revelone

Q3 | 2023

Marketing Benchmarks & Insights Report

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Marketing Benchmarks & Insights Report

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About RevelOne

RevelOne is a specialized GTM search and advisory firm that helps companies hire the best Marketing and Sales leaders and find fractional and interim experts to accelerate revenue growth. Our Growth Services practice helps companies identify growth opportunities, find the right specialists to provide hands-on support, and oversee execution through successful outcomes.

Last year, RevelOne placed over 350 key GTM executives for clients across a variety of industries, such as SaaS, FinTech, Enterprise Software, HealthTech, and eCommerce. We work with companies at all stages, including early-stage startups that need a first head of Marketing or Sales, seasoned growth leaders at over 40 unicorns, and executives at mature companies looking to uplevel their GTM capabilities in a disciplined, cost-effective manner. RevelOne also supports team buildouts with mid and junior hires.

Our clients span the fastest-growing B2C and Enterprise tech companies (including Instacart, MasterClass, Incredible Health, Canva, Forter, Versa Networks, Amplitude, Squarespace, Grammarly, Hims & Hers, and Udacity), over 40 clients who are now unicorns, and hundreds of early-stage companies accelerating their growth and building their brands.

Introduction

Thank you for downloading this report!

We launched the RevelOne Marketing Benchmarking & Insights Report to help Marketing leaders and CEOs compare their key marketing metrics to the best practices and drive more profitable growth. It provides a strategic roadmap enabling companies to:

- More effectively determine the resources needed to accomplish their goals
- Optimize spend and headcount across channels and initiatives
- Fine-tune channel mix and learn what new channels are being tested by your peers

This is our first survey in a series. Our second survey will cover CAC, LTV, ROAS, payback periods, and attribution methods and tools. We'll update this over time on the same critical topics to help marketing leaders stay current and understand trends to adapt to current market conditions.

If you'd like to participate in the future, please inquire at marketingteam@revel-one.com. Participants get an opportunity to get answers to their more specific questions.

All responses are strictly confidential. Information shared has been anonymized and the analysis is based solely on the information provided by survey respondents.

We recognize that Q4 is a key planning period and hope this report is useful in securing resources and ensuring they are being deployed most effectively, particularly in these more challenging marketing conditions.

Many thanks to the marketing leaders of VC and PE-backed growth companies who participated in this program. We look forward to expanding this program going forward!

Regards,

David Jones
Chief Revenue Officer
RevelOne

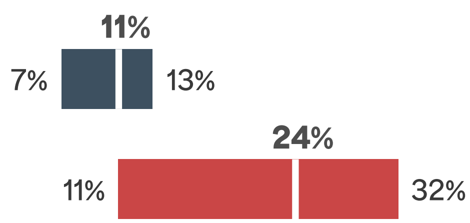
Summary of Key Findings

Below is a summary of key insights from this report and a few of our top recommendations.

B2B Companies
Consumer Companies

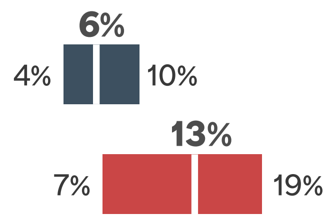
Marketing Budget

(as a % of Revenues)

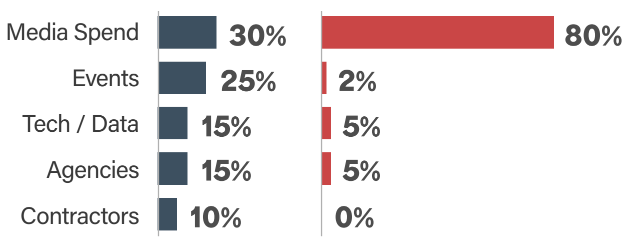


Marketing Budget Headcount

(as a % of Total Headcount)

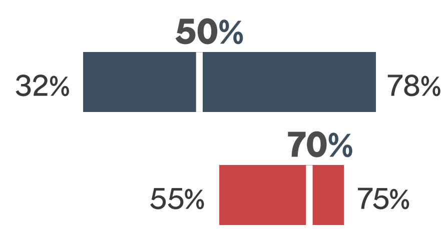


Marketing Budget Breakdown

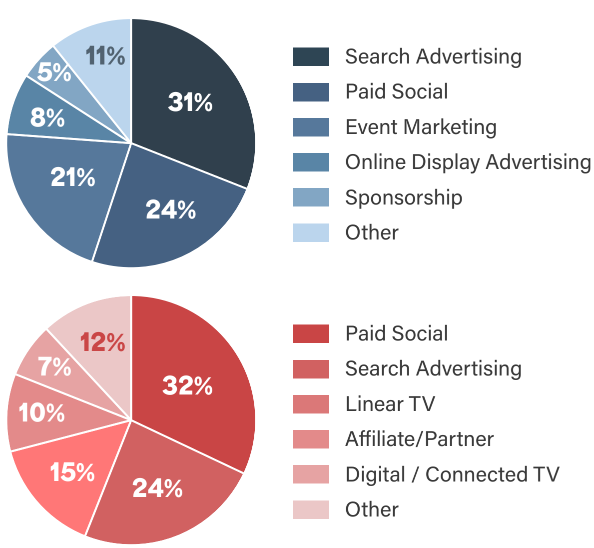


(Medians don't sum to 100)

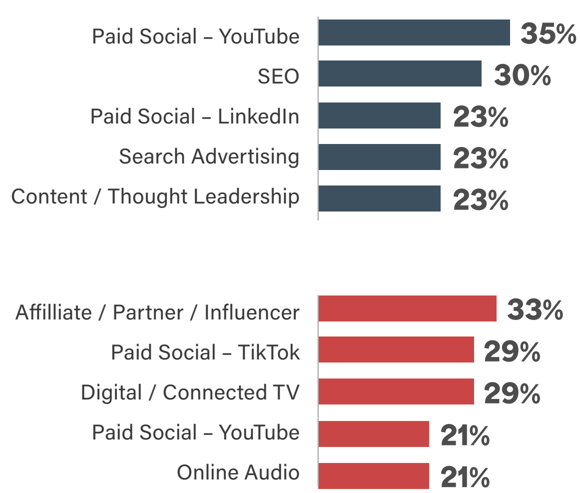
Percent of New Customers from Paid



Top 5 Paid Channels & Percentage of Spend



Top 5 Channels Testing in the Next 6 Months



Ranges represents 25th percentile, median, and 75th percentile

Detailed data by segments based on 3 revenue tiers are presented throughout this report, along with additional metrics not summarized above.

Summary of Key Findings (Continued)

A Marketing Leader's Greatest Worries / Challenges

- Challenging external market conditions
- Earlier-stage companies: resource constraints, prioritization, revenue attribution, optimizing and scaling what works, and channel diversification
- Mid to later-stage companies: rapidly rising CACs, revenue attribution, declining ROAS, increased customer churn, how to drive organic or product-led growth, and finding more predictable & scalable revenue

Our "Revel-ations" from this Data

- In examining how companies invest from a channel mix perspective, we see most are overweighted in Google and Meta. This creates diversification risks and is not healthy over the long run as performance in those channels continues to decline, and ad rates are increasing.

- Companies need to push into less crowded Paid Social channels like TikTok and YouTube to reduce CAC and diversify platform risk. Further, companies need to get more aggressive about exploring mid-funnel channels like online audio and connected and linear TV that offer scale and medium-term results.

- Companies also need to invest more in brand opportunities which can provide valuable aircover for performance marketing spend. Your performance marketing spend will only grow profitably if you have a clear picture of your top customer segments, their needs, and how your brand's value proposition uniquely addresses those needs. A solid brand strategy and awareness programs will improve the funnel conversion rates of performance marketing and reduce Customer Acquisition Costs (CACs) across all channels.

- For B2B companies, leaders are trying to decrease their reliance on Sales teams since they are expensive and those costs scale linearly. Instead, they are building more self-service options and trying to more fully quality leads before transferring them to Sales to make them more efficient. We will dive deeper into this topic in a future survey.

- Companies are dramatically underinvesting in data, which will become more and more important as AI use continues to grow. The key to a winning AI strategy is access to large volumes of high-quality proprietary data that is structured in a manner easy to manipulate and act on. The longer a company waits to make that data infrastructure investment, the harder and more expensive the effort will be and the greater the headstart competitors will have on you.

- AI didn't come up in our survey as something marketing leaders are "most worried about." However, from our conversations with hundreds of marketing leaders, we know it's on everyone's mind. Many are quickly trying to figure out which AI-based tools they should use internally and how this technology will transform specific verticals, their competition, and their own offerings and businesses. In a subsequent report, we will focus on this topic and share our recommendations.

Segmentation

To provide the most meaningful and relevant results, we separated B2B from Consumer companies and grouped them into revenue tiers (specifically 2022 annual revenues). Resources, channels, and growth strategies evolve as companies grow – and are very different for B2B versus B2C companies – so this approach shines a light on these core differences across segments and helps the reader focus on the subset of the findings that apply to their business.

Results will typically be presented for the following 6 segments:

1. B2B – less than $10 million in revenues
2. B2B – $11 million to $50 million in revenues
3. B2B – greater than $50 million in revenues
4. Consumer – less than $10 million in revenues
5. Consumer – $11 million to $100 million in revenues
6. Consumer – greater than $100 million in revenues

We will also highlight differences between VC-backed and PE-backed companies, as the findings there can be fascinating – at times confirming many norms and assumptions, and at other times debunking assumptions.

Marketing Budgets

The primary resources for Marketing leaders are their 1) annual marketing budget and 2) their core marketing team. Yes, they have other assets they might be able to leverage – from the company's brand recognition, the prominence of their founders/leaders, or an inherently viral or social offering – but ultimately, marketing leaders need money and people to drive revenue goals. As one of the CMOs participating in this study likes to say, "Marketers are not magicians," but give them the resources they need, and marketing leaders can drive real revenues.

The challenge is understanding how many resources a marketing leader needs to accomplish their goals.

