



Make every marketing dollar **count**

November 12, 2025



Speakers



John Notman
Director of Product Marketing
Uptempo



Stephanie Schultes
Director of Solution Engineering
Uptempo



During the presentation

From us

- Overview 5-10 mins
- Platform demo 20 mins
- Q&A & wrap-up 10 mins

From you

- Ask questions in the Q&A as we go
- Use the chat to spark discussion with others



We're in a new era of Marketing

The “do more with less” efficiency era.

— — ◆ Analyst perspective



Chris Ross
VP Analyst to CMOs
Gartner
Oct 2025

“Our research shows marketing budgets are down or flat overall, and CMO accountabilities just keep piling on.”

More with less has become a painful reality.

Remind your CEO and CFO - cheap can be expensive over the long haul.”

◆ Analyst perspective



CMO Quarterly Journal

Gartner
Q4 2025

“Gartner research reveals only 32% of CEOs and CFOs have received significant clarity from their CMOs about what the marketing function can do while only 34% agree with their CMO on how marketing can support growth.

The gap between aspiration and achievement has never been more visible or more urgent to close.”

— — ◆ Analyst perspective



Ian Bruce
VP Principal Analyst
Forrester Research
Aug 2025

“Economic anxiety and budget pressures are triggering strategic reevaluations, and CMOs often find themselves on the defensive — struggling to prove ROI, hold ground with finance, and avoid being scapegoated for declining growth.”

CMOs must show connections to commercial outcomes.”

— — ◇ Closing the gap means addressing the fundamentals.

#1

Investments



#2

Plans



#3

Performance



Why hasn't technology solved this?

(Spoiler: It has for other departments)



