


MARKETING VS. FINANCE

**THE
BUDGETING
BLAME
GAME**

A therapy-free guide to
bridging the budget gap.





**If you're one finger-
point away from a
budget breakdown,
you need to fix that
sh*t before it hits
the Q4 fan.**

Let's be honest, finance and marketing have never been *#relationshipgoals*. On paper, they're supposed to be partners. In reality? It's more like "you up?" texts at fiscal year-end and ghosting each other the rest of the quarter.

But when marketing underspends, it's not just a budgeting hiccup. It's a neon sign screaming: "Hey, we didn't need all that money after all."

So, finance starts sharpening the axe for next year's budget, believing they're being fiscally responsible. But really, it's a self-inflicted growth cap. And the competition? They're not waiting around. They're doubling down —and winning.

Spoiler alert: It's not marketing's fault.

Marketers want to spend. They have bold plans, spicy campaigns, and metrics to crush. But finance systems? They're not built for speed.

Spend data comes too late to make a difference. Approval requests pile up like bad Tinder matches. Priorities change on a dime, but forecasts stay frozen in time. And without real-time visibility, marketing plays it safe and leaves themselves a buffer to avoid overspending. So instead of strategic investments, finance sees strategic hesitation.

If your marketers are still tracking spend in spreadsheets, that's a whole lot of mental gymnastics to get to what they think is left in the budget.

Spreadsheets can't give you real-time anything. What they will give you: reconciliation errors, late-stage surprises, misaligned forecasts, and too many "where did the money go?" meetings.

Guesswork isn't a strategy.
It's a liability.

Here's the real fix (no therapy required).

The answer isn't more meetings or more spreadsheets. It's shared visibility. Tools like Uptempo track marketing spend as it happens, not 30+ days after the fact.

When both departments operate from the same real-time data, everything changes.

Finance and marketing finally move as one team, with one source of truth.

Proactive, not reactive.

Aligned, not siloed.

Confident, not chaotic.



Forecast clarity.

Finance gets accurate, timely inputs for smarter forecasting.



360° Alignment.

Marketing plans connect directly to actual spend for better financial visibility and control.



Higher ROI.

Finance and Marketing work together to optimize budgets and maximize impact.

Smarter decisions. Faster closes. No more finger-pointing.

Run marketing like a business.

[Book a demo today.](#)

