

# Your MARCOM budget is under-resourced... Here's the proof you need



BY THE  
NUMBERS  
M A R C O M

POWERED BY ENDEAVOR ANALYTICS

## MARCOM BUDGET AS A PERCENTAGE OF REVENUE



HEALTHCARE

2.58%



CONSUMER SERVICES

14.25%



PHARMA

13.19%



SOFTWARE

21.67%



OVERALL INDUSTRIES

10.35%



BY THE NUMBERS PARTICIPANTS

0.7%

Source: CMO Survey

## HOW DO YOU STACK UP?

INSERT YOUR NUMBERS HERE  
TO SEE HOW YOU COMPARE

YOUR MARCOM BUDGET

\$

YOUR REVENUE

\$

YOUR PERCENTAGE

%

SHSMD

Society for Health Care  
Strategy & Market  
Development™

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SURVEY NOW



AHA Data & Insights