

You're 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™

TAKE THE FULL
SURVEY NOW



AHA Data & Insights