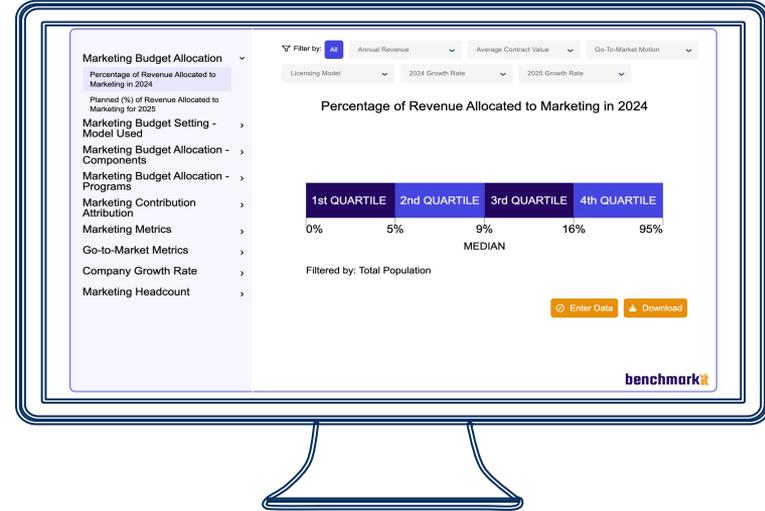


2025

B2B Marketing Benchmarks

March 11, 2025
10AM PT (1PM ET)



We wanted to see how budgets were trending



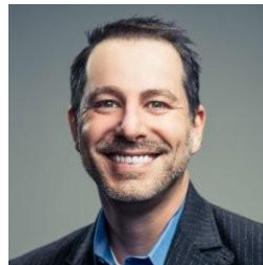
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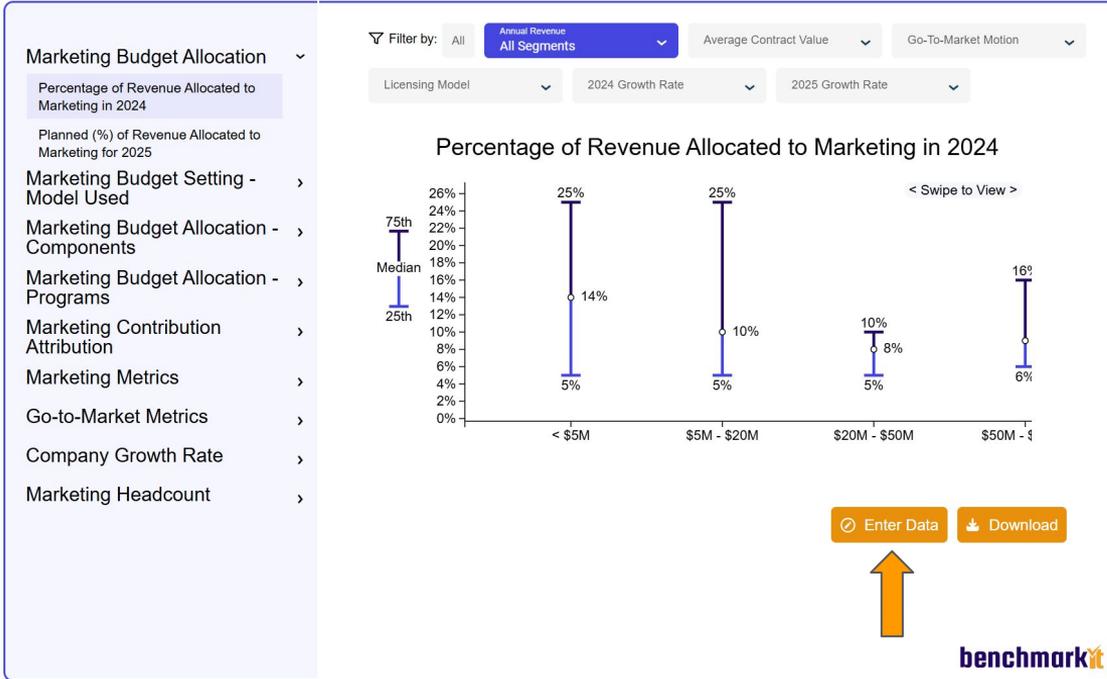


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Interactive Filters to See How Your Company Measures Up



Interactive Benchmarking Widget:

- Each benchmark can be filtered by your specific company profile attribute including
 - Company Revenue
 - Average Annual Contract Value
 - Go-to-Market Motion
 - Pricing Model
 - 2024 Actual Growth Rate
 - 2025 Planned Growth Rate
- Your data can be entered confidentially to overlay your metric to see how your data compares to the benchmark using the **“Enter Data”** button

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Survey Research



Increase thought leadership and brand awareness

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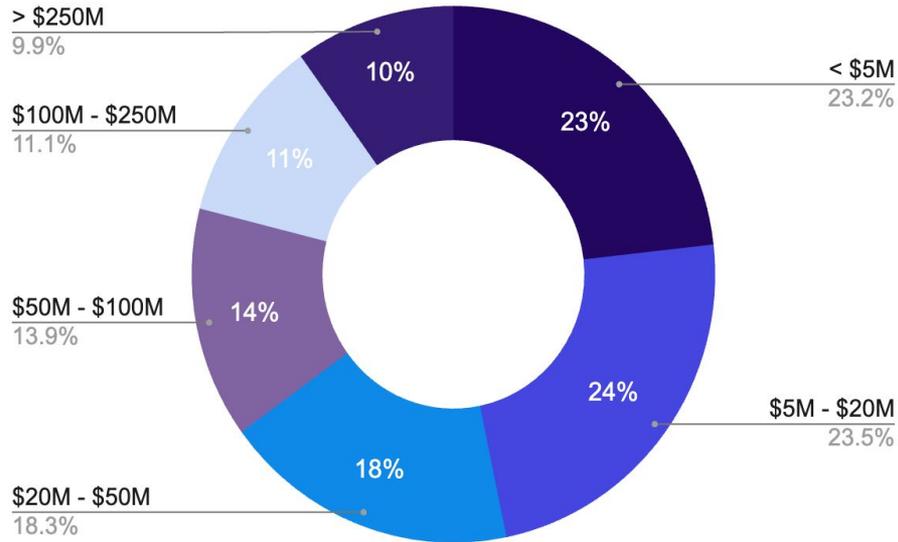
Benchmarking Platform



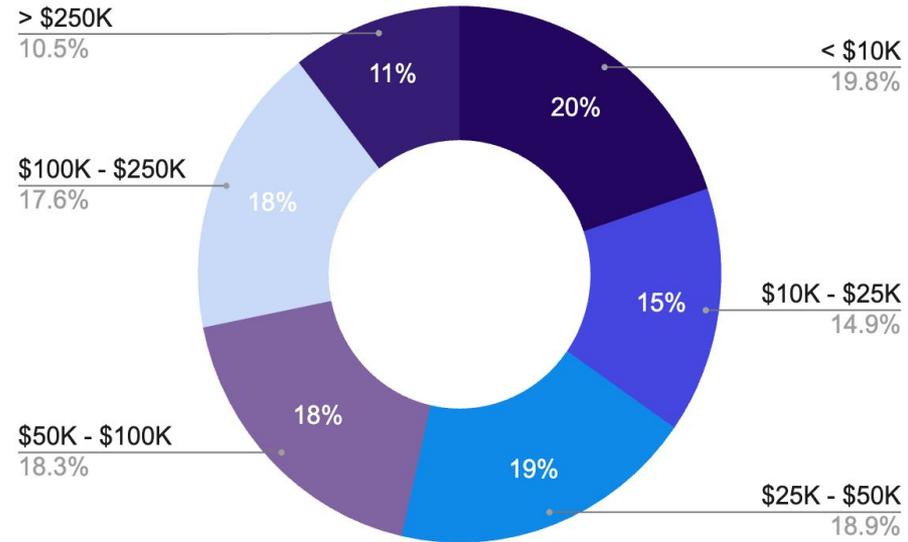
Capture leads on your website with with interactive benchmarking