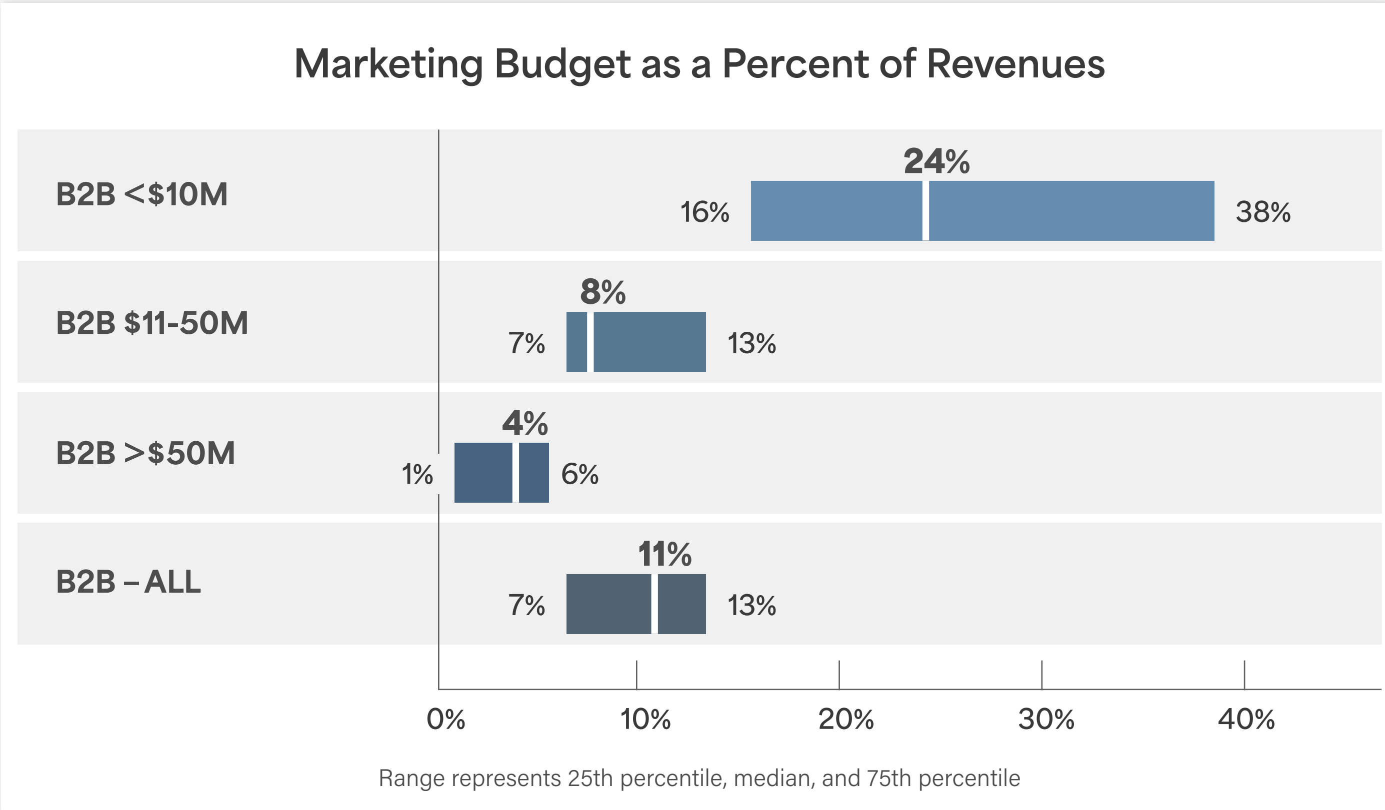
Marketing leaders and CEOs often have different perspectives on the resources required to hit their revenue goals, so we wanted to share these benchmarks to help bridge that gap.

Below are the marketing budgets as a percentage of revenues (for the calendar year 2023) for each segment.

We presented data by showing the median and the 25th and 75th percentile (a technique used throughout the rest of this report) to remove outliers and provide a realistic range for the comparables from this research. Using median versus average avoids skewed results from outliers and has the added benefit of giving a real-world example of a company in the middle of the range - not an average.

Keep in mind that this is the marketing spend budget, which excludes marketing team headcount. The team itself (which we'll get to in a moment) is a core part of the overall investment in Marketing, and some companies invest more in the team and less in the annual budget, and vice versa.

Marketing Budgets
B2B Companies



Marketing budgets are 24% of revenues for small B2B startups (<$10M in revenues) and 8% of revenues for medium-sized B2B companies ($11-$50M in revenues).

Small and medium-sized startups clearly need to invest more heavily in marketing versus later-stage peers to generate initial awareness and create their brand. Many of these B2B companies are SaaS businesses, some of which have product-led growth, free trials, or an inherently viral product offering that can be leveraged to power growth. Also, sales-led B2B companies have Sales teams that work hand in hand with Marketing and play a significant role in acquiring customers, and those costs are not considered here. As a result, B2B companies in general invest less in marketing budgets and paid user acquisition than their consumer counterparts.

For the largest B2B companies in this data set, this median budget of 4% of revenues is lower than we had expected. Possible explanations include: a skew within the specific sample of companies in this segment, the sample includes a higher percentage of PE-backed companies, or the sample may include companies that benefit disproportionately from viral or product-led growth drivers.

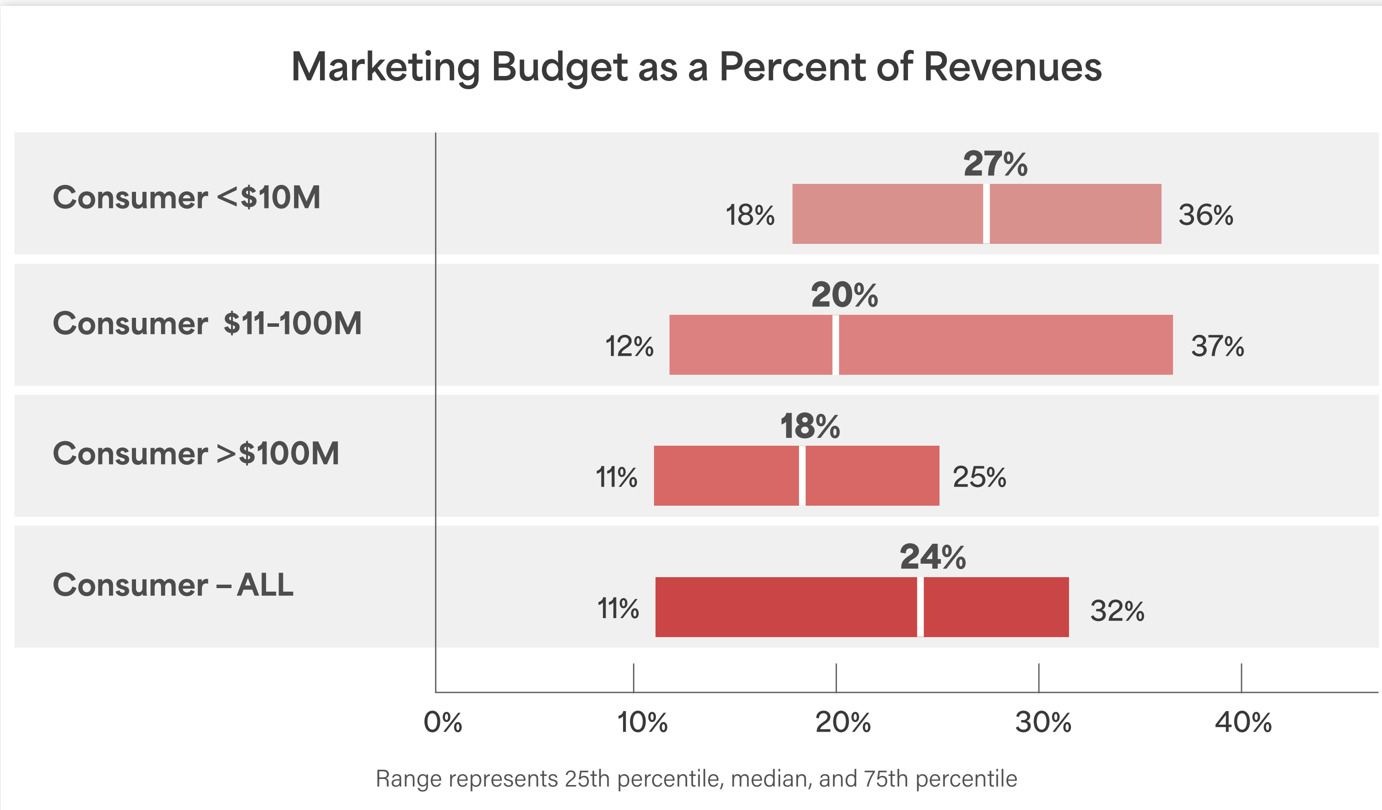
Another good reference point for B2B companies with over $50M in revenues is the Gartner Group 2023 survey of 410 CMOs at public companies in North America and Europe where marketing budgets comprise 9.1% of total company revenue in 2023, remaining relatively flat from 2022.

Given this information, we conclude that the marketing budgets of larger private B2B companies are likely closer to 8% than 4%, consistent with our medium-sized private company level of 8% and large public company budgets of 9%.

VC-Backed versus PE-Backed

When looking at VC-backed B2B companies versus PE-backed, there is not a statistically significant difference in the median budget as a percentage of revenues. However, at the higher end of the range – the 75th percentile – PE-backed company budgets are 17% of revenues, versus VC-backed company budgets are at 26% of revenues. So, VC-backed B2B companies typically have larger marketing budgets than their PE-backed counterparts.

