




**WHAT CFOs  
REALLY  
WANT**

**AND  
RARELY  
GET  
FROM CMOs**



A CFO's guide for getting  
the answers you need.





**You're not asking for miracles.**

**Just a plan that ties spend to strategy.**

**A forecast that isn't fluff. A performance**

**recap that tells**

**you—as CFO—*what***

***actually worked.***

But when it comes to marketing?

Too often you get last quarter's deck, a bunch of vanity metrics, and an emotional defense of the podcast budget.

According to Gartner, only 48% of CFOs think marketing is essential to corporate performance. If the company invests in marketing, CFOs expect the same level of rigor as any other business case.

Here's how to actually get what you want from CMOs.

## 1. A plan that clearly supports the business strategy

If campaign plans aren't clearly tied to business goals, the impact gets lost. You want to know:

- What's the strategy?
- How are you funding it?
- What's the expected outcome?

Your CMO's vision needs to be grounded in financial reality. Because hope is not a budget strategy.

## 2. Budget management without fire drills

When your CMO misses spend targets and performance goals, then wants to roll unspent dollars into the next quarter, it throws off forecasts and erodes confidence.

CMOs should be able to:

- Track spend in real time
- Forecast accurately
- Model different growth scenarios
- Shift spend to what works (without a finance watchdog)
- Prove ROI

The problem is, CMOs can't deliver what you want if they're stuck waiting on delayed monthly reports and GL codes that don't tell them what's working.

You want ROI by channel? Your CMO wants something better than NetSuite access.

### 3. Metrics that matter to the business

Most marketing reports are a wall of numbers. But how many actually matter to a CFO?

You don't need 47 KPIs. You need three things:

- How did this initiative perform?
- How does that compare to what we expected?
- What are we changing because of it?

When performance, spend, and plans live in one system, CMOs can confidently demonstrate that marketing is a growth engine.

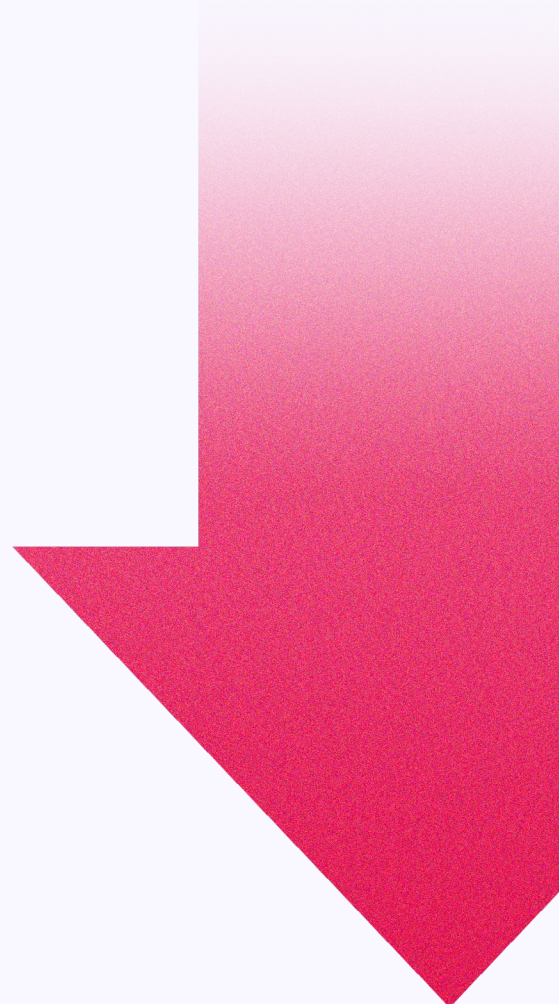
The result? Less noise. More clarity.

### 4. A real partnership

Here's the thing: you're not trying to kill the CMO's creativity. You just want *confidence*.

CMOs that treat CFOs like a checkbook don't get far. But the ones that bring you into the process—who think long term, drive efficient growth, and focus on strategic priorities—are the ones who earn trust, influence, and budget.

Alignment isn't about approval. It's about trust. And trust is built with transparency.



# You're Pro-Marketing. Anti-Bullshit.

Marketing can (and should) be a driver of growth. But only if it's planned, funded, and measured like any other part of the business.

Uptempo gives CMOs the financial discipline CFOs expect. The enterprise-grade software connects marketing plans, budgets, and performance in one system—so you get real-time visibility, scenario modeling, and ROI tied to outcomes.

With ERP integration, predictive performance metrics, and campaign-level ROI tracking, Uptempo makes it easy to reallocate spend, reduce financial risk, and improve budget accuracy. Fewer surprises. Smarter reallocations. Tighter control.

Uptempo keeps your CMO aligned to business goals, accountable to financial standards, and backed by numbers you can trust.



Run marketing like a business.  
Book a demo today.