We Surveyed 300+ Companies with Diverse Profiles

By Annual Revenue

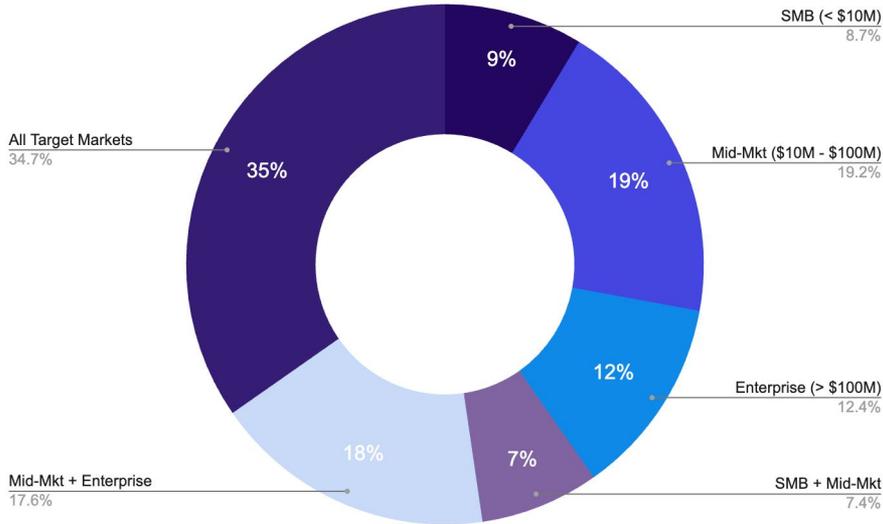


By Annual Contract Value

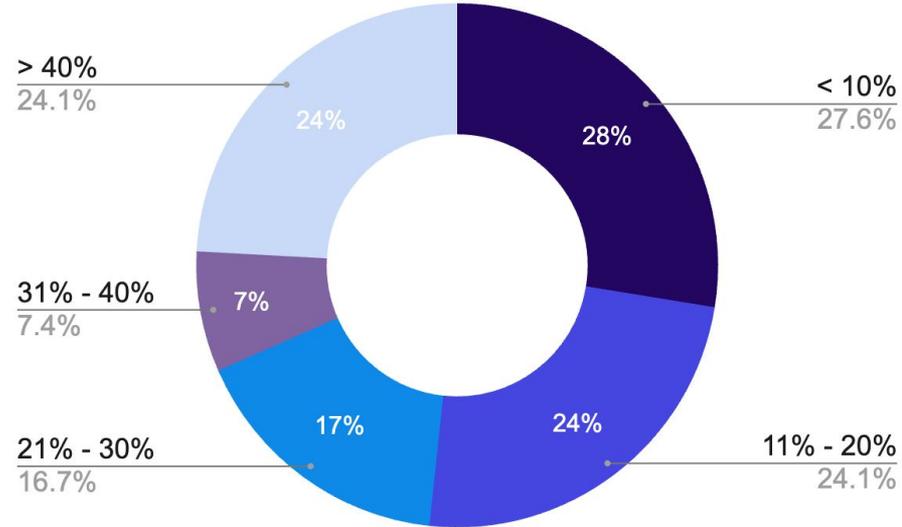


We Surveyed 300+ Companies with Diverse Profiles

By Target Market

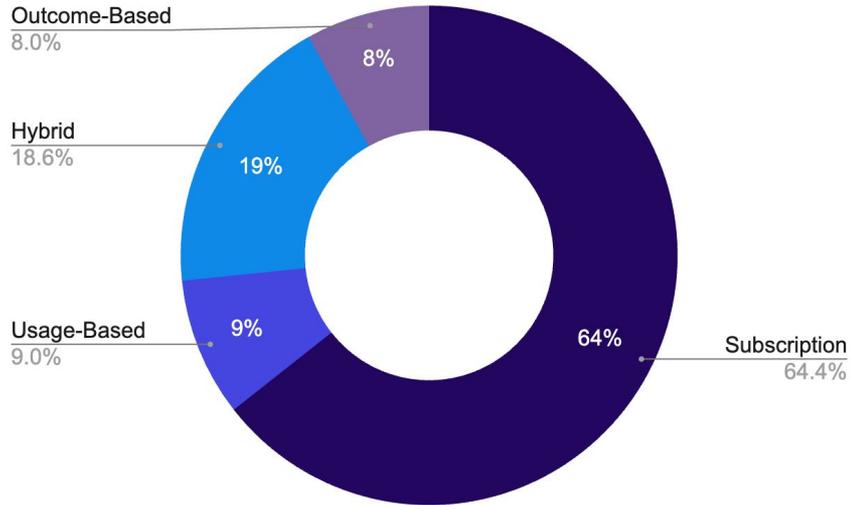


By '24 Growth Rate

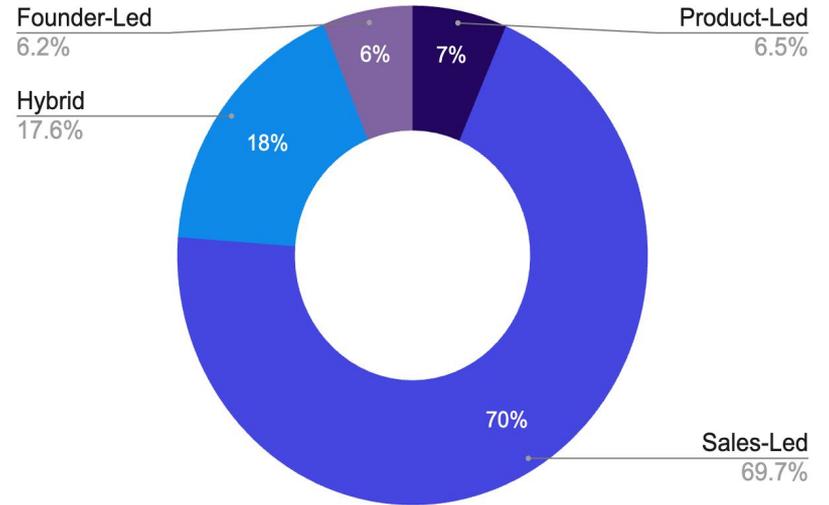


GTM Motion and Pricing Models

By Licensing Model



By Go-to-Market Motion



This Marketing Benchmark Research covers:

- 1) Budget as a percentage of revenue for 2024 and 2025
- 2) Budget allocation across people, process, technology
- 3) Budget broken down by the functions within Marketing
- 4) Marketing Performance metrics
- 5) GTM efficiency metrics
- 6) Marketing budget setting process
- 7) Growth Rates by Marketing expenses
- 8) Marketing headcount by function



Top Findings

- 01 Marketing Budgets as percent of revenue are increasing in 2025
- 02 Faster Growing companies have larger Marketing budgets (Chicken or egg?)
- 03 Will AI Take budget from people or tech? People / Program / Tech allocations
- 04 Product-Led Growth Marketing budgets are larger and more programs heavy
- 05 Revenue Attribution companies move toward multi-touch as they mature
- 06 % of Inbound Leads correlate most closely to average deal size
- 07 GTM Efficiency Metrics (CAC, CAC RATIO) not yet core to Marketing
- 08 Marketing Investment per \$ New ARR decreases as companies scale