Consumer Companies

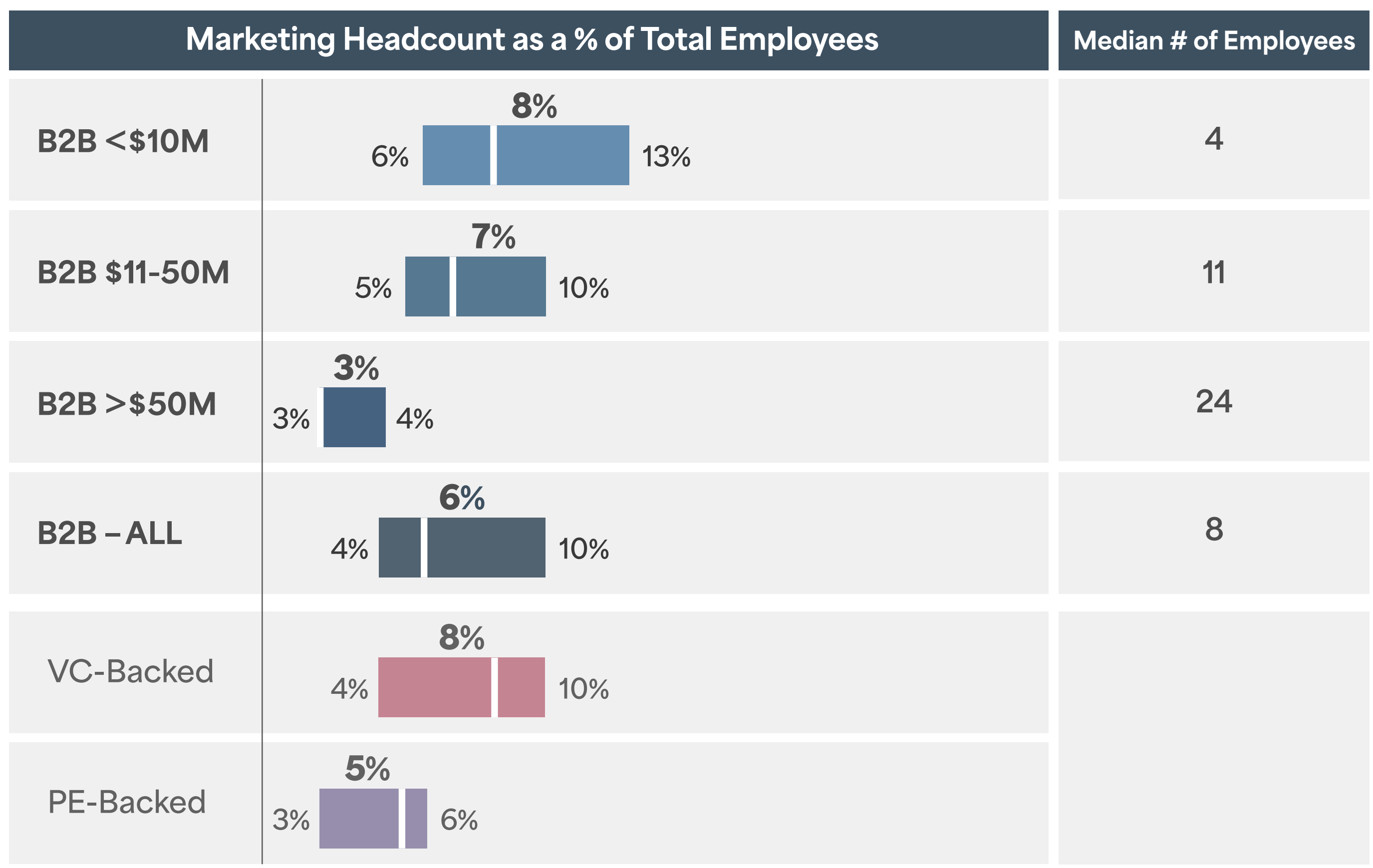


Compared to B2B companies, marketing budgets as a percentage of revenues are much higher for consumer companies. Specifically, 24% for consumer companies versus 11% for B2B companies.

For early-stage companies, the difference is not that significant. Still, for medium and larger companies, it is pronounced – 4% to 8% median budgets for medium and large B2B companies versus 18% to 20% median budgets for comparable consumer companies.

Marketing Team Size
B2B Companies

The size of the Marketing Team is one of the top two levers in driving impact to the business. There is an interplay between marketing budgets and team sizes, since if you have fewer people with larger budgets, agencies and contractors can be hired with that budget to supplement the existing team. Regardless, it's valuable to understand how companies are investing in the Marketing Team's size relative to total employees.



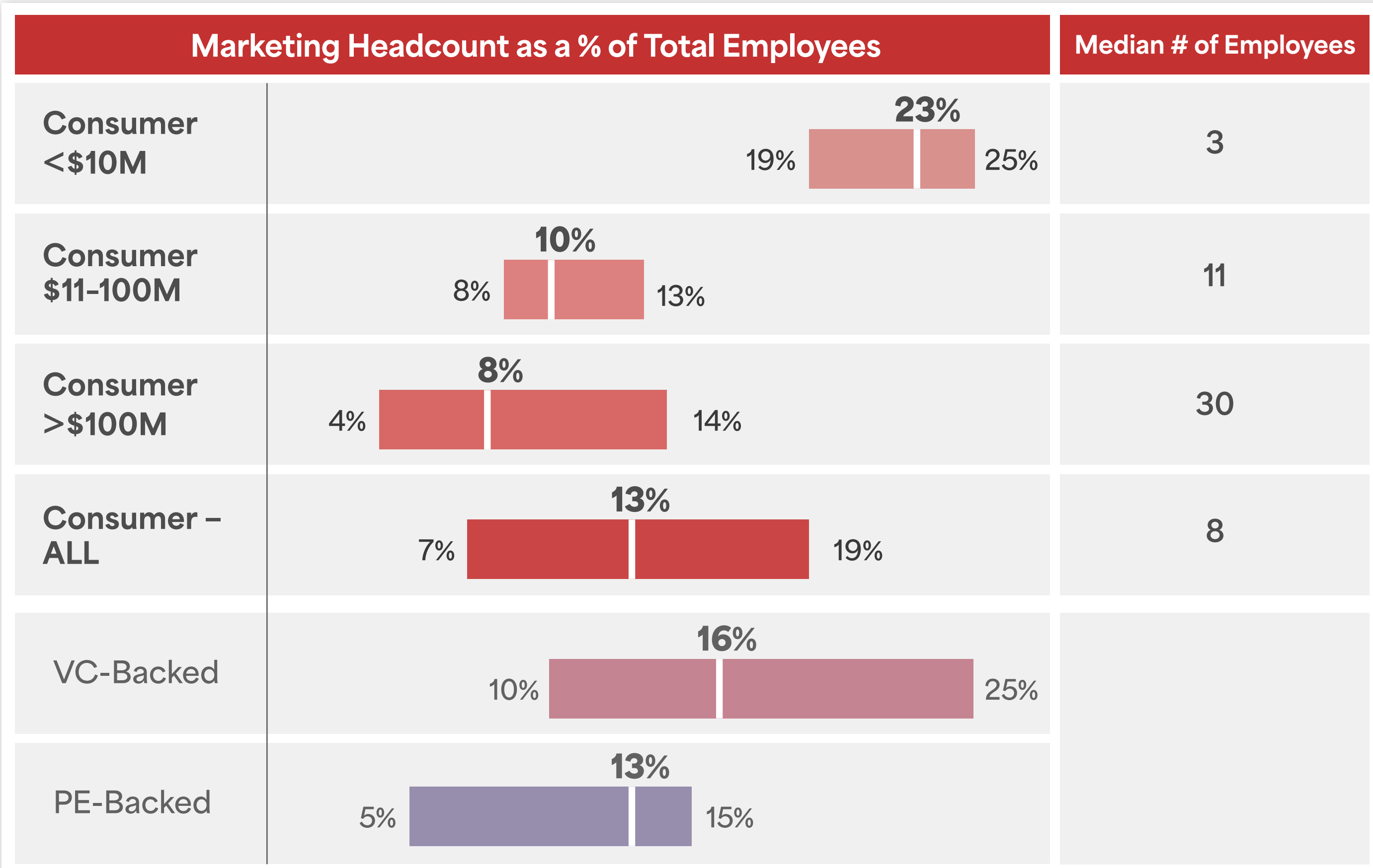
Range represents 25th percentile, median, and 75th percentile

As companies grow, marketing headcount decreases as a percentage of total headcount, since successful initiatives can be efficiently scaled.

Percentages are lower for B2B companies compared to Consumer companies (see upcoming section) in large part because pipeline and revenue generation are a shared responsibility with Sales, and Sales headcount is not part of these Marketing stats. (Many Consumer companies don't have Sales teams.)

We included the median size of the Marketing Team – people, not percentages – on the right to bring these percentages to life.

Marketing Team Size
Consumer Companies



Range represents 25th percentile, median, and 75th percentile

Our biggest surprise was how quickly Marketing Teams grow in absolute numbers, even for relatively small B2B start-ups growing to annual revenues of between $11 million and $50 million. A typical team consists of 11 permanent Marketing Team members – plus contractors and potential agency resources. This is viewed as necessary to achieve the objectives of the business. Note that this survey data already includes any reductions in force that occurred before May 2023, as the survey was fielded between May and early Q3 of 2023.

Despite this growth in absolute numbers, the relative percentage to total employees shrinks quickly as the company scales past $50 million. This is presumably because they start to invest more in other functions such as HR and Finance.

It might not be surprising that PE-backed companies might spend less overall on the Marketing Team versus their VC-backed company peers since PE-backed companies are more likely to have invested in companies with more profitable customer economics. However, PE-backed companies still tend to spend a similar percentage on their marketing budget. More on that shortly.

Marketing Budget Breakdown

We felt it important to understand how the overall marketing budget is broken out into 5 key categories: 1. Media Spend, 2. Events, 3. Tech & Data, 4. Agencies, 5. Contractors

CMOs and CEOs can use this peer data to think about their own resource allocations as they go through their annual planning and budgeting processes this Q4.

B2B Companies

Annual Marketing Budget –Category Breakdown (Median %)

	Media Spend	Events	Tech & Data	Agencies	Contractors	Median Annual Budget
B2B <$10M	28%	28%	15%	15%	10%	$1,100,000
B2B $11-50M	30%	25%	15%	13%	10%	$2,000,000
B2B >$50M	28%	15%	24%	20%	20%	$4,000,000
B2B – ALL	30%	25%	15%	15%	10%	$1,750,000

Note: Medians are calculated by category, so the sum of the medians will typically not add up to 100%. With averages that include outliers, data averages are less useful and not presented. 25th and 75th percentiles for specific categories and types/sizes of businesses are available upon request.

