

The Cost of

CHAOS.

Why B2B marketing underperforms
- and how coherence fixes it.

The cost is real

Right now, **marketing leaders are wasting millions, losing deals**, and burning credibility. Not because they're bad at their jobs – but because the system is broken.

The impact for marketers...

15%

of potential revenue
(Gartner)

30%

longer sales cycles
(Forrester)

36%

higher customer
acquisition cost
(McKinsey)

\$12.9m

a year on average
lost due to poor data
quality ([Gartner](#))

25%

drop in Martech utilization
from 58% to 33% since
2020 (Gartner's Marketing
Technology Survey)

...and for buyers

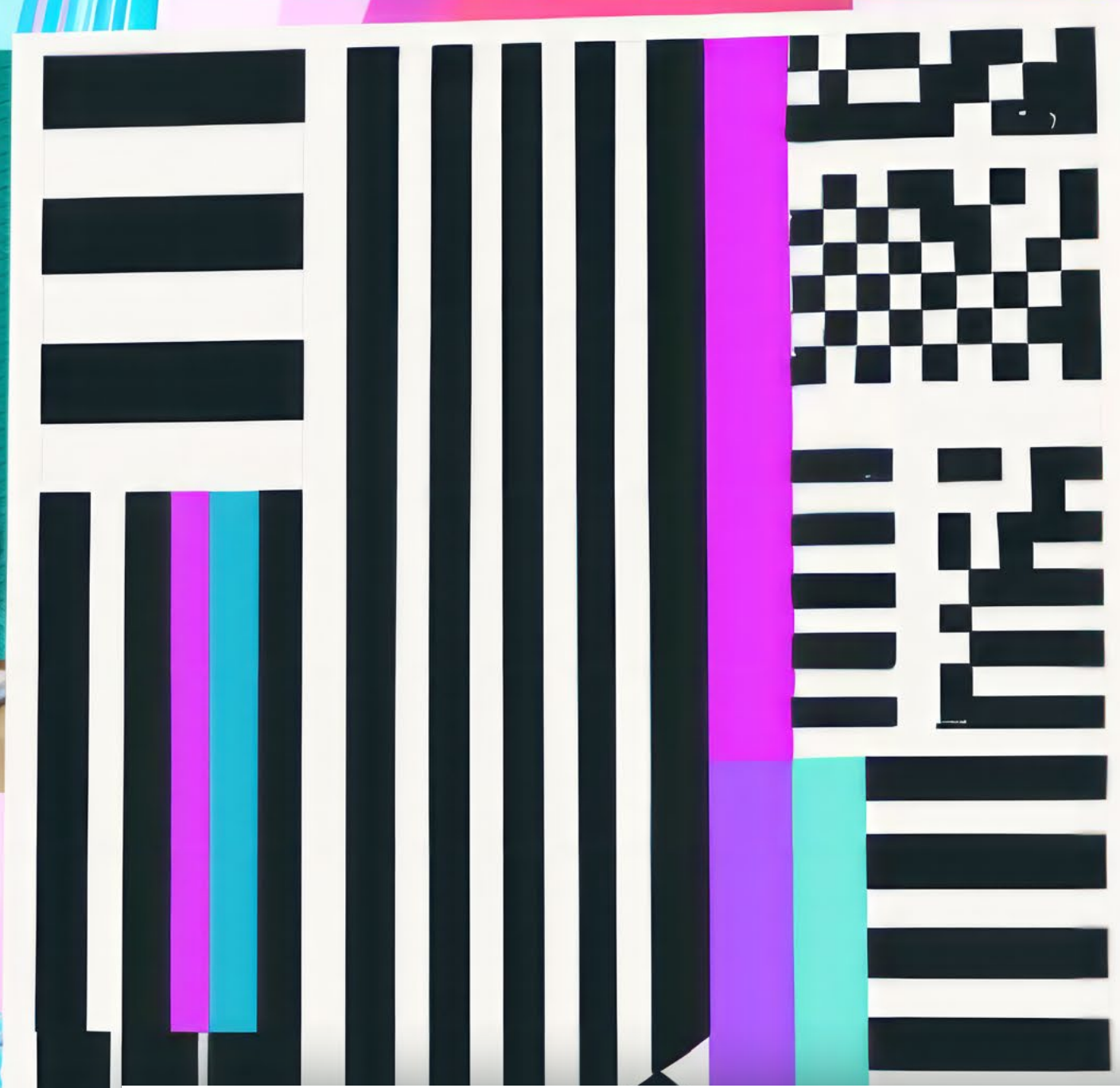
77%

of B2B buyers describing their
most recent purchase as "very
complex or difficult" (Forrester)

80%

of tech buyers experiencing
post-purchase regret (Gartner)

**That's not
bad luck. That's
a broken model.**



**It feels a
bit like this...**



Even within Marketing, many teams never even talk to each other.