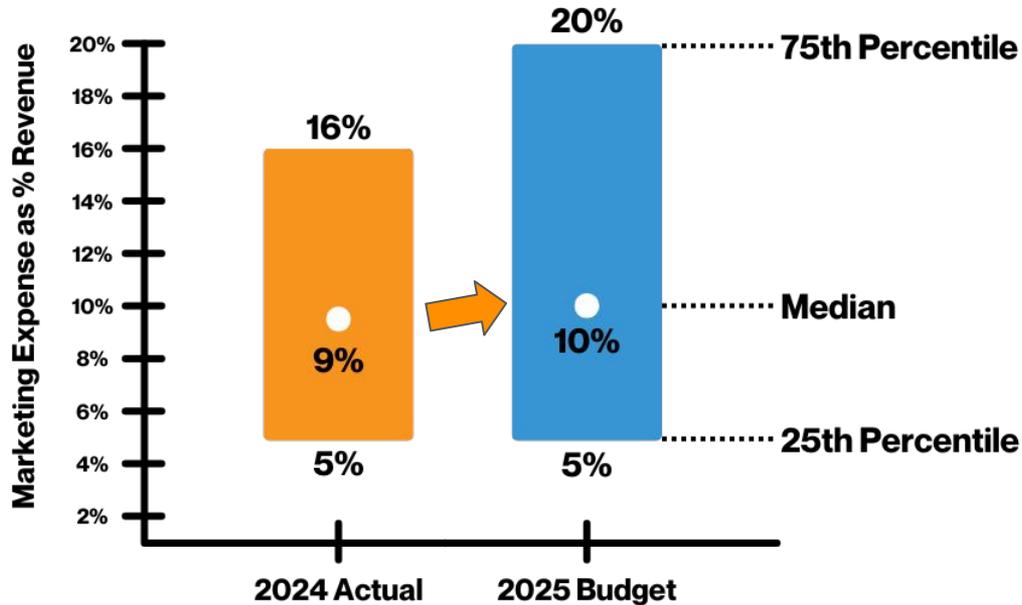


Marketing Budgets

01

← Marketing Budgets as Percent of Revenue are Increasing in '25 →

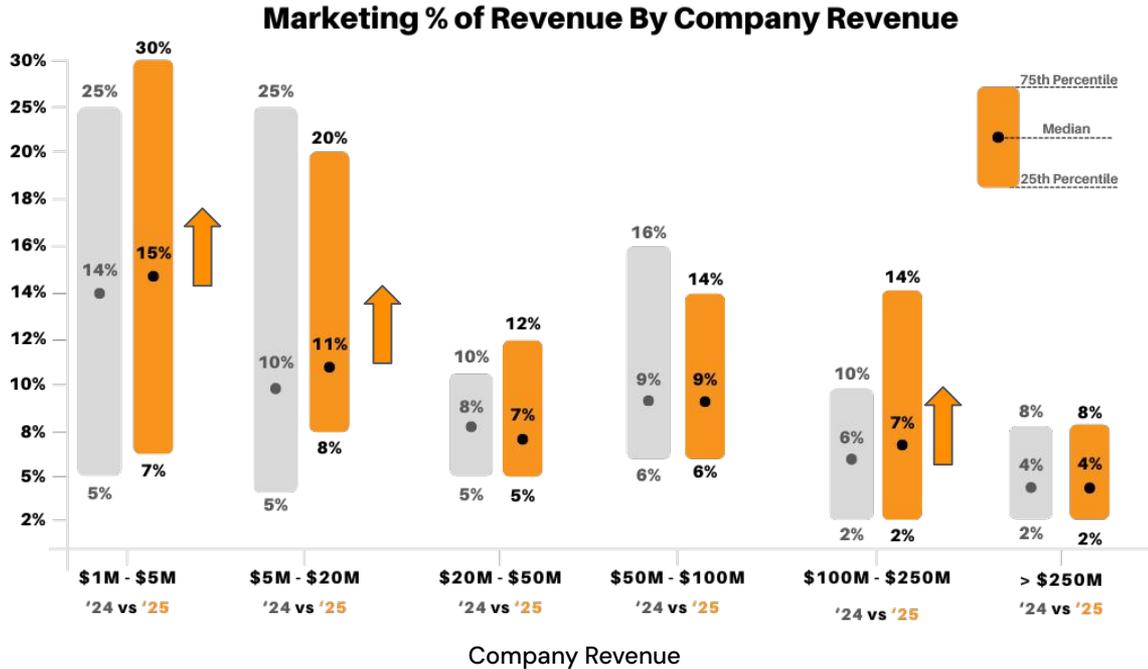
Percentage of Revenue Allocated to Marketing
By Total Population



Findings

- Median marketing budgets up 9%→10% highlights growing confidence and/or increase in the focus on growth
- 75th percentile up 16% → 20% highlights confidence and the commitment to growth at top quartile companies

Budget Increases Driven by <\$20M and \$100-\$250M Segments



Findings

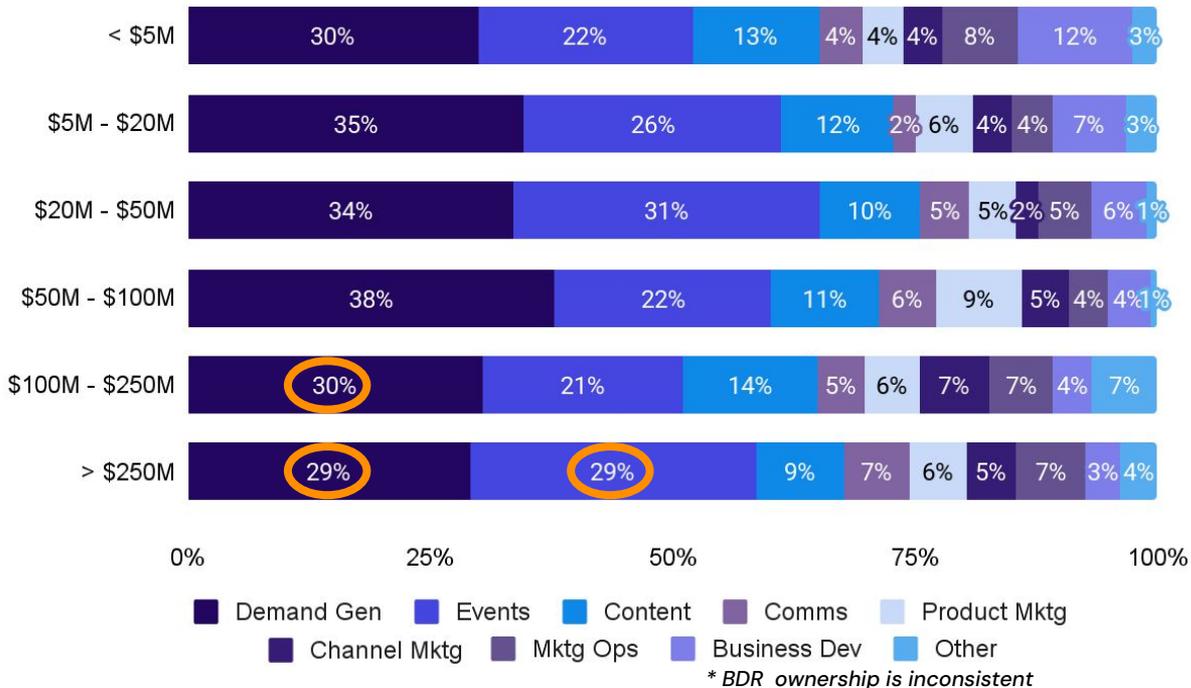
- As companies scale, their Marketing budget decreases from a *median* from 14% of revenue (below \$5M) to 4% at median at (over \$250M)
- Ownership of a BDR/SDR organization creates wider variance in budget
- Companies less than \$20M increasing Marketing budget allocation slightly (1%)

N = 202

Demand Gen + Events Take 50%+ of Marketing Program Budgets

Marketing Budget (%) Allocated to Programs - Mean

By Annual Revenue



Findings

- Demand Generation is the top budget category
- As companies begin to meaningfully scale (> \$5M) the percentage of budget allocated to Demand Generation increases
- Once companies hit \$100M in revenue they begin to decrease the budget allocation to Demand Generation (29% – 30%) and increase budget allocations to events, communications, and Marketing Operations

N = 183

Median Marketing Function Headcount

By Annual Revenue

Segment Value	Demand Gen	Product Mktg	Events	Growth Mktg	Mktg Ops	Content	Comms	Channel Mktg	Total	Business Dev
> \$250M	12	9	7	6	5	5	3	2		10
\$100M - \$250M	5	4	2	1	2	4	1	1	20	6
\$50M - \$100M	3	2	2	1	2	3	1	1	15	3
\$20M - \$50M	1	1	1	1	1	1	1	1	8	2
\$5M - \$20M	1	1	1	1	1	1	1	0	7	2
< \$5M	1	1	1	1	1	1	1	0	7	1

