
MARKET FACTS!

MARKET FACT #218

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71%

of CMOs believed they lacked enough money to fully execute their marketing strategy in 2023.

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COMMENT: Time to quote this time: “Paid media leads in budget allocation across major marketing resources (25.6% of overall 2023 budget), followed by marketing technology (25.4%), labor (24.6%) and agencies (23.3%). Social advertising, which currently takes up the most paid media budget, was identified as the top digital channel to receive increased investment in 2023, followed by digital video advertising and influencer marketing. Search advertising was identified by the most respondents to receive decreased investment in 2023 ” – **SOURCE:** [Gartner](#). **OBS:** Survey of **410 CMOs** and marketing leaders.

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