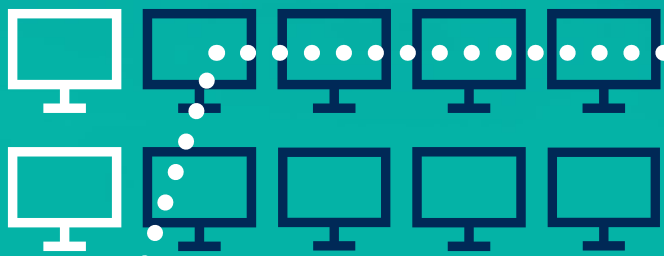
44% of CMOs are facing moderate midyear budget cuts in 2020 as a direct result of the COVID-19 pandemic.



03

In-house work will grow

1/3 of marketing work has shifted from agencies to in-house and CMOs expect that trend to continue into 2021.



80%

04

Digital is king

Digital accounts for almost 80% of marketing channel budgets in 2020 across paid, owned and earned channels.

05

CMOs view tech as the path to customer intimacy and recovery

Technology spend remains a priority at 26% of the total marketing budgets.

26%

06

A major emphasis on brand has begun

33% of CMOs cite brand strategy as their most vital competency, up from the near bottom of the list in 2019.

BRAND

07

Loyalty will be a key factor

79% of CMOs will look to existing customers to fuel growth in a post-Covid-19 environment.



08

The majority of CMOs have a risk-averse position

69% of respondents stated they will focus on conserving the status quo or taking risks only within limited guardrails.



Dig into each of these stats in the full CMO Spend Survey research at: bit.ly/cmospnd