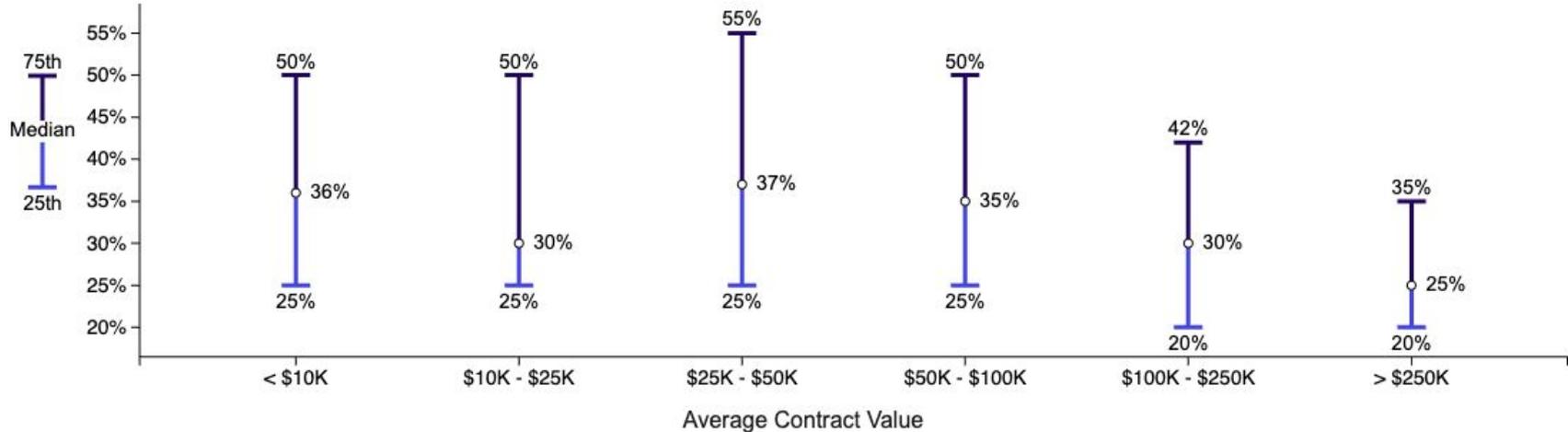
N = 203

← Marketing gets ~ 1/3rd of the Total Sales and Marketing Budget →

Less at higher ACV

Marketing Budget as % Total Sales and Marketing Budget

By Average Contract Value
(Total Population)



Findings

- As annual contract value increases the percentage of the total Sales and Marketing budget % for Marketing decreases
- At the \$10K - \$25K ACV segment the % allocation of Marketing is right at median, while companies with ACV in the \$25K - \$100K range are in the 35% - 37% range at median

N = 172



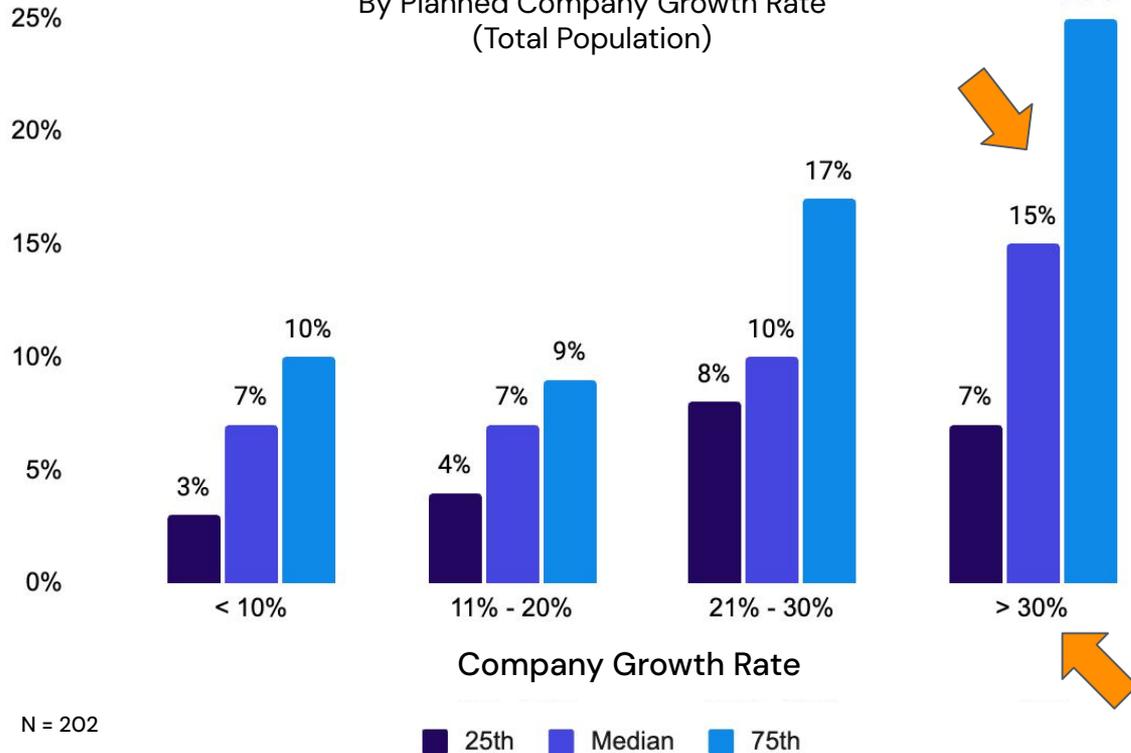
Growth Rates

02

← Faster Growing Companies Have Bigger Marketing Allocations →

Percentage of Revenue Allocated to Marketing in 2025

By Planned Company Growth Rate
(Total Population)



N = 202

Findings

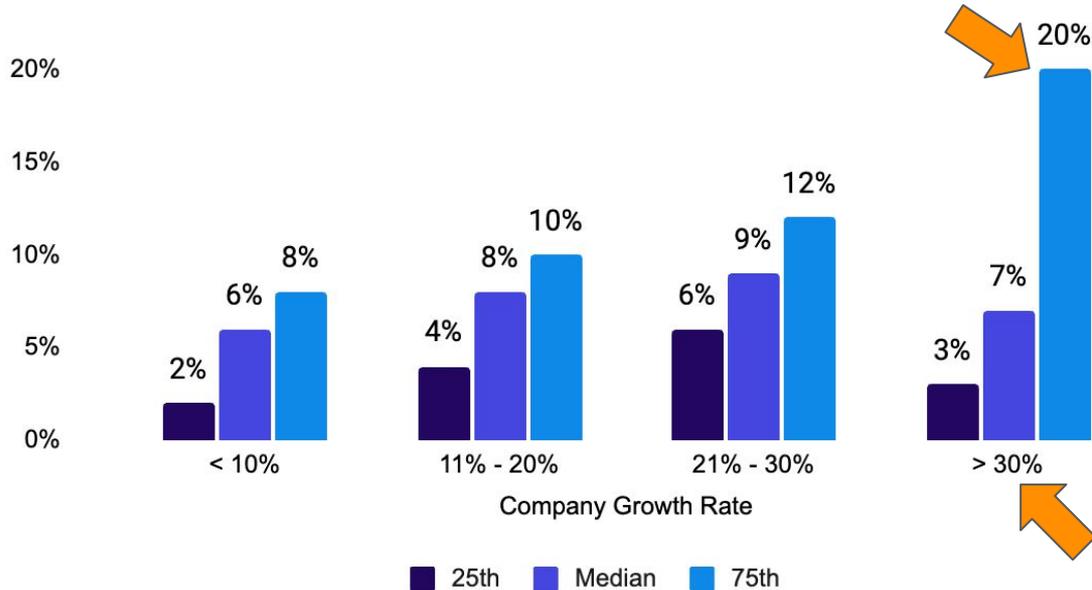
- There is a correlation between growth rates and marketing budget allocation
- The data cannot answer which is “cause” and which is “effect”
- In the > 30% growth rate segment top quartile budget as a percentage of revenue is much higher

