

WHY MARKETERS DON'T GIVE A SH*T ABOUT YOUR GL CODES.

And how to fix marketing's
budget blind spots.





Big love to finance.

You keep the lights on,

the taxes filed, and

all those marketing

vendors paid.

But your GL code

reports? They're about

as useful to marketers

as a rotary phone.

Every month, your team hands marketing a stale breakdown of last month's spend, neatly sliced into vague catch-all codes like "711000 - Advertising." Okay, cool. You've crammed dozens of channels, hundreds of GTM campaign activations, and thousands of optimizations into just ONE GL.

Not helpful.

And that's just media spend. By the time these reports show up, the budget has been spent, the campaign is over, and the opportunity to fix or optimize is long gone. It's like handing someone a map after they've already driven off a cliff.

Marketers have tried to make sense of GL Codes, but it's like trying to match socks in the dark. The categories are too broad, don't reference marketing campaigns, and it's not clear which codes to use.

On top of that, everything is cross-referenced against marketing's spreadsheets, which means errors, risk, and wasted time. Oh, and a massive drag on how fast you can close the books this month.

So no, it's not a GL rebellion. Marketers are practical. GL codes don't make it easy to figure out what's working, where to double down, or how to drive real results. They don't help us answer the only question that matters: "How is marketing impacting the business?"

And that, dear Finance, is your problem too.

Marketing's hot mess is also a finance problem.

Spoiler alert: when marketing's flying blind, finance feels the turbulence too. That means fixing marketing's feeble attempt to track spend in spreadsheets, improving financial reconciliation and eliminating tedious reclassification of cost centers, while the CFO's hot breath beats down the back of your neck. Waiting. For. You. To. Finally. Close. The. Books.

This is where Uptempo comes in.

It automatically maps those GL codes to marketing activities, so finance still gets the data they need while marketing gets spend data that's linked to outcomes.

This is what alignment actually looks like:



Higher ROI.

Connecting dollars to results means less waste and more impact.



Better forecasts.

Clearer spend data means no more last-minute reclassifications or panicked reforecasts.



No more silos.

Actuals flow straight from finance to create one source of truth, less friction and more trust.

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

Run marketing like a business.

[Book a demo today.](#)

