

# CMOs are investing in growth



86%

of global CMOs think the economy will get better in the next 6 to 12 months.



87%

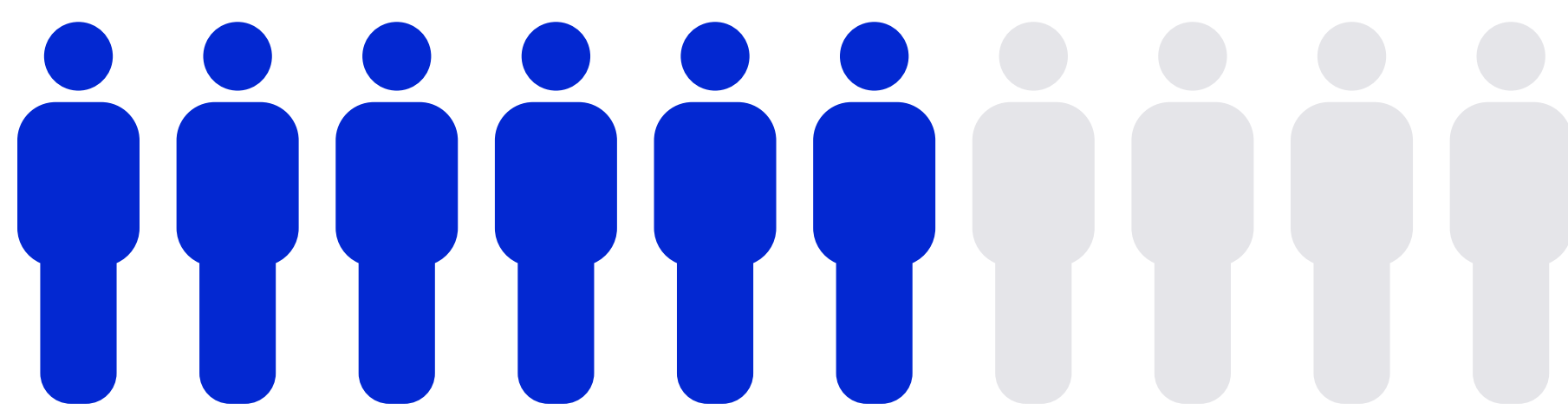
of CMOs said they saw revenue growth last year.



89%

As a result, 89% expect marketing budget increases for 2025.

6 in 10 CMOs



think at least half of their revenue will come from offerings that don't exist yet. **So how will they invest to prepare?**



4 in 10 CMOs list new products and experiences that support customer demand as their top priority for spend.

63%

will launch new experiences to expand their target audience.

49%

will monetize their experiences and touchpoints in new ways.

43%

will change their commercial model.



**Read the full report** to see top CX innovation priorities to prep for an uncertain future — so you can plan yours.