← Faster Growing Companies Have Bigger Marketing Allocations →

Adjusting for larger company size, trend holds at 75th percentile

Percentage of Revenue Allocated to Marketing in 2025

By Revenue (> \$50M) and Growth Rate



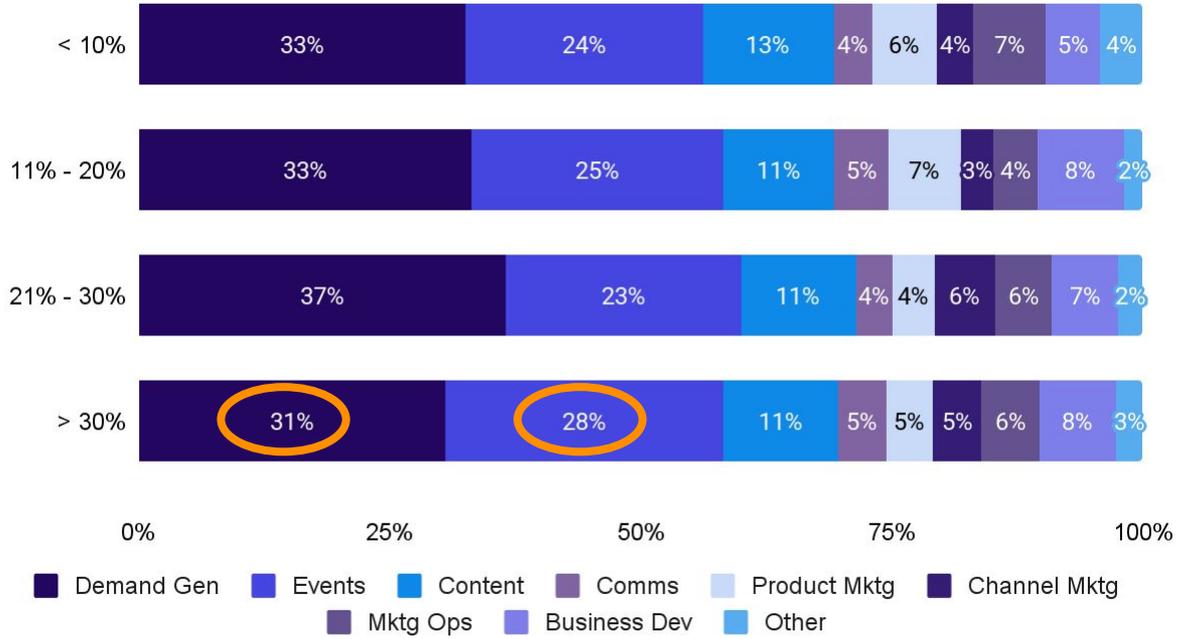
Findings

- When we eliminate smaller companies <\$50M, we still see increase marketing spend as a % of revenue increase for higher growth companies
- Caution that the median for company growing > 30% is actually lower than the 11% - 30% segments - but higher budget allocation holds true at the 75th percentile

N = 71

← Marketing Budget (%) Allocated to Programs – Mean →

By 2024 Actual Growth Rate



Findings and Insights

- Companies growing in the top tier segment (> 30%) are investing more on average in events
- Companies in the 20% - 30% growth segment are investing the most in Demand Generation programs (37%)
- Companies growing greater than 30% are investing less in demand generation but more in events

N = 183



People Program Tech Allocation

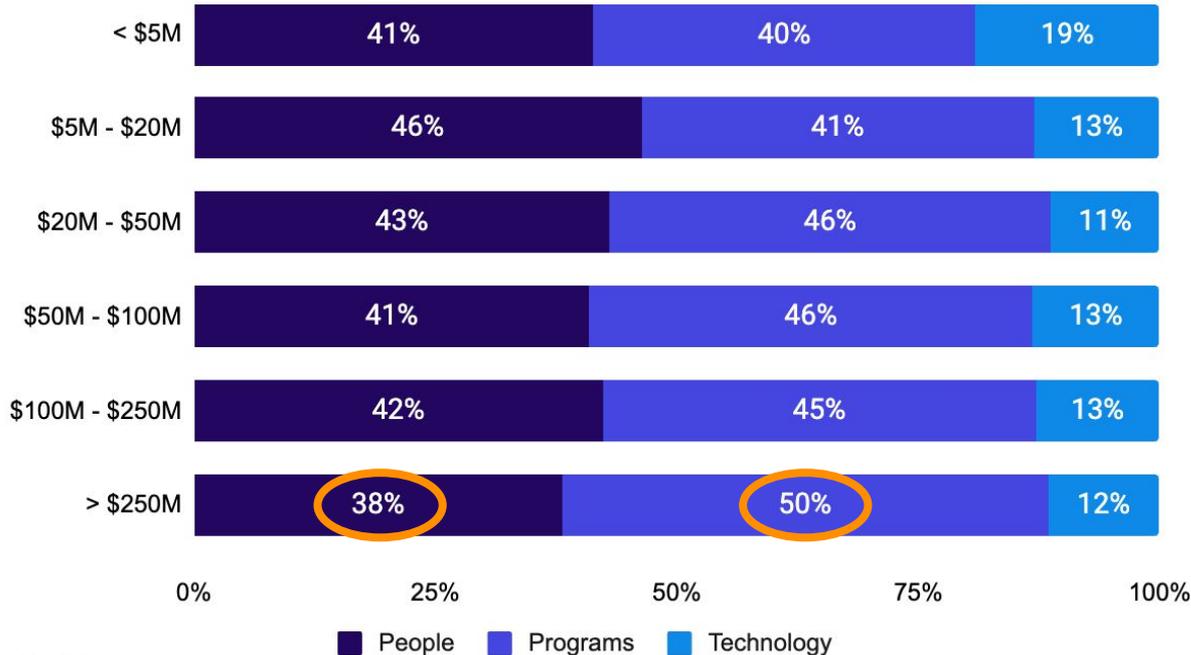
03

← Tech Allocations Increasing vs. Historical Norms →

→ Will AI Take from People or Programs?

Marketing Budget Allocation: People, Programs, Technology (Mean)

By Annual Revenue



N = 198

Findings

- As companies scale beyond the first stage of growth, the percent of Marketing budget increases in programs while the investment in people and technology both decrease (as a percentage of revenue).
- Recent AI in Marketing research by Jasper AI highlights the following increases in AI spend
 - 23% of companies investing 16% - 20% of budget to AI in '25. Up from 11% in '24
 - 9% of companies investing >20% of Marketing budget on AI. Up from 4% in '24