HR

HRMS



Sales

CRM



Manufacturing

ERP



Finance

AP



R&D

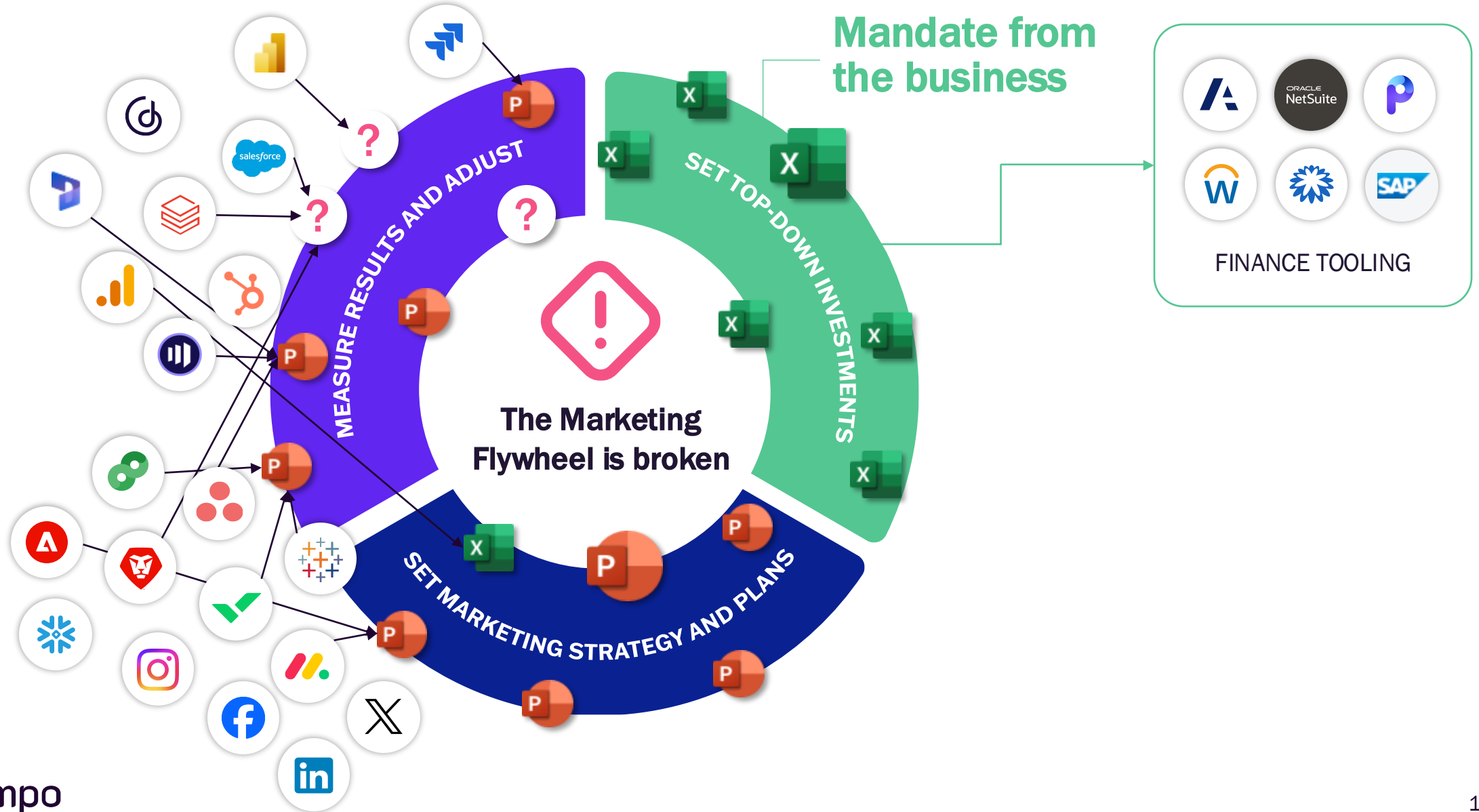
PLM



Marketing

???

— — ◇ Showing where the dollar goes is complicated. **And messy.**



Uptempo is an enterprise platform for marketing operations



— — ◆ Clarity for CMOs. Confidence for CFOs.



See every dollar

Tie spend to strategy, control variance, and move money where it performs—integrated with ERP and EPM systems.



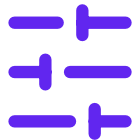
Align the plan

Bring OKRs, budgets, and activities together so teams move as one and stay connected with CRM and GTM tools.



Prove what's working

Spot what's working in real-time, test scenarios, and redirect spend with confidence.



Structure it your way

Mirror brands, regions, and teams with configurable hierarchies.



Decide faster with AI

Use conversational Q&A to get instant insights with recommended next steps.

