

Is procurement the secret to driving marketing value?

Break silos for stronger marketing value

Here's why this matters now...

Marketing spend is on the rise.
By 2024 digital ad spending may reach \$45 billion.**

** Source: eMarketer (July 2022)

We know...

In marketing, every dollar counts. More than ever, marketers must be able to successfully manage and optimize their spending.

\$
45B

AND SO...

With today's increasing internal and external uncertainty, it's vital for marketers to:



Optimize marketing spend



Build stronger customer connections



Deliver ROI

Ready for an approach that works?

One way to greater agility, accountability, and better business outcomes...

Build a strong partnership with procurement



And yet...

Today, sourcing relationships are undervalued.
Only 26%* of marketing leaders actively partner with procurement on marketing vendor selection processes.

When marketing and procurement work together, the result is:



Robust measurement and reporting

leveraging twice as many* metrics to measure effectiveness



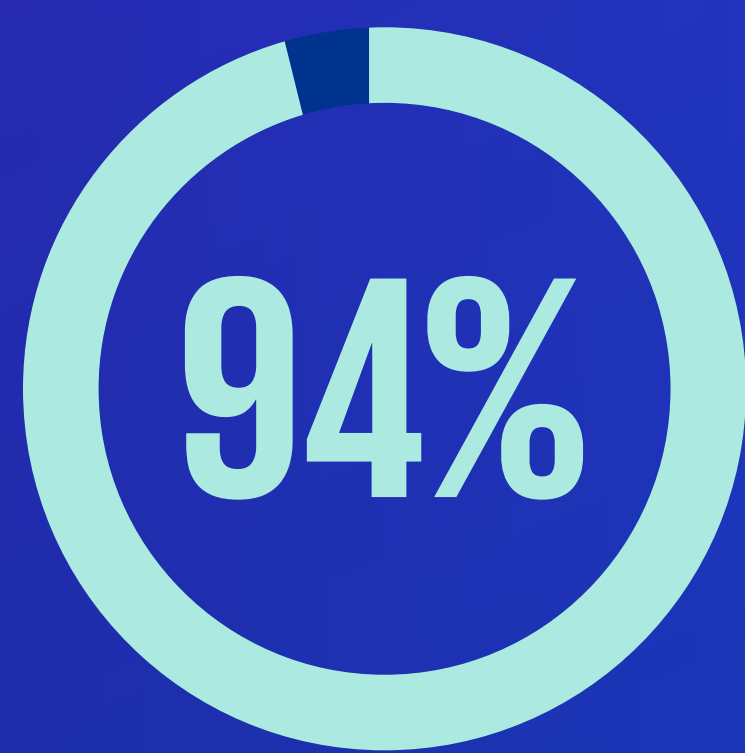
Greater visibility into marketing's impact

to enable holistic decision-making



Streamlined vendor selection and management

83%* have standardized processes, compared to 13%* when procurement's involvement is limited



As a result...

94%* of CMOs report better budget transparency and financial agility with stronger marketing and procurement partnerships.

* Source: KPMG US and CMO Council, "Smart Spending at Speed." (June 2022).



Learn how KPMG marketing consulting can help you maximize your marketing investments.

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