Media Spend is the largest category of spend at about 30% of B2B marketing budgets, with Events in second place ranging from 25% to 28% for small and medium-sized B2B companies, and 14% for larger B2B companies.

The breakdown across these 5 categories is surprisingly consistent across different sizes of B2B businesses, with a few exceptions:

- Events naturally become a smaller percentage of the budget with the largest tier of B2B companies
- Those large B2B companies increase their proportional spend on agencies and contractors, and ramp spend on technology and data to 24%

In the graphic on the right, we also include the median annual marketing budget for each tier of business to help bring these percentages to life and make it easier to compare your own company's budget with these medians.

Marketing Budget Breakdown
Consumer Companies

Annual Marketing Budget – Category Breakdown (Median %)

	Media Spend	Events	Tech & Data	Agencies	Contractors	Median Annual Budget
Consumer <$10M	78%	10%	5%	10%	10%	$725,000
Consumer $11-100M	84%	1%	5%	5%	3%	$12,000,000
Consumer >$100M	85%	2%	5%	5%	4%	$40,000,000
Consumer – ALL	80%	2%	5%	5%	5%	$12,000,000

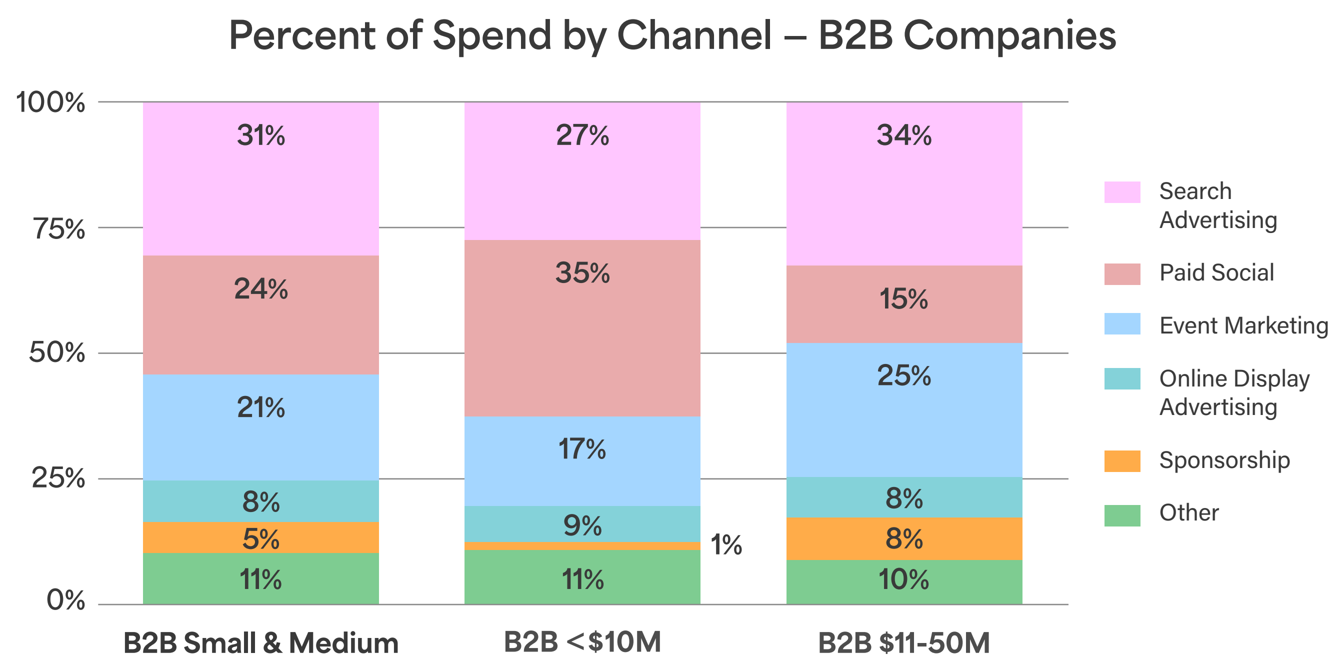
Note: Medians are calculated by category, so the sum of the medians will typically not add up to 100%. With averages that include outliers, data averages are less useful and not presented.

Unlike their B2B counterparts, Consumer businesses put the lion's share of the marketing budget into media spend – 78-85% of their budget versus only 28-30% of B2B budgets.

Events are clearly less important for most consumer companies compared to B2B companies, and investments in tech & data, agencies, and contractors are all relatively modest in percentage terms and proportionally much less than their B2B counterparts.

Since Consumer companies derive more of their growth directly from Marketing, the median annual budgets are much larger for these 3 tiers of consumer companies compared to the 3 tiers of B2B companies. While the revenue tiers are not exactly the same, **Consumer marketing budgets at mid-sized companies are several factors larger than their B2B counterparts, and an order of magnitude larger at the large Consumer company segment compared to the large B2B company segment.**

Top 5 Paid Channels & Percentage of Spend
B2B Companies



Other includes: Affiliate / Partner / Co-op (online), Online Audio, Direct Mail, Partner / Co-op (offline), Digital/Connected TV, Digital Out of Home, Linear TV, Billboard / Out of Home, and Radio

The top 5 channels based on percent of spend are Search Advertising, Paid Social, Event Marketing, Online Display Advertising, and Sponsorship. These 5 channels combined are 89% of all marketing spend for small and medium-sized B2B companies.

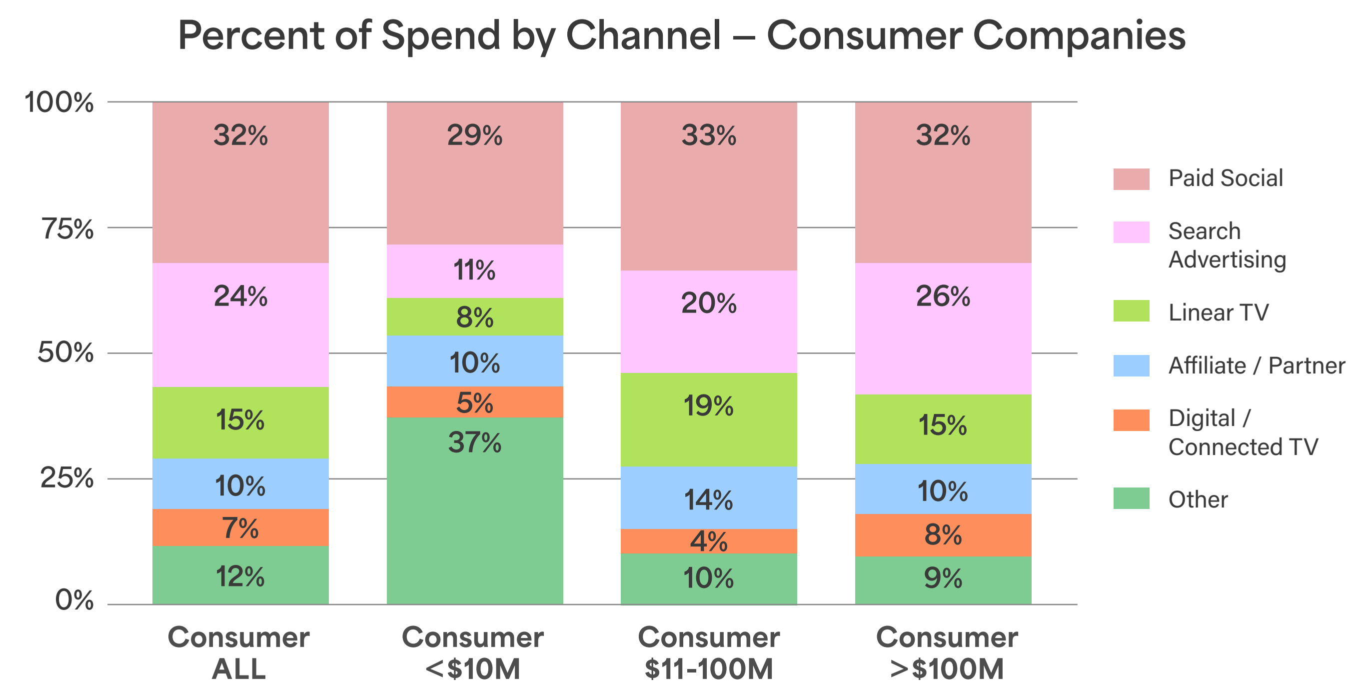
Search Advertising is the top channel across B2B companies with less than $50 million in revenues, with the percentage of spend increasing as company revenues grow, from 27% for small B2B companies to 34% for medium B2B companies.

Paid Social is the overall 2nd most used channel; however, it garnered the most spend specifically for small B2B companies at 35%, decreasing to 15% of spend for medium B2B companies.

The 3rd most used channel is Event Marketing, averaging 21% of spend. Like Search Advertising, the percentage of spend on Event Marketing increases as company revenues grow, from 17% for small B2B companies to 25% for medium B2B companies.

Later in this report, you'll see what percentage of companies are using each of the 15 paid channels, regardless of the amount of spend.

Top 5 Paid Channels & Percentage of Spend
Consumer Companies



Other includes: Online Display Advertising, Online Audio, Direct Mail, Radio, Event Marketing, Partner / Co-op (offline), Sponsorship, Billboard / Out of Home, and Digital Out of Home

The top 5 channels based on percent of spend are Paid Social, Search Advertising, Linear TV, Affiliate/Partner, and Digital/Connected TV. These 5 channels combine to be 88% of spend for Consumer companies.

