


**MARKETING VS. FINANCE**

# **THE BUDGETING BLAME GAME**

A CFO's 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. To CFOs, 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. 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.**