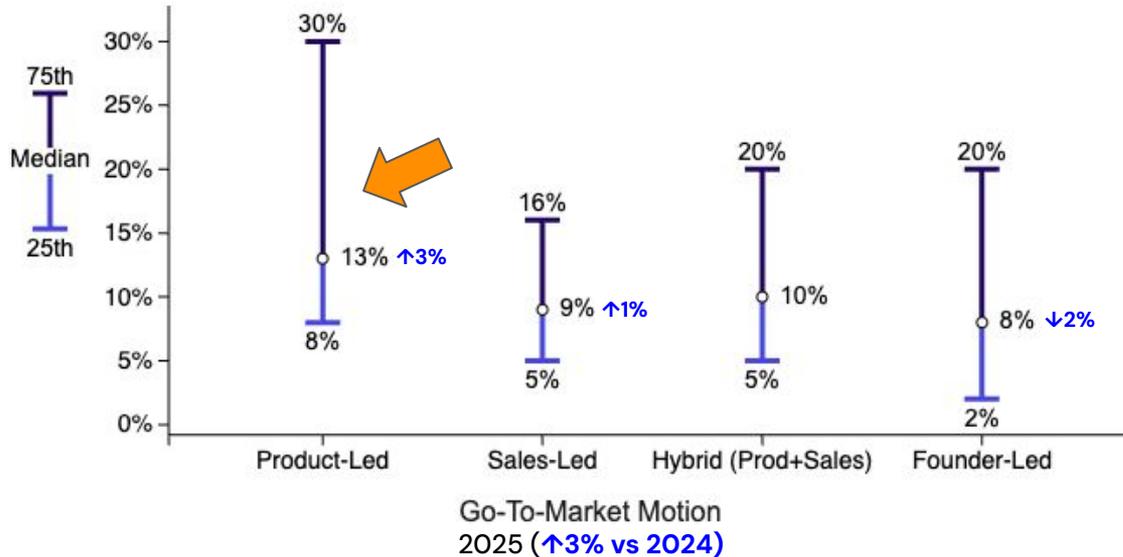


PLG Budgets

04

PLG Companies Have Bigger (and Growing) Marketing Allocations

Percentage of Revenue Allocated to Marketing in 2025



Findings

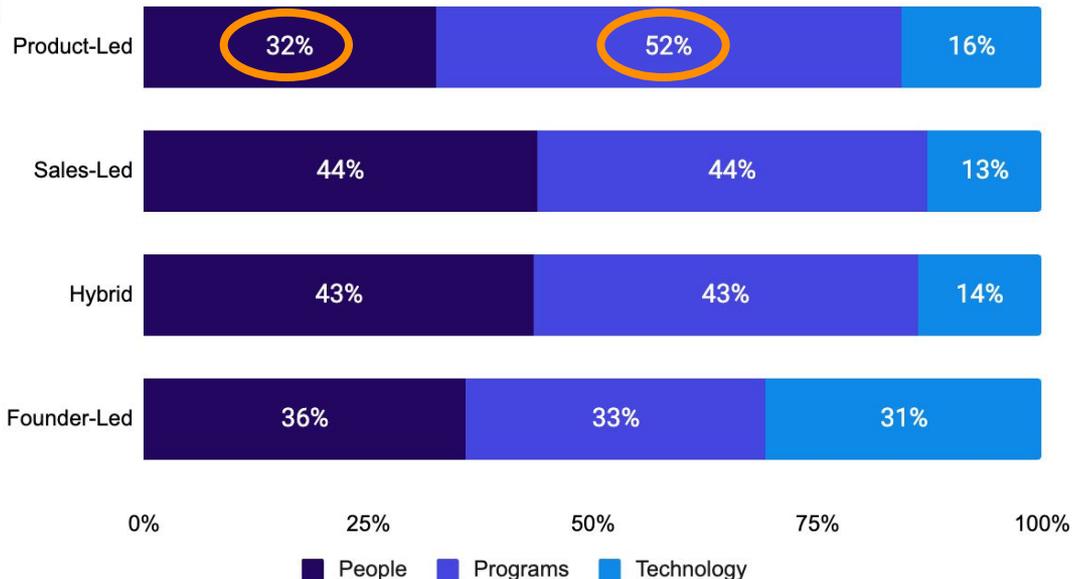
- Product-Led growth companies are investing a larger percentage of revenue in Marketing than other models (Possibly getting more of the traditional sales allocation)
- Both Product-Led and Sales-Led are increasing Marketing budgets in '25 –
- Hybrid GTM motion companies are keeping their Marketing budgets level –
- Founder-Led models are common for >\$5M segment.

N = 202

← PLG Companies Allocate More to Programs →



Marketing Budget Allocation (Mean)



Findings

- Product-Led GTM motions spend much more on Programs (52%), a smaller % on people (32%) (Though they may have a higher total budget and thus have a similar size team for the company)
- Founder-Led Marketing has a much higher percentage of the Marketing budget allocated to technology - though this is also reflective of Founder-Led Marketing typically being a model used in companies < \$1M

N = 198



Attribution

05

← Attribution Models Evolve as Companies Scale →

-> Still surprisingly fractured

Attribution Model by company size

Revenue	< \$5M	\$5m - \$20m	\$20m - \$50m	\$50m - \$100m	\$100m- \$250m	\$250m - \$1B
First Touch	29%	29%	25%	✓ 50%	35%	33%
Last Touch	21%	25%	✓ 50%	43%	38%	20%
Inbound	25%	✓ 44%	25%	17%	12%	7%
Multi-Touch	✓ 44%	40%	38%	33%	✓ 42%	✓ 73%

*Category "other" not shown



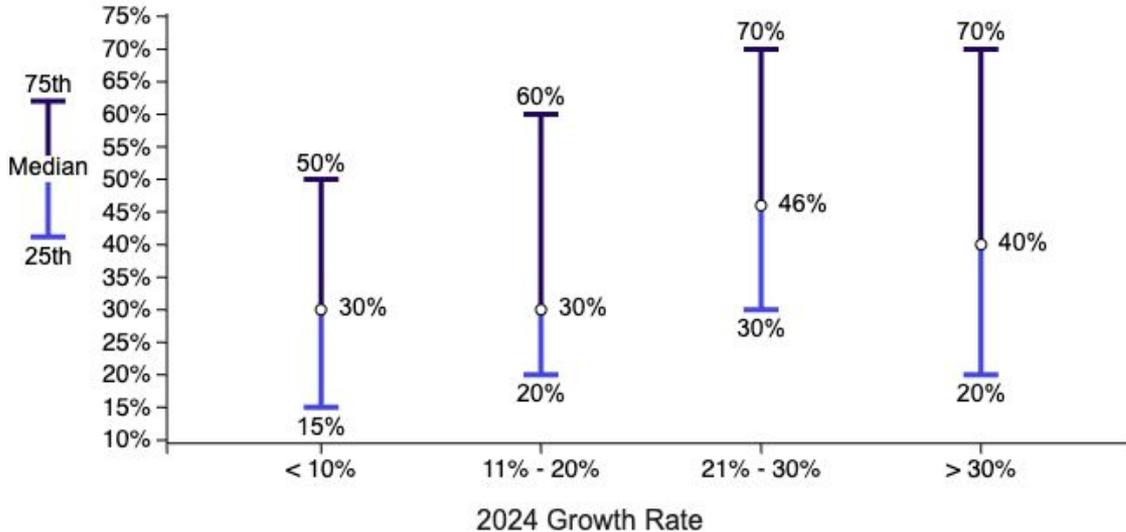
Inbound Leads

06

Inbound Leads Correlation to Growth Rate

By 2024 Actual Growth Rate

Percentage of New Bookings from Inbound Leads (2024)
By 2024 Actual Growth Rate



Findings

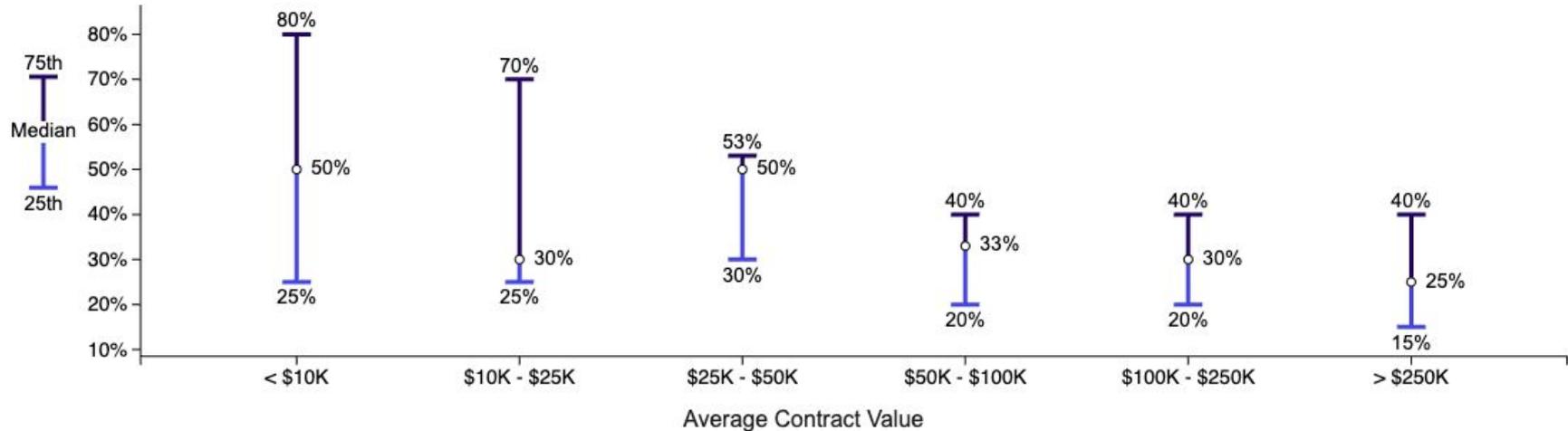
- Not surprising but companies growing faster also have higher percentage of new bookings from inbound leads
- Variation in the 21% - 30% growth segment compared to > 30% is a little surprising - but still higher than in those companies growing < 20%
- Inbound leads - defined as hand-raisers who ask for a meeting with Sales typically close at a higher rate, have shorter sales cycles and higher average ACV

N = 190

Inbound Leads Highest for Lower Size Deals

-> Deal size most closely correlated

2025 Target New Bookings Generated by Inbound Leads



Findings

- Similar to when companies scale in size, as ACV increases >\$50K the reliance upon inbound leads also decreases
- Finding ways to maintain or even increase the percentage of new bookings from inbound hand-raisers is a critical variable to decreasing customer acquisition costs and increase revenue growth efficiency