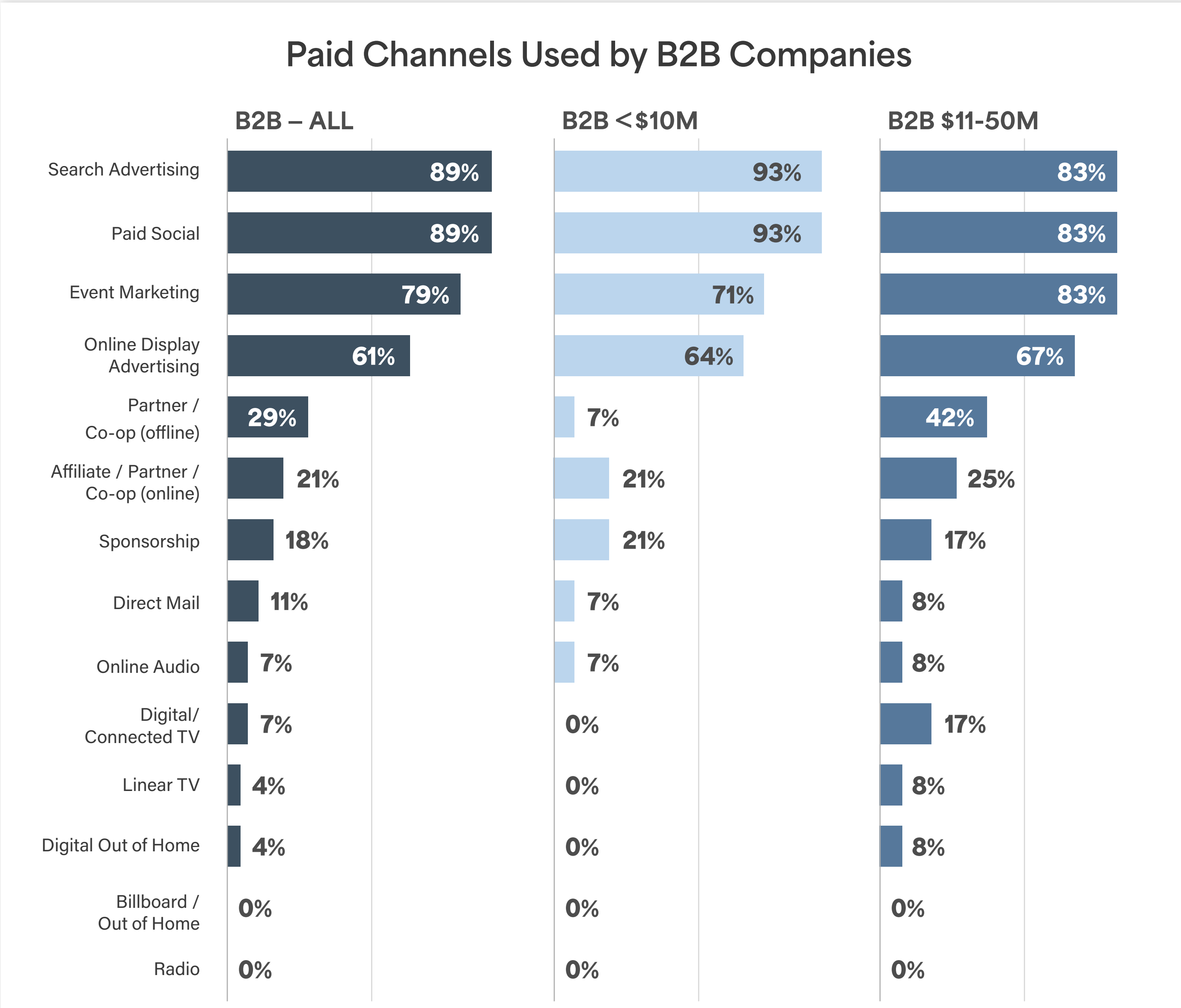
Paid Social was the top channel across Consumer companies, with the percent of spend averaging 32% and consistent across all 3 revenue tiers.

Search Advertising was the 2nd most used channel at 24% of spend. The percentage of spend increases as company revenues grow, from 11% for small Consumer companies to 26% for large Consumer companies.

The 3rd most used channel is Linear TV, averaging 15% of spend.

While the channel mix across companies of similar sizes was fairly consistent, our hypothesis is the ROAS varies greatly. Therefore, we will do a deep dive into this in our next survey.

Paid Channels Used
B2B Companies

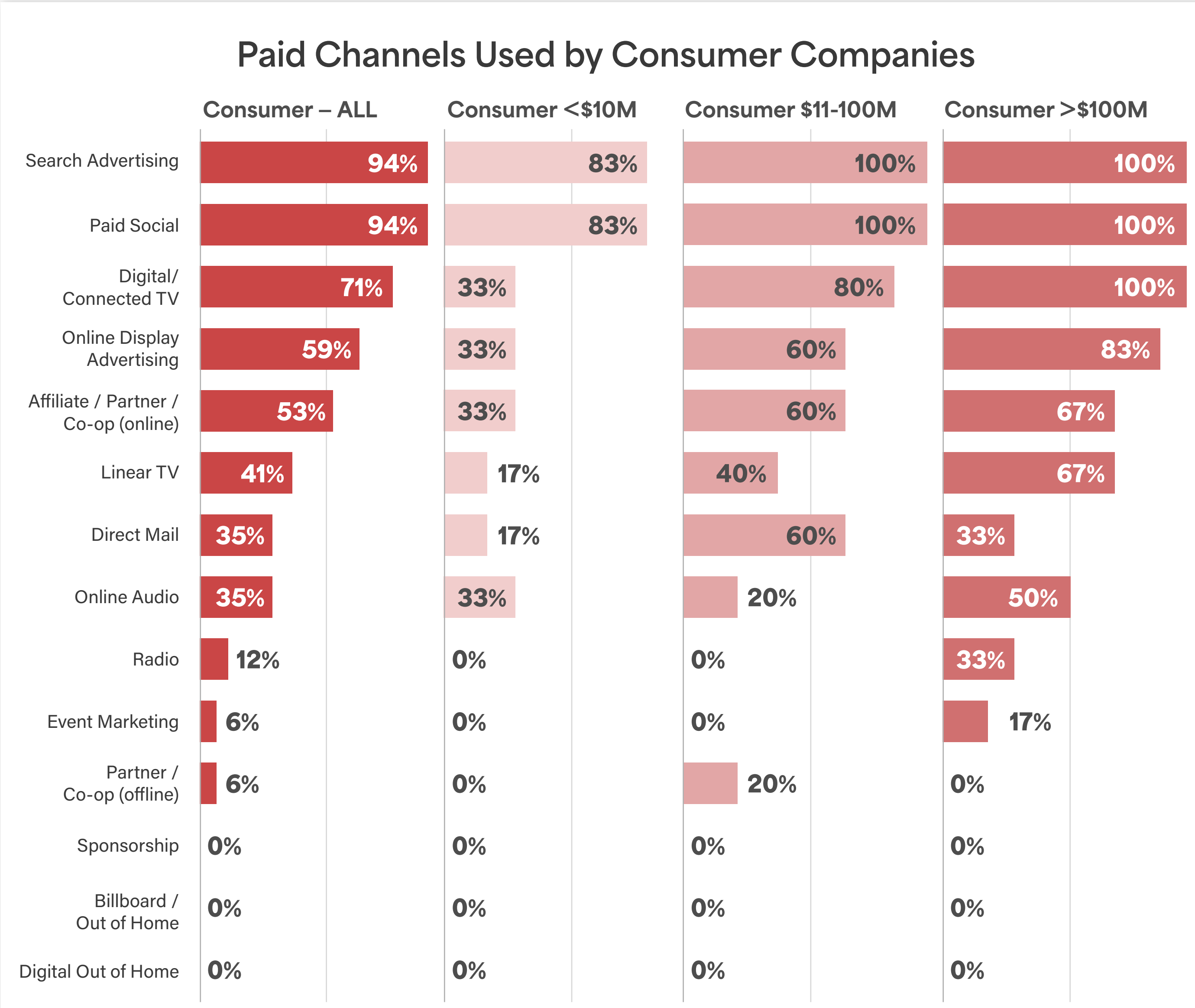


Search Advertising and Paid Social are the top 2 channels used by 89% of all B2B companies. Interestingly, the small percentage of companies not utilizing those channels are putting the bulk of their media spend into Events and Sponsorships.

For B2B companies, it's not surprising that **79% use Events as one of their channels,** with that percentage increasing slightly as B2B companies grow from early-stage onward.

About one-third of the B2B companies that do Search Advertising (e.g., Google SEM) do not do Online Display Advertising. In other words, 89% run Google text ads, but only 61% run Google display ads.