We don't have any programmes that run for more than a year.

Marketing creates hundreds of leads that never get touched.

We have no idea which work actually drives incremental revenue.

We know we should use AI, but we don't know what to use it for.

Our partners are critical to our growth, but many don't deliver.

We keep shifting budgets to performance to meet quarterly targets

We're aiming for personalisation at scale, but we don't know how

We look like a different brand in every campaign

Sales actively block us from talking to their accounts.

We might throw lots of campaigns at the same people (we don't really know).

We don't seem to get much value from our martech.

Our budget is a bun fight and we don't know how to defend it.

CAC is increasing year on year.

How did we get here?

B2B marketing didn't collapse into chaos overnight. Complexity has been building for years - accelerated by global shocks, buyer evolution, and internal inertia.

External pressures:

- Geopolitical instability driving volatile budgets
- Economic uncertainty forcing CFOs to squeeze every cent
- AI disruption rewriting the rules overnight
- Longer buying cycles & bigger committees
 - **now averaging 11+ stakeholders per deal** (Gartner/Forrester)

Internal challenges:

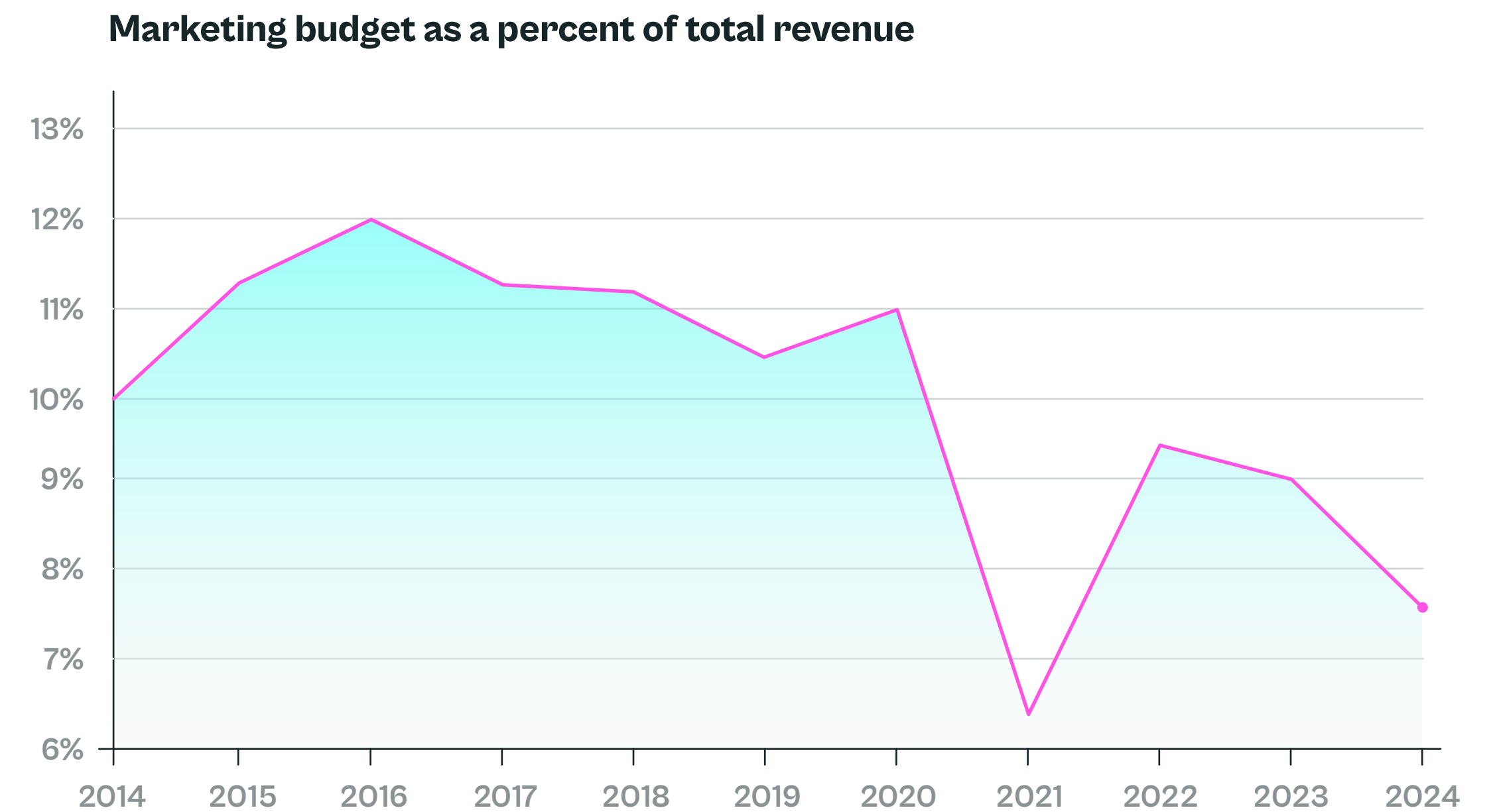
- Martech explosion without integration
- Data silos blocking a single customer view
- Teams running in parallel instead of in sync
- Measurement gaps leaving marketing's value unproven