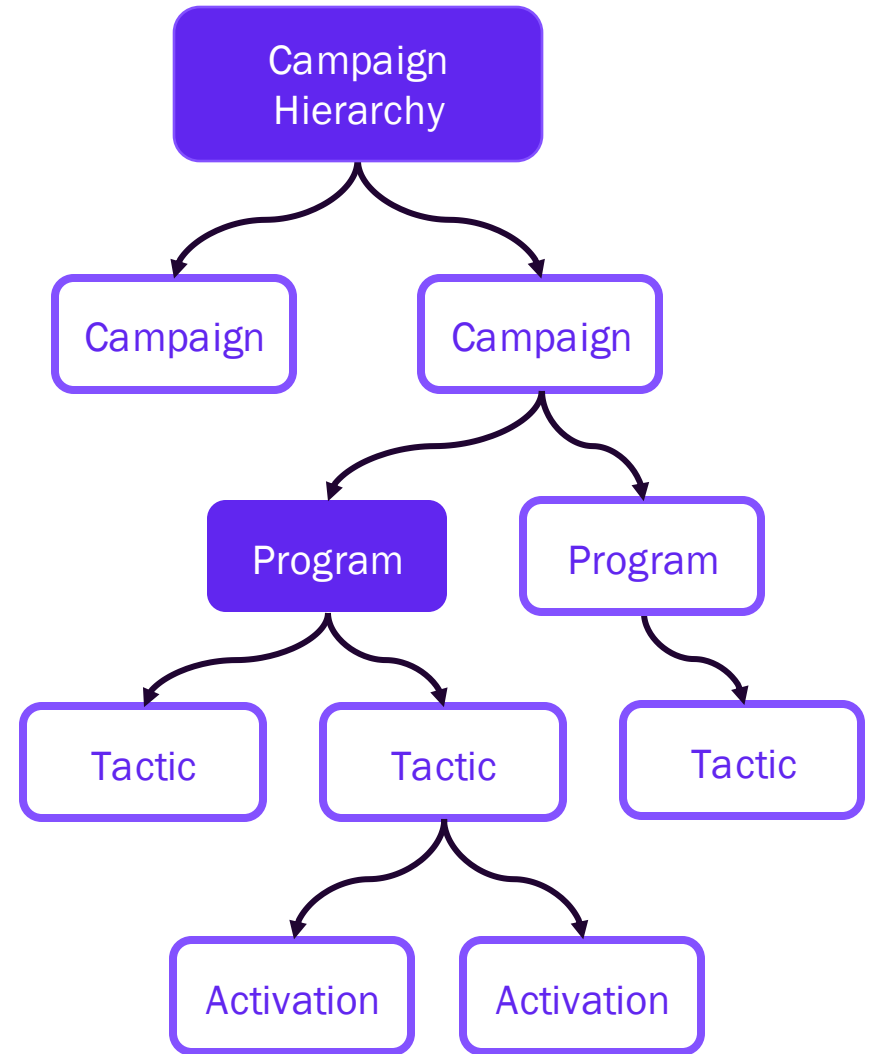
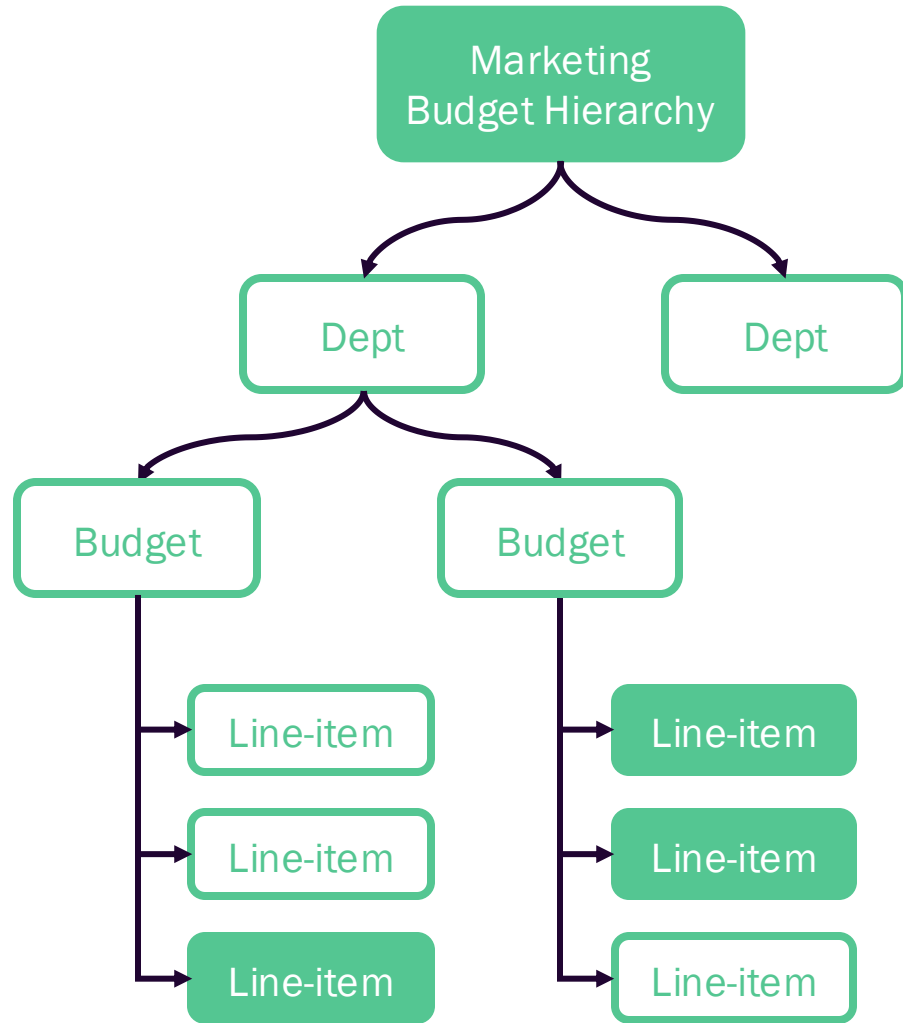