Paid Channels Used
Consumer Companies



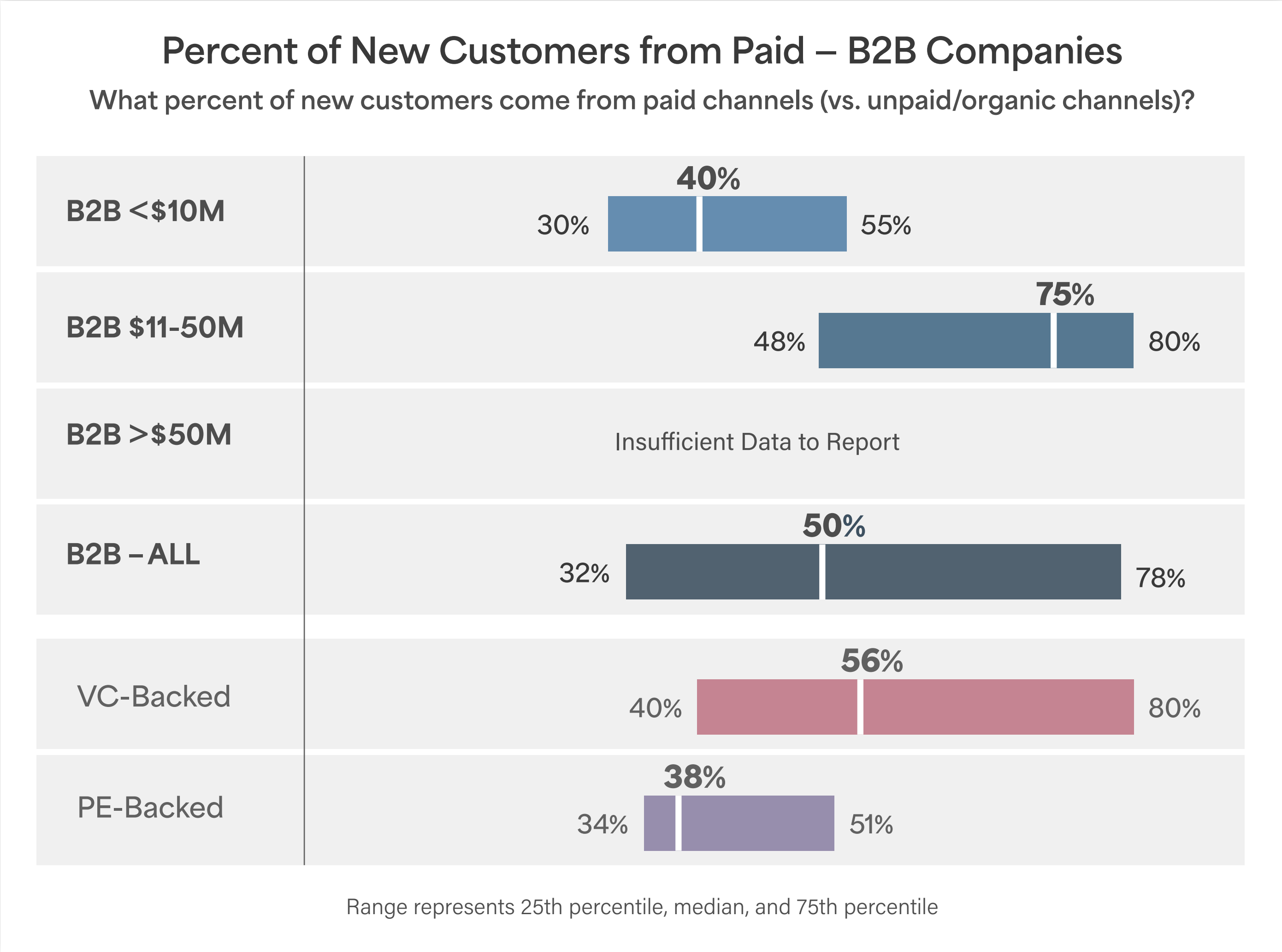
Search Advertising and Paid Social are the top 2 channels used by 94% of all Consumer companies and 100% of companies with annual revenues of at least $11 million.

Digital / Connected TV, Online Display Advertising, and Affiliate / Partner round out the top 5 channels used at 71%, 59%, and 53%, respectively. Only one-third of the small consumer companies with less than $10 million in revenues use these three channels, but they are used increasingly as Consumer companies grow.

About one-third (37%) of the Consumer companies that do Search Advertising do not use Online Display Advertising. That's essentially 94% running Google text ads, but only 59% running Google display ads.

We're surprised that for larger Consumer companies, **there are still 33% to 40% without an affiliate program.**

Percent of New Customers from Paid
B2B Companies

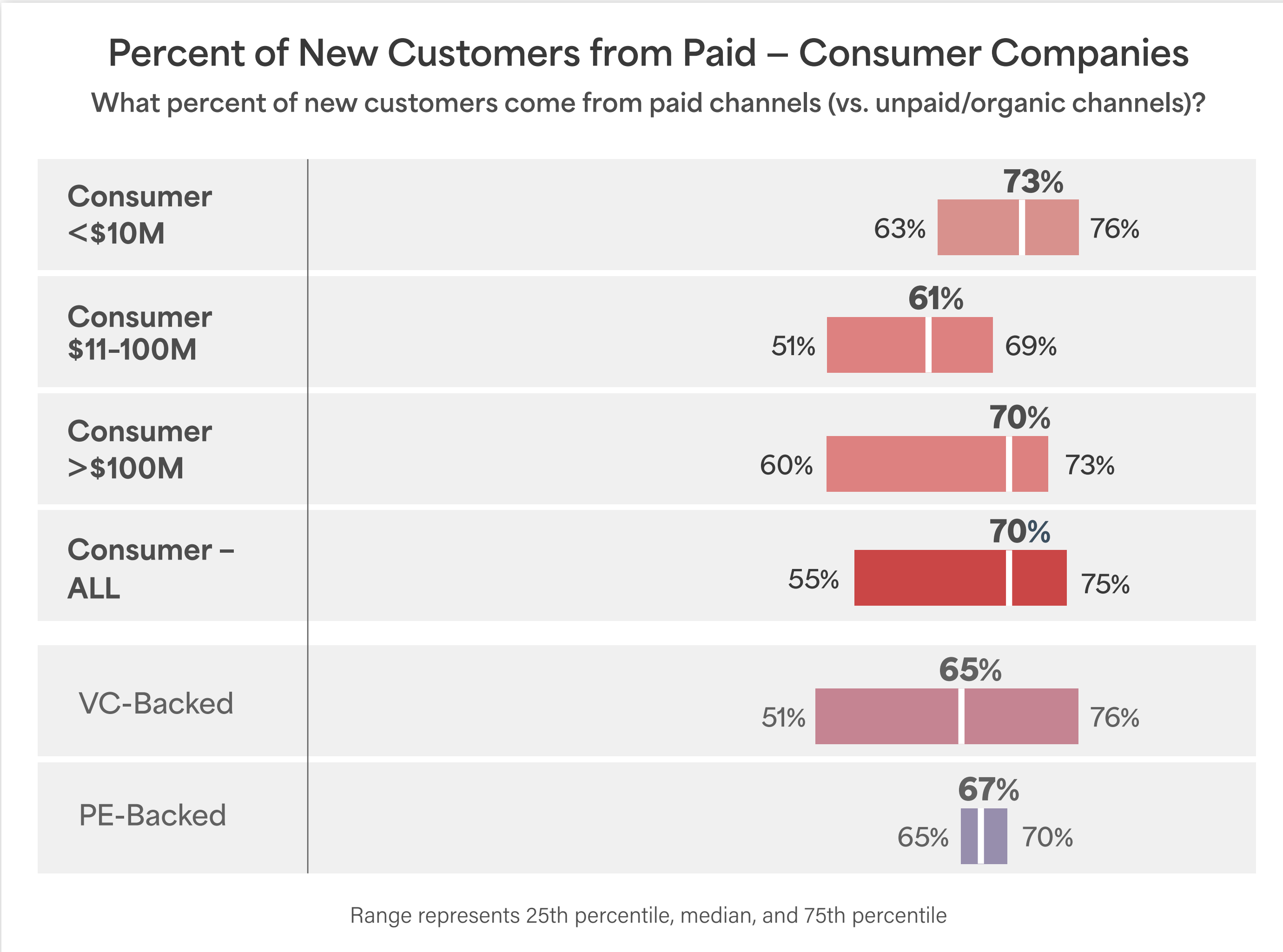


The percent of new customers that come from paid channels increases as a business grows, from 40% for those with less than $10 million in annual revenue to 75% for those with $11 million to $50 million in annual revenue. This likely stems from multiple drivers, including:

- It's most cost-effective to find your most passionate users
- It's more expensive once you move past your early adopters to continue to acquire users
- Companies start with the most measurable and effective channels, but to scale, need additional new channels over time that are less efficient

VC-backed B2B companies have 56% of new customers coming from paid channels, versus 38% from PE-backed B2B companies. This is likely due to PE firms tending to invest in proven, profitable businesses, businesses that may have their brands and certain channels working for them, while VC firms are more willing to invest in companies in entirely new product categories that require more "push marketing" efforts.

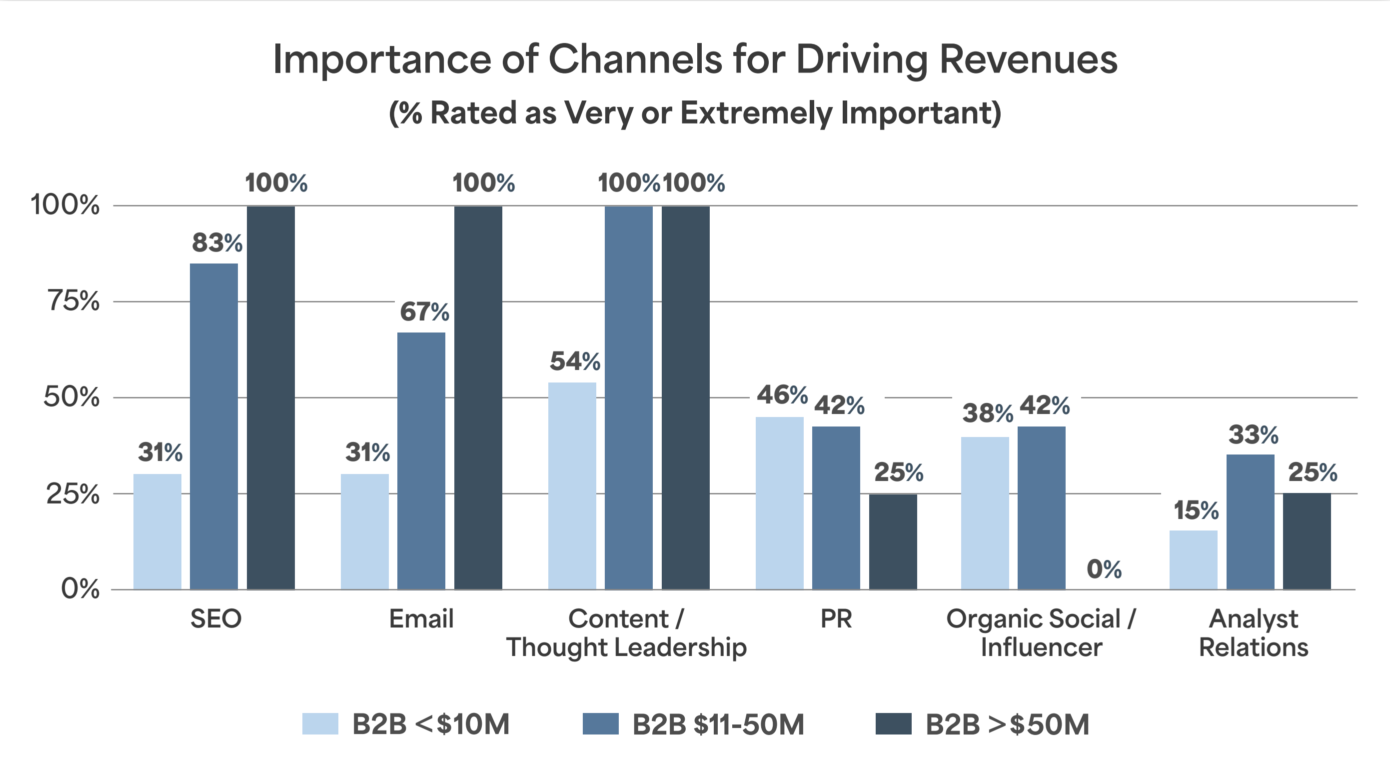
Percent of New Customers from Paid
Consumer Companies



The percent of new customers that come from paid channels for Consumer companies is 70% for all Consumer companies and ranges from 51% to 76% (for the 25th and 75th percentiles of all of the data). There is not a large difference among companies with small, medium, or larger annual revenues.

