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

How to fix marketing's budget blind spots.

**Uptempo**

**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 marketing finance team hands over a stale breakdown of last month's spend (thanks for the late data btw), neatly sliced into vague catch-all codes like "711000 – Advertising." Okay, cool. You've crammed dozens of channels, hundreds of creative assets, 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.

Oh, marketers have tried to make sense of them, but it's like trying to match socks in the dark. The categories are too broad, they don't connect to performance, 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 close velocity.

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 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 reconcile spend and reclassifying 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.

**Find out what that looks like, book a demo today.**

Uptempo