Bottom Line:

The world's moved on but operating models haven't.

Sources: Forrester, Gartner, 6Sense, Deloitte

Amidst the chaos, CMOs are under pressure. **You're being asked to do more with less.**

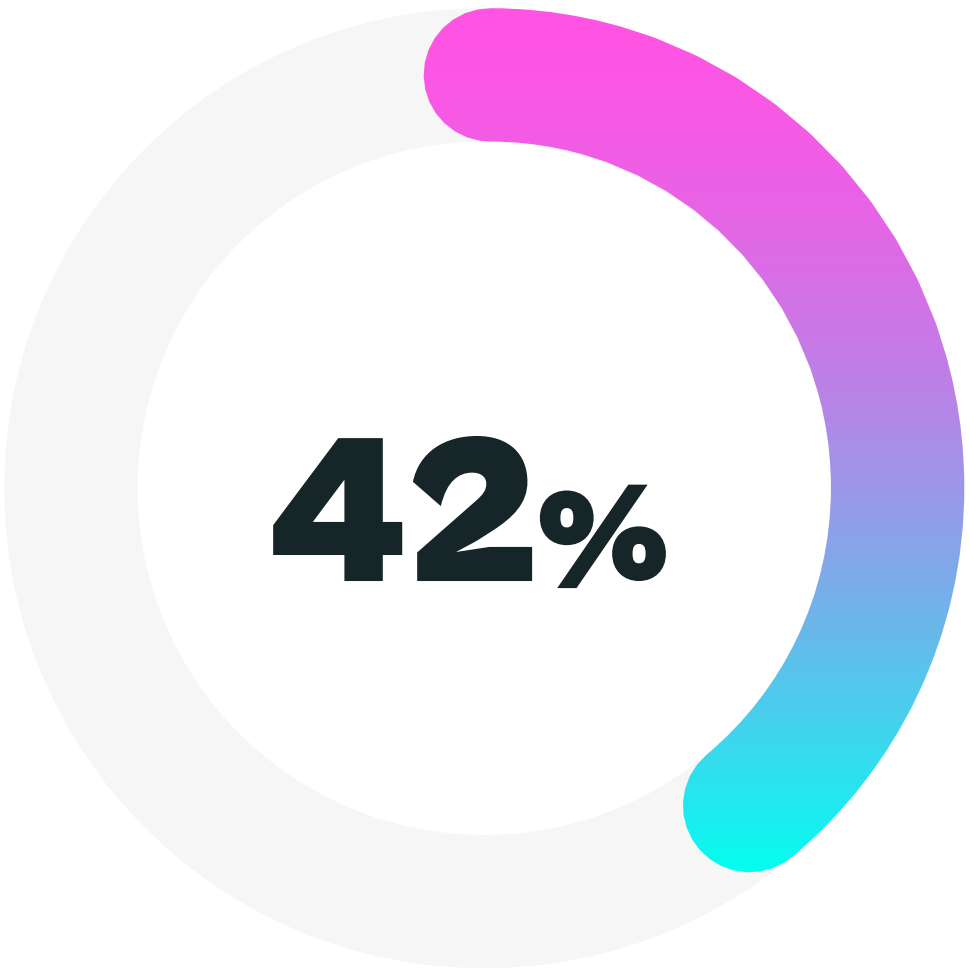


Source: Gartner 2024 CMO Spend and Strategy Survey

So, Marketers are running faster and working harder to try to achieve targets.

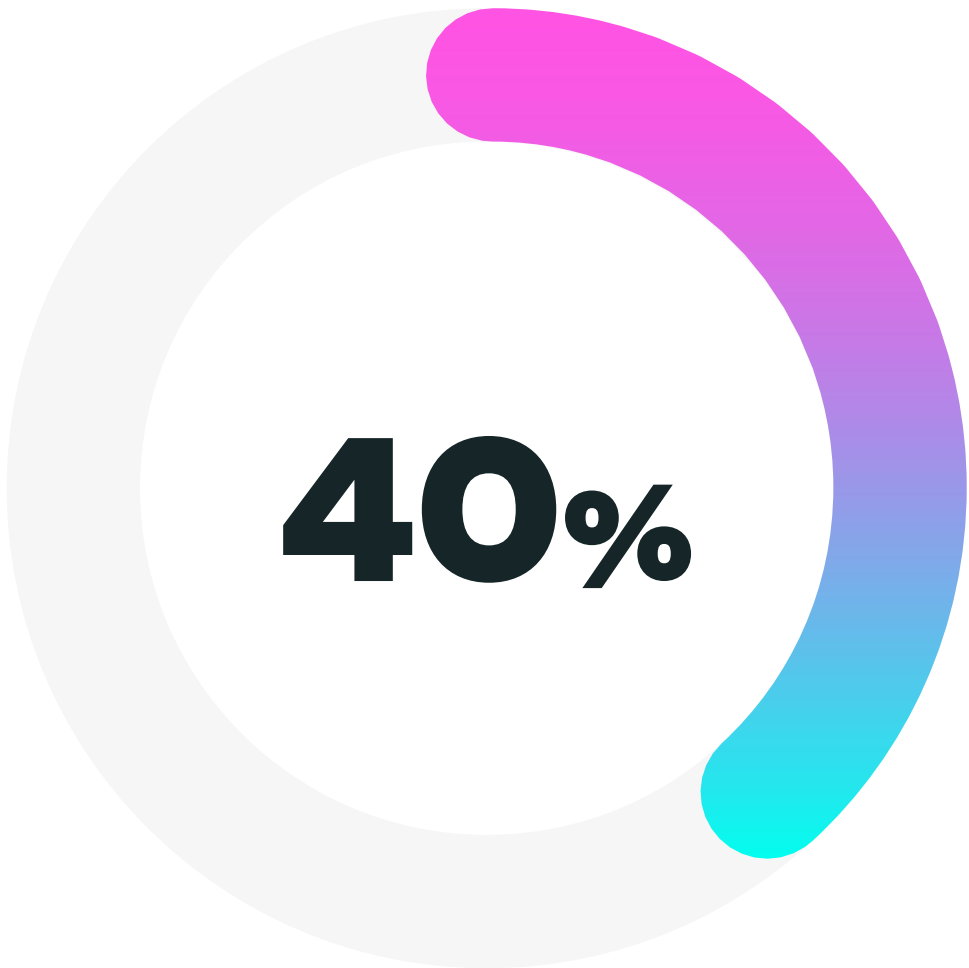


CMOs had hoped that Martech would make things easier.



of CMOs and Marketing Directors have been asked to take on more responsibility without a pay rise.

Marketing Week Career Salary Survey 2024



of CMOs say martech is underperforming against expectations.

The CMO Survey - Fall 2024

**BUT SPEED AND
TECHNOLOGY
AREN'T SOLVING
THE CHAOS**

THE ANTIDOTE TO CHAOS IS COHERENCE

Literally defined as a clear relationship between parts.

