

YOU

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WITH ZBB?

A zero-BS guide to
zero-based budgeting.





**If you've been asked
to roll out zero-based
budgeting (ZBB)
across marketing,
you're about to sift
through hundreds
of spreadsheets,
outdated performance
metrics, duplicate
expenses, and
mystery line items like
“miscellaneous swag.”**

ZBB—aka building the budget from scratch, not just tweaking last year's numbers—sounds fun, right? *rolls eyes*. For FP&A, it means turning marketing's mess into something defensible. And that's no small feat.

But it doesn't have to be *that* painful.

**Why ZBB is all the rage
(and kinda brutal).**

Here's why everyone's suddenly

obsessed with ZBB and justifying how to spend every marketing dollar.

**“We spent this last year” isn't
a strategy.**

ZBB makes every line item fight for relevance. No fluff. No freeloaders. Sorry, Paco in Events. If it's not adding value, it's out. Investors and board members love that ruthless approach.

**Goals change, align your budget to
strategy FFS.**

Budgets get built around what matters now, not what was trending last year. Market agility > status quo.

**Planning without ROI? Congrats,
you're just guessing.**

To make smart, strategic budget calls, you need to know what's actually worked—and what you even spent in the first place.

ZBB isn't vibes-based budgeting. It's a receipts-only zone. If you can't track the investments, you sure as hell can't prove the returns.

Investors want more profits, growing EBITDA, and better returns, so be ready to show your work.

ZBB doesn't suck, your spreadsheet-based process does.

Let's be honest—ZBB only feels painful when you're trapped in Excel hell. Think: cross-team budget inputs that don't sync, broken formulas, mystery macros, and last-minute “can-you-update-this?” chaos.

Modern tools—like Uptempo—make ZBB fast, flexible, and way less soul-crushing.

Here's how it makes FP&A teams breathe easier:



No more fire drills.

Rework budgets fast with all spend in one view.



Informed with data.

Model spend based on past results—not guesses.



Align to strategy.

Link every budget to real business objectives.



See spend clearly.

Filter spend by region, brand, or campaign focus.



Catch cost issues.

Spot waste early before it hits your ROI.

ZBB is powerful. But only if your platform is, too.

Run marketing like a business.

Book a demo today.