N = 190



Marketing & GTM Efficiency Metrics

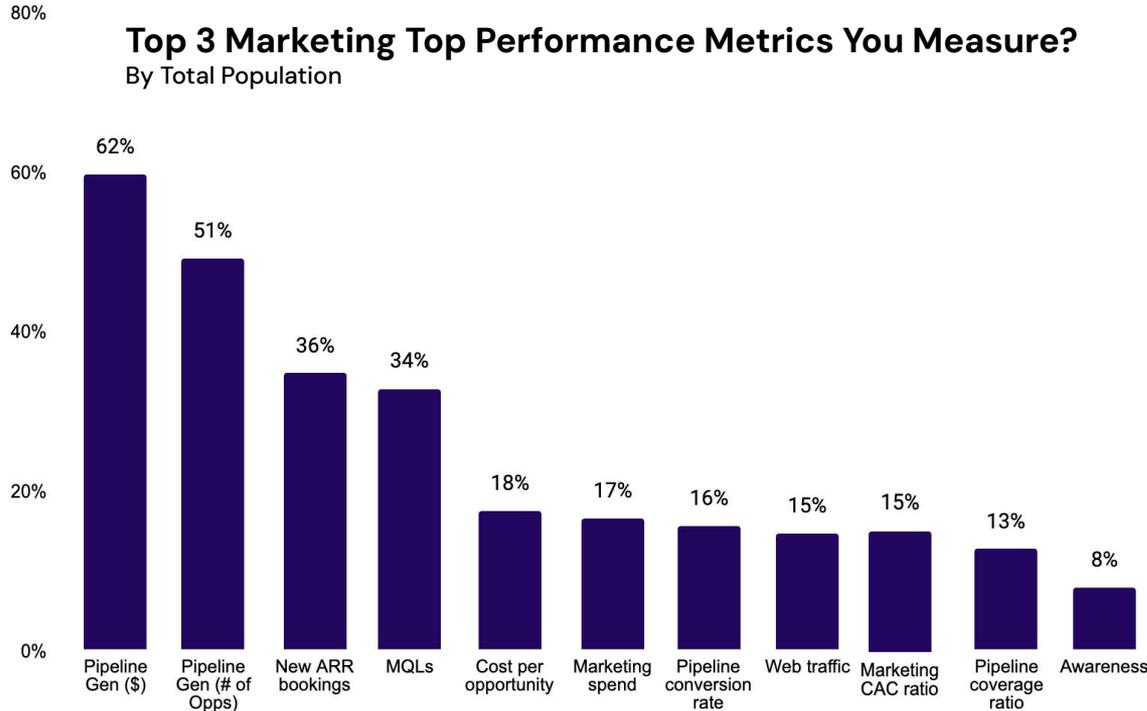
07

Customer Acquisition Efficiency Not a Top Three Measurement for Marketing

-> Pipeline, ARR and MQLs Still the Focus

Top 3 Marketing Top Performance Metrics You Measure?

By Total Population



Findings

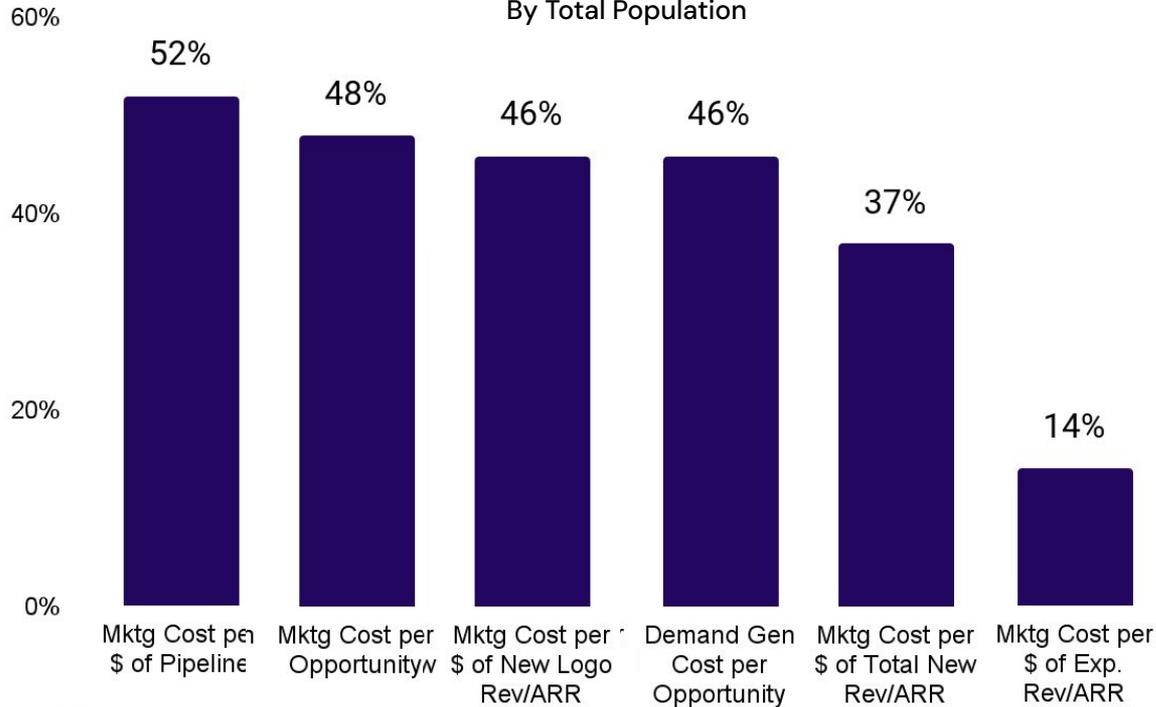
- The top three Marketing Metric reported are Pipeline Generated (62%), Opportunities Generated (51%) and New ARR Bookings (36%)
- What was surprising is how few Marketing organizations view Marketing efficiency metrics as a top three metric such as Cost per Opportunity (18%), Marketing CAC Ratio (15%) and Pipeline Conversion (16%)
- Read about [Marketing CAC Ratios](#)

N = 179

← Marketers Measure Costs to Pipeline More than Costs to Revenue →

Marketing Efficiency Metrics You Measure?

By Total Population



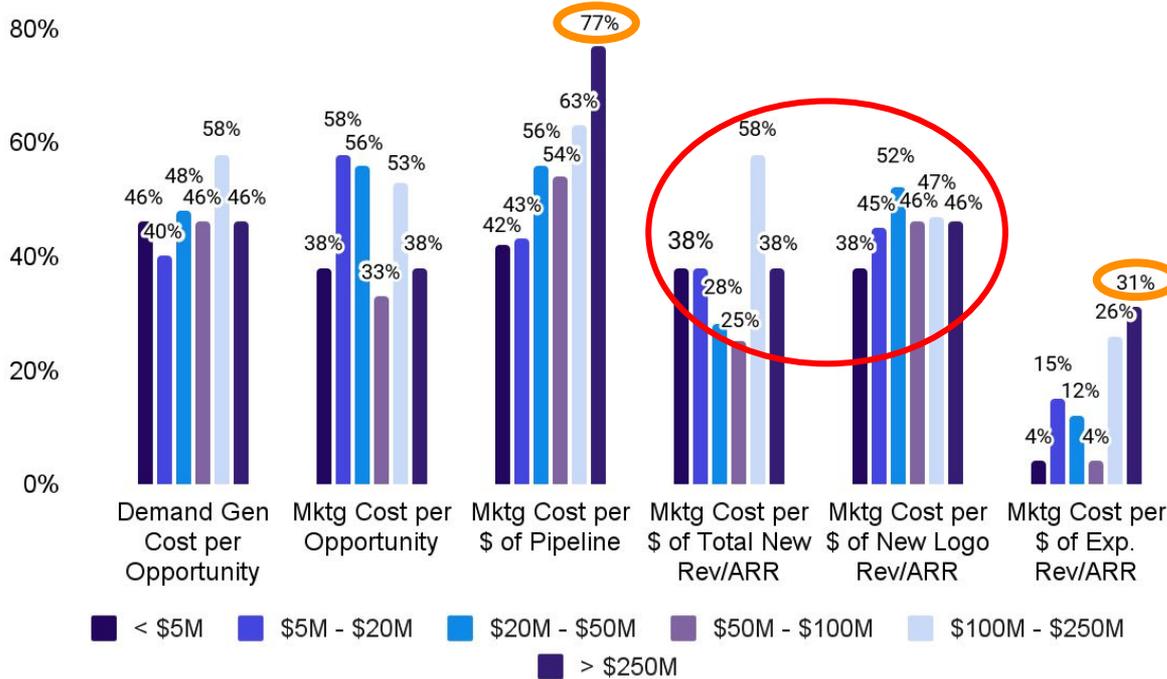
N = 147

Findings

- In an era of “efficient growth” it is surprising to see that only 52% of Marketing teams measure Marketing cost per \$ pipeline and 46% as Marketing cost per dollar of new logo ARR
- Chief Marketing Officers would benefit greatly by better understanding how a dollar of Marketing investment converts into a dollar of new ARR
- How are Marketers decided how much to invest in expansion ARR?
- CFOs are more likely to approve more Marketing budget when the ROI is measured and predictable

What Marketing Efficiency Metrics Do You Measure?