Because coherence makes business sense

When internal teams, strategy, media, data and creative move as one:

up to
20%

more opportunities
from existing customers
(Forrester)

up to
15%

more from
hidden buyers
(Forrester)

up to
50%

jump in sales
efficiency
(Forrester)

up to
2.5x

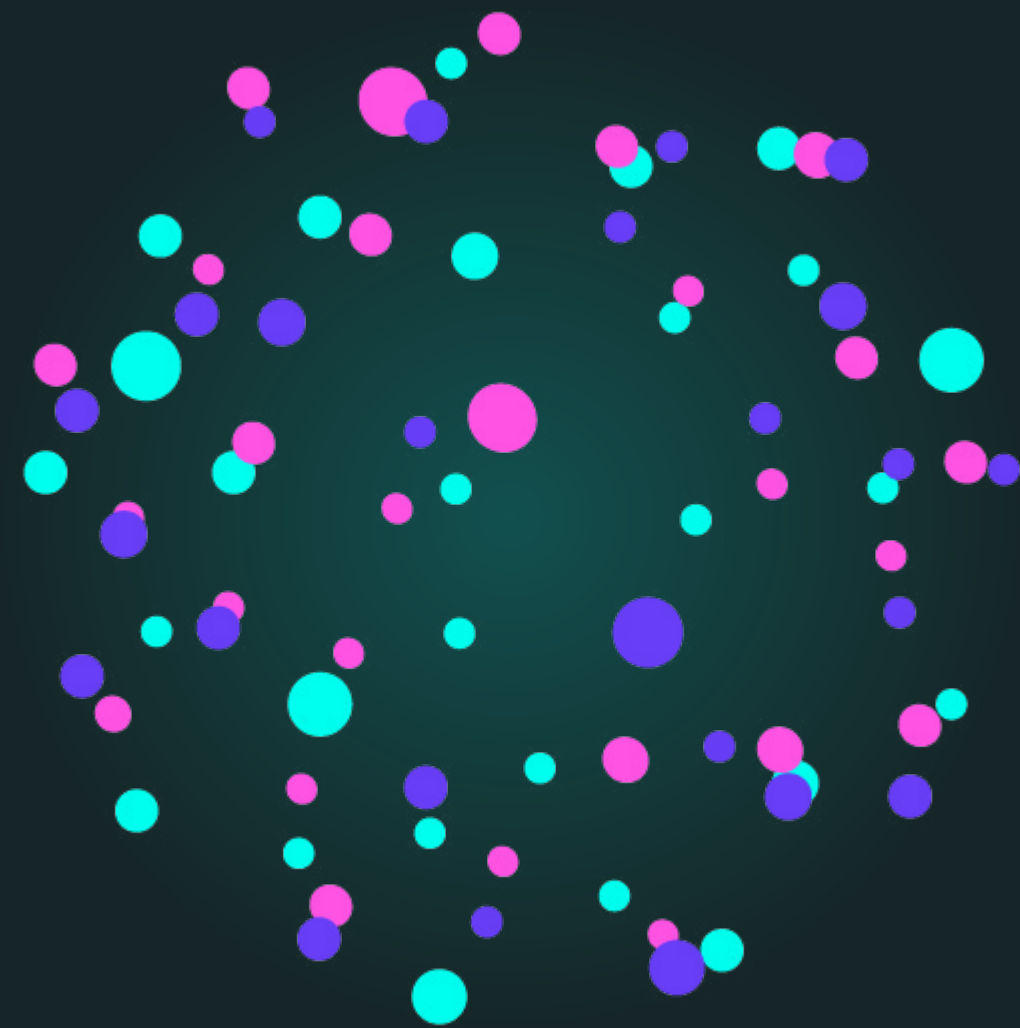
revenue impact from
data-driven operating models
(BCG/Google)

Over
>10%

annual market share
growth for best-in-class
omnichannel B2B brands
(McKinsey)

Fewer random acts of marketing. More impact across the customer journey. More confidence in what's working and why.