There isn't a statistically significant difference between VC-backed and PE-backed companies' median percent of new customers from paid channels, though the range is much greater for VC-backed consumer companies.

Importance of Non-Paid Channels
B2B Companies



While these non-paid channels are not pay-as-you-go advertising channels, they still require a marketing budget and headcount to invest in and manage these channels on an ongoing basis. In other words, no marketing channels are completely free.

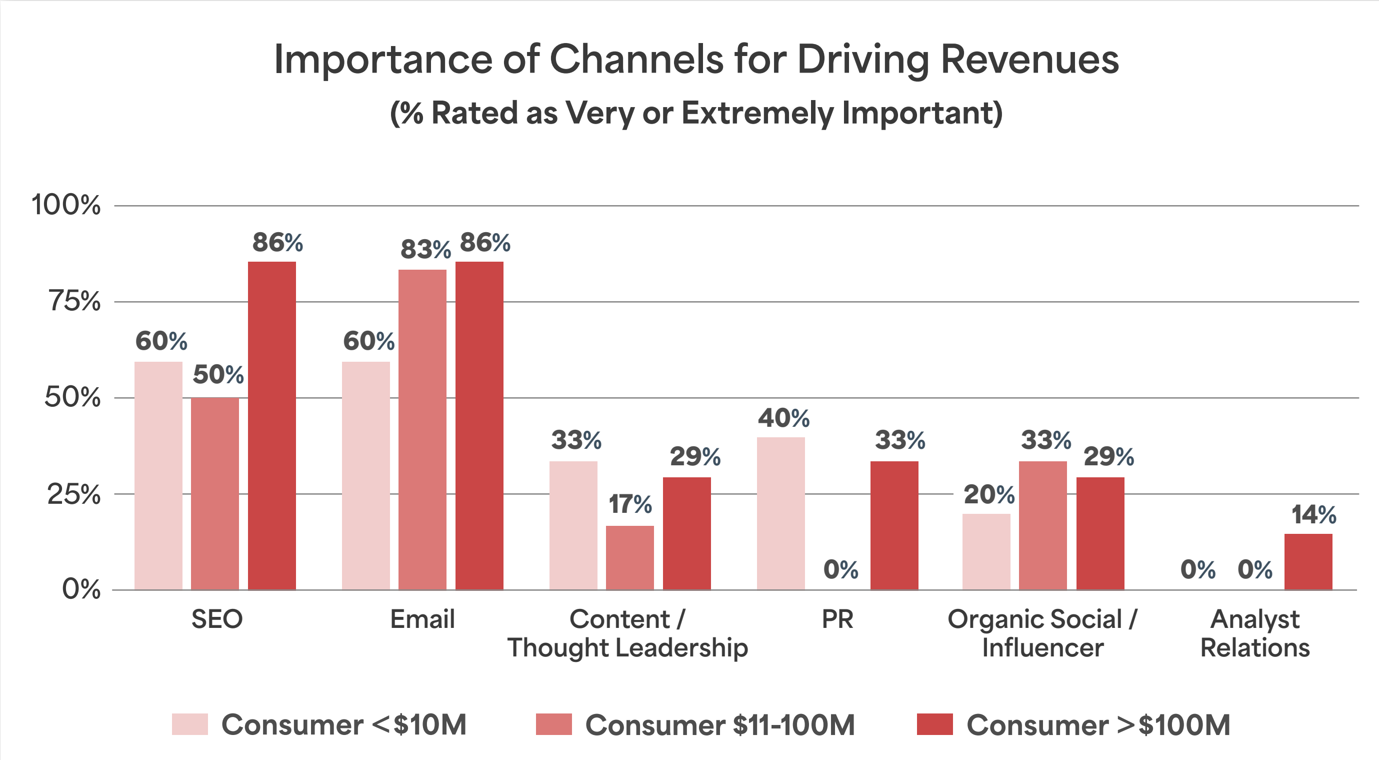
SEO, Email, and Content / Thought Leadership are the top 3 "non-paid" channels in terms of their importance to the marketing leaders at B2B companies. They become increasingly important to marketing leaders as company revenues scale, with 100% of marketing leaders at B2B companies with revenue over $100 million citing these 3 channels as very or extremely important.

PR becomes less important as B2B companies scale, from 46% for small companies down to 25% for large companies, predominantly because they build additional channels and capabilities that require significant levels of investment and more measurable results.

Organic Social / Influencer as a channel is very or extremely important to 38% and 42% of the small and medium-sized B2B companies, and never rated as very or extremely important by marketing leaders at B2B companies with over $100 million in revenues.

Analyst Relations is rated as very or extremely important to between 15% and 33% of B2B companies, without a clear pattern of changing importance by the company revenue ranges.

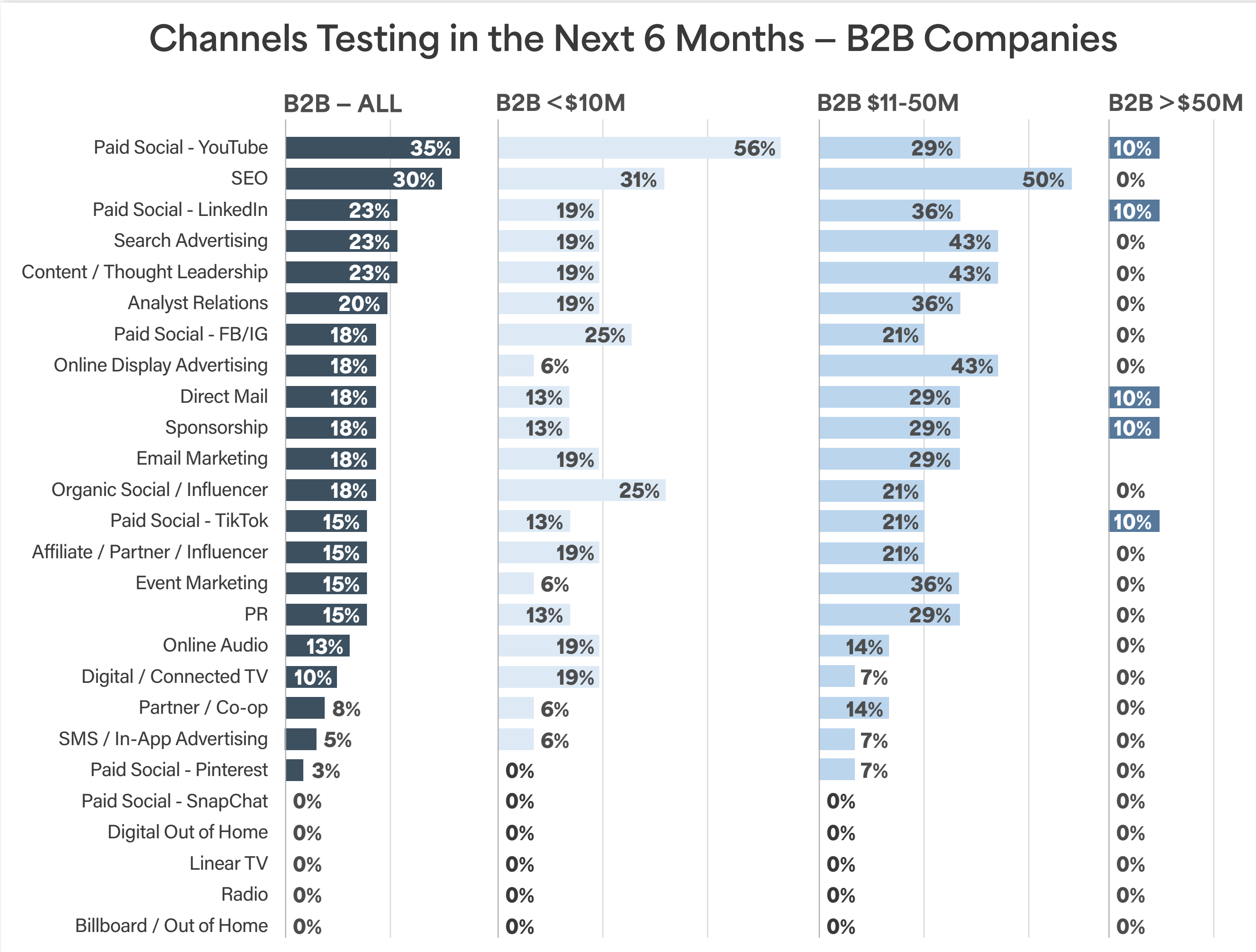
Importance of Non-Paid Channels
Consumer Companies



SEO and Email are the most critical non-paid channels for most consumer companies, with their importance increasing as Consumer companies scale revenue. Both were rated as very or extremely important by 86% of marketing leaders at Consumer companies with revenues over $100 million.