By Annual Revenue



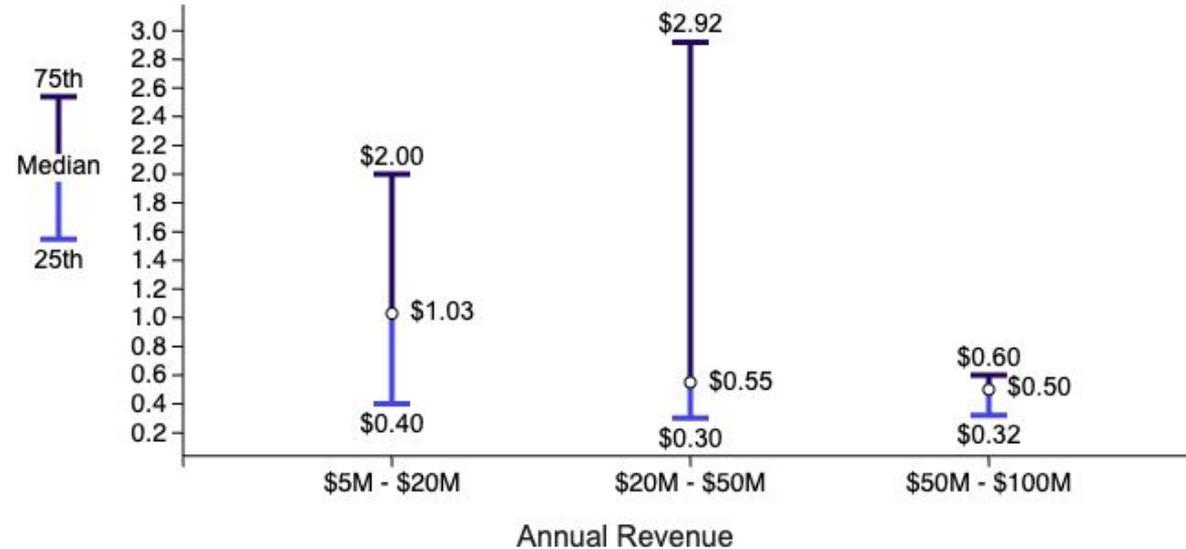
Findings and Insights

- As could be expected, as companies scale to \$100M and above they are much more likely to measure Marketing costs as a percentage of pipeline, total new ARR and per opportunity
- Chief Marketing Officers who measure the \$ impact of Marketing investments will find it much easier to ask for increased budgets from the CFO and/or CEO

N = 147

Marketing Expenses per (\$) of New Logo Revenue/ARR

By Annual Revenue



Findings and Insights

- We had to collapse the number of revenue based segments for this metric to increase statistical significance
- Though it is interesting to see that Marketing expenses per dollar of New Logo ARR does decrease as companies scale - it is concerning that only about 10% of research participants were able to provide this performance metric

N = 33

07

Marketing & GTM Efficiency Metrics



Summary Tables

← Marketing Budget Benchmarks Snapshot (Median) →

by company size

Revenue	\$5m - \$20m	\$20m - \$50m	\$50m - \$100m	\$100m- \$250m	> \$250m
Marketing Budget (% Revenue)	10%	8%	9%	6%	4%
Demand Generation Budget (% Marketing Budget)	30%	30%	40%	30%	25%
Marketing Budget (% of S&M Budget)	40%	30%	30%	30%	30%
People/Program/Tech (% Budget Allocation)	People:45% Programs:40% Tech:10%	People:45% Programs:43% Tech:10%	People:43% Programs:49% Tech:10%	People:43% Programs:45% Tech:14%	People:38% Programs:50% Tech:10%

← Marketing Budget Benchmarks Snapshot (Median) →

by licensing model

Licensing Model	Subscription Pricing Model	Usage-Based Pricing Model	Hybrid Pricing Model
Marketing Budget (% Revenue)	10%	6%	6%
Demand Generation Budget (% Marketing Budget)	30%	19%	30%
Marketing Budget (% of S&M Budget)	35%	30%	30%
People/Program/Tech (% Budget Allocation)	People: 44% Programs:45% Technology: 10%	People: 32% Programs:50% Technology: 10%	People:50% Programs:40% Technology: 10%

← Marketing Budget Benchmarks Snapshot (Median) →

by growth rate '24

Metric/ '24 Growth Rate	< 10%	11% - 20%	21% - 30%	> 30%
Marketing Budget (% Revenue)	7%	8%	10%	10%
Demand Generation Budget (% Marketing Budget)	30%	30%	35%	25%
Marketing Budget (% of S&M Budget)	30%	30%	38%	33%
People/Program/Tech (% Budget Allocation)	People: 43% Programs:40% Technology: 10%	People: 40% Programs:46% Technology: 10%	People:50% Programs:40% Technology:	People: 40% Programs:40% Technology: 10%

Top Findings Recap

- 01 Marketing Budgets as percent of revenue are increasing in 2025
- 02 Faster Growing companies have larger Marketing budgets (Chicken or egg?)
- 03 Will AI Take budget from people or tech? People / Program / Tech allocations
- 04 Product-Led Growth Marketing budgets are larger – and more programs heavy
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Next Time



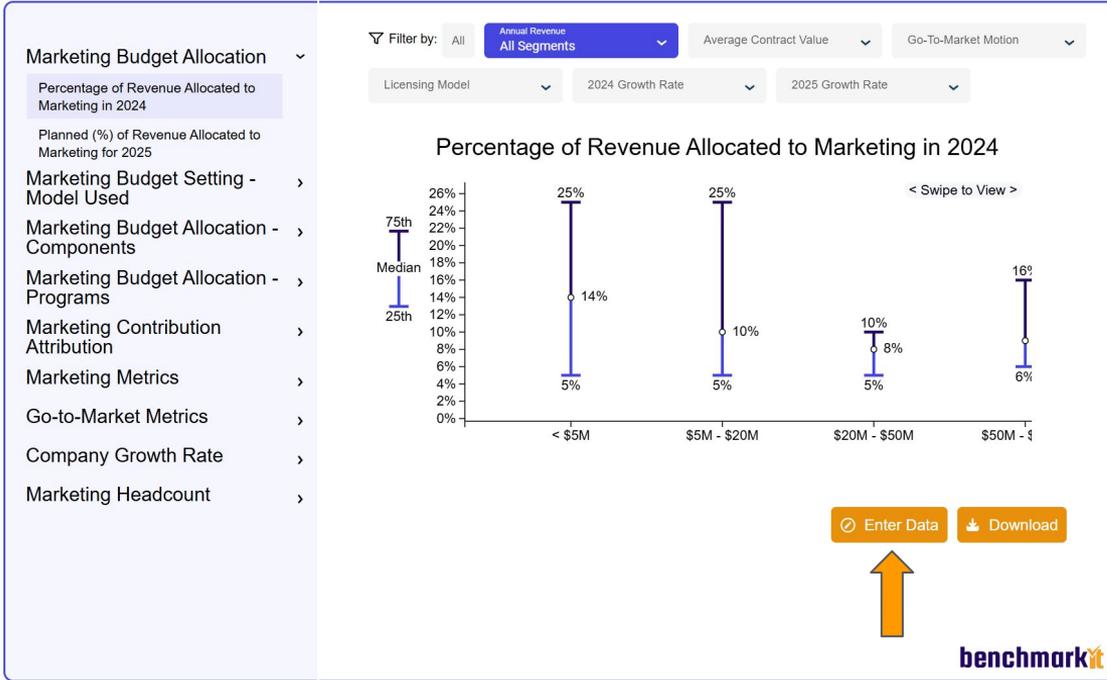
1. **AI Tech Investments** How are they trending?
2. **Brand vs. Demand** How are budgets changing?
3. **SEO / SEM Budgets** How will AI impact our spend allocation
4. **BDRs** What % of Marketing Teams manage BDRs? Budgets?
5. **2026 Planning** Updates for end-of year budgeting



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2025

B2B Marketing Benchmarks