Get enterprise-grade security

Role-based access, audit trails/logs, and SSO keep company data secure

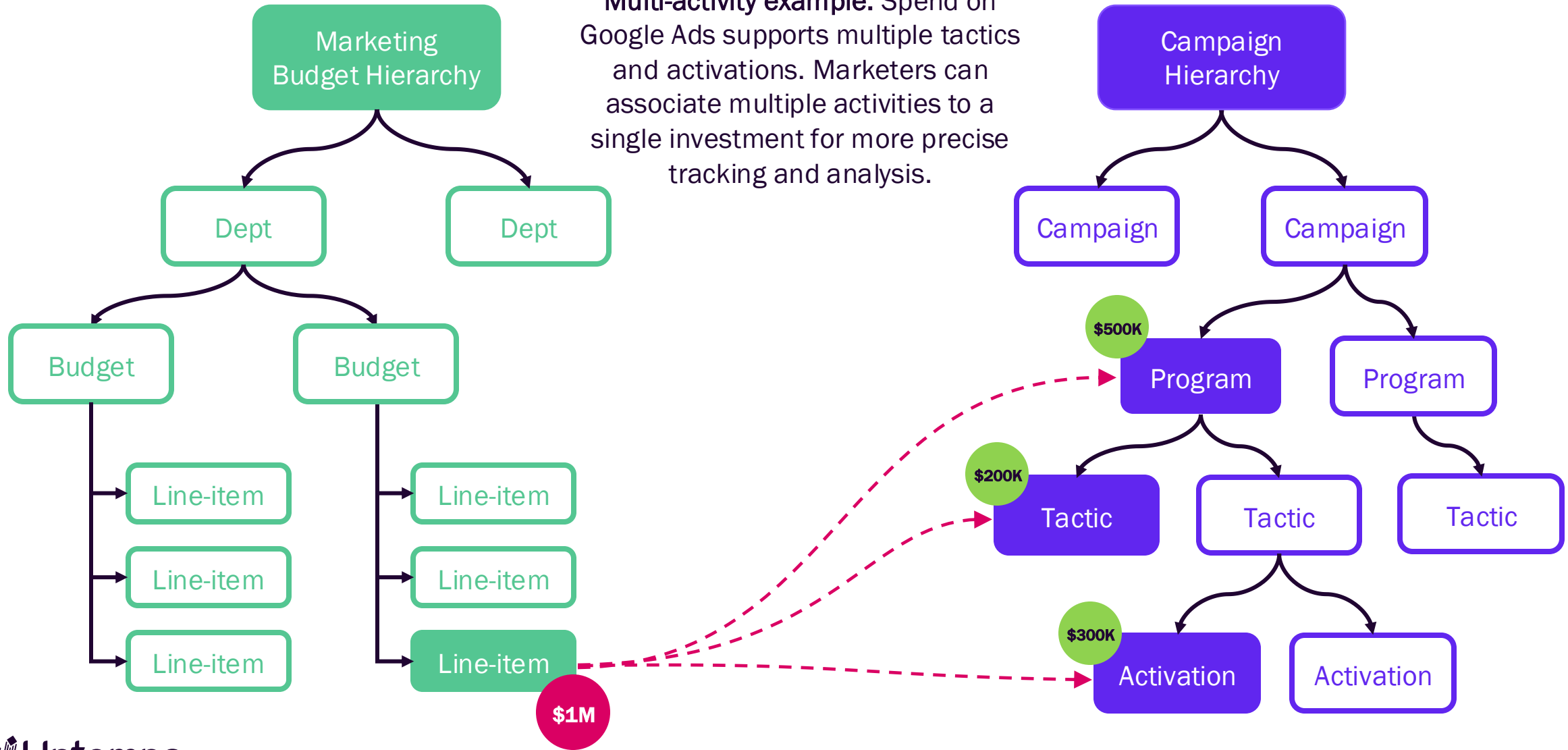
Let's see Uptempo

Uptempo connects marketing finance and campaign data



Uptempo connects marketing finance and campaign data

Multi-activity example: Spend on Google Ads supports multiple tactics and activations. Marketers can associate multiple activities to a single investment for more precise tracking and analysis.



Uptempo Updates

— — ◇ Notable changes for Uptempo 2.0

Packaging

- Moving from individual modules to platform
- Introducing new trims

Pricing

- Rates increasing
- Moving away from user-based licensing

Product

- A system of record for marketing
- Connects marketing financial, activity and performance data in one place

Timing considerations

- Taking requests to be on upgrade list
- We'll work with you and your schedule

— — ◊ Q&A

- Am I losing any functionality?
- How expensive will this be?
- How long will the upgrade transition take?
- Will my team need to relearn new technology?
- Who is on Uptempo?



Schedule time with your Uptempo team