Content, PR, and Organic Social/Influencer were rated as very or extremely important by a minority of marketing leaders, generally ranging from a quarter to a third of respondents. And, as expected, Analyst Relations is not important for most consumer marketing leaders.

Channels Testing in the Next 6 Months
B2B Companies



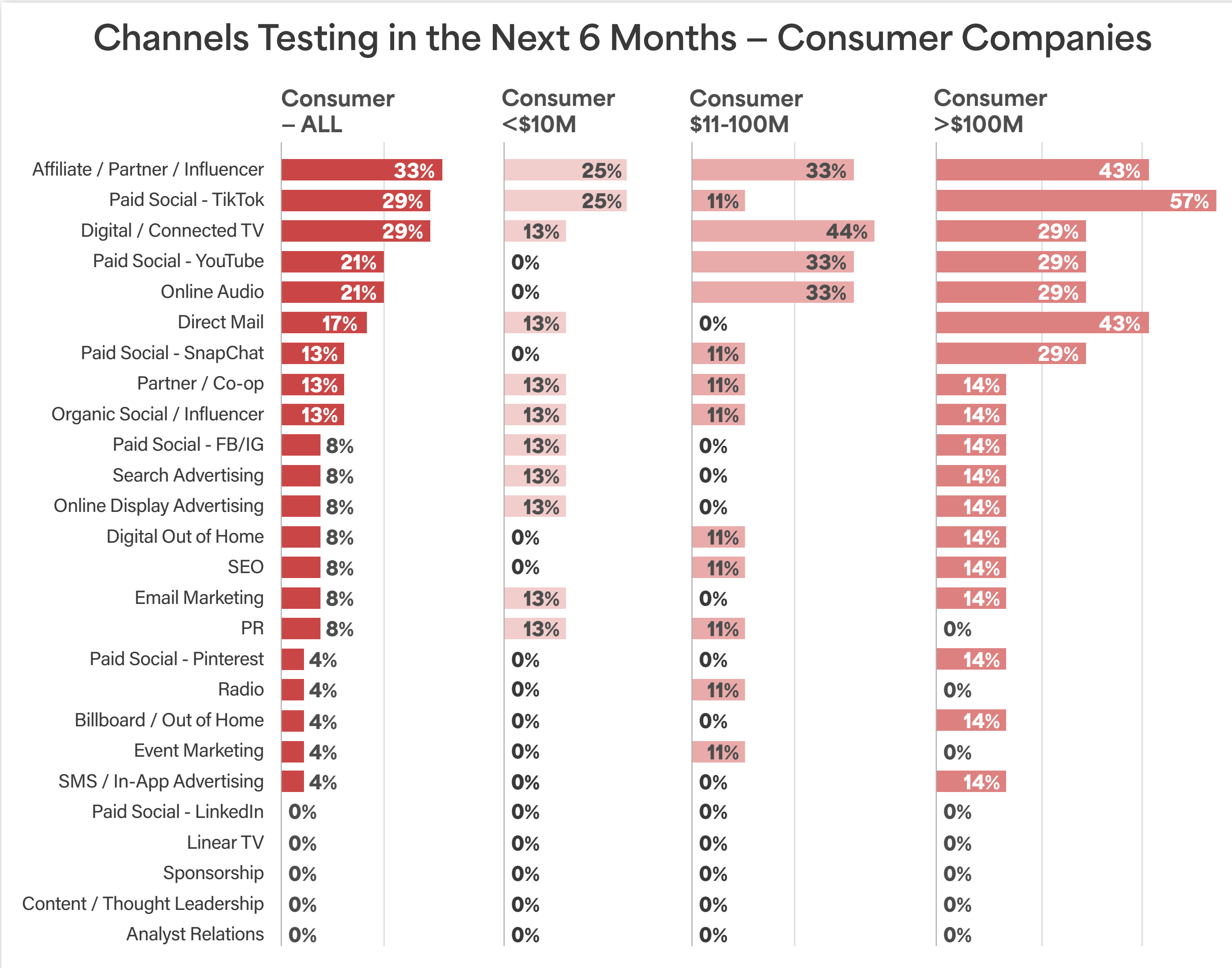
It's important to keep in mind that the channels a marketing leader plans to test depend greatly on the channels that they are already using.

For example, among B2B companies with less than $10 million in revenues (see earlier chart) most are already using Search Advertising, Paid Social, and Event Marketing, so it makes sense that the next channels they plan to test are ones like YouTube (56%) and SEO (31%).

As companies grow, they have bigger teams with more budget and resources to test or expand into more channels. This is evident in the data above since the percentage of marketing leaders planning to test new channels is generally higher for medium-sized B2B companies than smaller ones where Marketing has fewer resources. They also have a greater desire to diversify their channel mix to reduce risks to revenue growth.

For the largest B2B companies in this study, most are not planning to test any new channels. They've essentially arrived at their channel mix for the time being and are scaling or optimizing their existing channels.

Channels Testing in the Next 6 Months
Consumer Companies



The top 5 channels that Consumer companies plan to test in the next 6 months are: Affiliate (33%), Connected TV / OTT (29%), TikTok (29%), Online Audio Advertising (21%), and YouTube (21%).

The medium and large Consumer companies (>$10 million in revenues) are generally doing more testing with their larger teams and budgets (even though they're already using more channels today).

The largest Consumer companies are still planning to test additional channels, with the top 3 being TikTok (57%), Affiliate (43%) and Direct Mail (43%). This sense of additional opportunity in Consumer is in contrast to the largest B2B companies covered in the previous section, who were more likely to have arrived at an effective channel mix and were doing less new testing.

Overall, we see a pattern of companies starting with the most measurable and effective channels first, and then to scale, they need to expand from there over time.

Greatest Worries of Marketing Leaders

While most of this report is hard data, we'll finish with the results of a fundamental, open-ended question: **As the marketing leader at your company, what are you most worried about?**

In summary:

- Challenging external market conditions
- Earlier-stage companies: resource constraints, prioritization, revenue attribution, optimizing and scaling what works, and channel diversification
- Mid to later-stage companies: rapidly rising CACs, revenue attribution, declining ROAS, increased customer churn, how to drive organic or product-led growth, and finding more predictable and scalable revenue

Below is a summary of marketing leaders' greatest worries at different sizes of both B2B and Consumer companies participating in the survey.

B2B Companies

B2B <$10M

- Budget constraints, with high-growth goals and competing priorities
- Proper attribution to inform spend and initiative decision-making
- Optimizing demand/lead gen and partner marketing
- Quality of talent
- Resource allocation for pipeline creation and conversion to revenue
- The SaaS purchasing slowdown from unfavorable external economic environment

B2B $11M to $50M

- Building pipeline for new business and managing customer churn
- Proving return on investment and return on effort
- Dealing with a lack of expertise in revenue operations
- Pipeline velocity and growth in challenging macroeconomic conditions
- Scalability of brand and channels

B2B >$50M

- Traffic growth, churn, and declining top-of-funnel (TOFU) pipeline conversion rates
- Budget constraints and the need for higher funding in marketing
- ROI on marketing campaigns and return on ad spend (ROAS) for PPC campaigns
- Building a predictable marketing engine and converting pipeline to revenue

Greatest Worries of Marketing Leaders

Consumer Companies

Consumer <$10M

- Customer acquisition costs (CAC) and budget constraints
- Diversification of marketing channels and changes in consumer spending
- Rising costs of paid acquisition, particularly with evolving privacy rules and targeting efficiency
- Balancing marketing efficiency and scale amidst rising Customer Acquisition Costs (CAC)

Consumer $11M to $100M

- Growth at a reasonable Customer Acquisition Cost (CAC), along with attribution challenges
- Scaling while keeping CAC stable
- Economic changes affecting Facebook ad effectiveness and understanding core customer segments
- Organic growth and efficient growth strategies

Consumer >$100M

- Brand reputation, awareness "maintenance," and attribution/measurement
- Rising marketing costs, employee retention, and burnout, along with slowing consumer demand
- Consistent delivery of results and driving growth

How RevelOne Can Help You Drive More Profitable Growth

RevelOne's Growth Services Practice can help you translate these insights into action
RevelOne's Growth Services Practice has been helping clients achieve more efficient and profitable growth.

Our unique vantage point stems from helping hundreds of clients each year align their growth strategy with their talent strategy. We do this by:

- Diagnosing the root causes of growth challenges
- Designing the right marketing and sales org structures
- Placing both permanent hires and expert contractors

With our expertise and a vetted network of outstanding GTM leaders, we can provide hands-on support to help you achieve your revenue goals.

Contact Us
We'd be happy to assist VC and PE-backed companies with their strategy, planning, org design, talent assessments, talent, marketing audits, and growth initiatives. If you need assistance in any of these areas, please contact us at BD@revel-one.com.

Participate in This Survey
It's not too late – please feel free to take our survey as the more data and companies that we have, the more insights and granularity we can share with you in an update to this report. Take the survey here.

Participate in Future Surveys
We will also have new surveys on additional topics such as CAC, LTV, ROAS, payback periods, and attribution methods and tools. Early next year, we'll update this survey on the same critical topics to help everyone stay current, understand trends over time, and adapt to current market conditions.

If you'd like to participate in the future or invite a marketing leader to participate, please inquire at marketingteam@revel-one.com. Participants get additional access to underlying anonymized data and an opportunity to get answers to their more specific questions.

Share This Report with CEOs and Marketers
We invite you to pass this report along to anyone in your network whom you think might find this interesting, from CEOs, marketing executives, and growth/acquisition/demand generation marketers.

Methodology

The RevelOne Marketing Benchmarks & Insights Report is based on anonymized survey responses from over 100 marketing leaders at VC and PE-backed private companies.

We invited marketing leaders at top VC and PE-backed private companies of all stages to get a representative sample of how high-quality companies approach marketing. While some participants are believed to be RevelOne clients, it was not a criterion, as our goal was to get a diverse set of perspectives from which we could draw actionable insights.

The survey was conducted during late Q2 and early Q3 2023 and consisted of 21 questions. We plan to regularly update the survey and go deeper into the key topics.