

THE CFO TRUST

A CMO's guide to
earning CFO trust.

GAP

 Uptempo

Your CFO



doesn't fully trust marketing.

Not the way they trust IT or ops. A new [Gartner](#) report lays it bare: only 48% of CFOs see marketing as essential to corporate performance.

Ouch.

If you're a CMO, that probably stings. You're on the front lines every day driving growth, building customer engagement, and elevating the brand.

But your CFO doesn't see it that way. They see a team asking for more budget—backed by buzzwords, not business outcomes.

And honestly, your CFO isn't wrong to ask for more.

The question is: are you ready to deliver?

The CFO isn't your obstacle. They're your *amplifier*.

CFOs get a bad rap as marketing blockers—second only to legal. But the truth is, they can be your biggest ally—if you show up differently.

Your CFO wants rigor. Assumptions based on historical data. Plans aligned to strategic priorities. A clear view into what's working and what's not.

Marketing is uniquely positioned to drive efficient, measurable growth. Your CFO doesn't want marketing to change its mission. They just want you—as CMO—to match the financial standards every other business function is held to.

This shift starts with a mindset change. From campaign thinking to company thinking. From defending spend to aligning it.

When you meet your CFO on those terms, they don't just approve marketing's budget. They advocate for it.

How to earn



your CFO's confidence.

Your CFO doesn't want a pitch. They want a business case.

The most effective CMOs defend their budgets by proving how they drive business outcomes.

If it matters to the business, it should be in your plan and backed by your budget.

When the executive team focuses on a new segment, product, or region, then your plan, spend, and KPIs should reflect that change in strategy.

Prove impact against business metrics.

Show how marketing programs drive metrics your CFO cares about:

revenue, efficiency, profitability, customer retention, and CAC. Translate marketing outputs into financial outcomes.

Communication isn't about death by PowerPoint.

You have a view your CFO doesn't: real-time signals from customers, competitors, and the market. Share those insights. Help shape strategy. Be transparent when something's not working.

Direct, metrics-first communication builds trust. And make sure your assumptions, benchmarks, and ranges are ready for when your CFO inevitably asks, "How did you get that number?"

This is how CMOs earn credibility and a real seat at the table.

Run marketing like a business.

When marketing operates with accountability, confidence follows. But you can't build that kind of discipline when your budget lives in a spreadsheet and your plan lives in someone's inbox. Uptempo is trusted by enterprise marketing and finance teams alike to:



Connect plans, budgets, and performance

with actuals pulled directly from finance to keep both teams in sync.



Track ROI in real time

down to the campaign, region, and tactic.



Allocate spend across campaigns

even when it rolls up to a single vendor or PO.



Run what-if scenarios

and forecast with data-backed confidence



Shift funds quickly

from underperforming campaigns to high-ROI programs.



Build zero-based budgets

justifying every dollar against business goals.

Run marketing like a business and bridge that trust gap with your CFO.

Book a demo today.