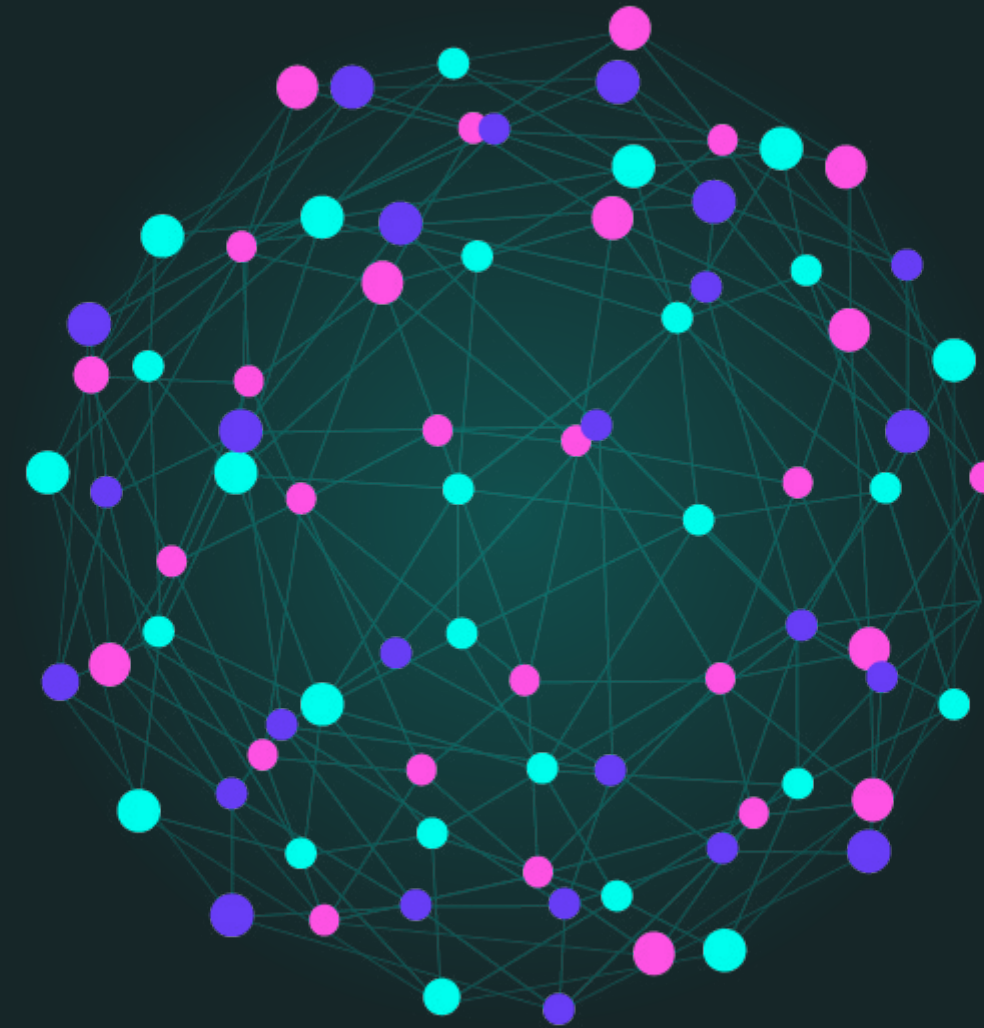
From chaos to coherence



Chaos

Siloed teams, one-off campaigns,
random acts of marketing.

Budgets wasted, speed slowed,
opportunities missed.



Connected

Awareness across teams, some
shared data, partial alignment.

Incremental gains but still
low to execute.



Coherent

Unified strategy, aligned teams,
integrated customer journey.

Faster impact, measurable ROI,
clear influence on revenue.

The coherence maturity model

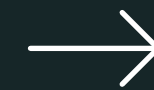
Chaos

After the last few years, external market pressures and internal marketing structures can feel like a chaotic world.

Random acts of marketing

One-off campaigns

Siloed teams



Connected

At best things might be connected, with teams operating in awareness of each other

Key stakeholder alignment

Make data-led decisions



Coherent

...but with coherence the value starts flowing (internally and for the audience)

Measure brand to demand

Unified global / regional hubs

Marketing effectiveness dashboard in place

Full marketing strategic alignment

Clear evidence of Marketing influence on revenue

Global Centre of Excellence model

Value story / business case realized

Start your coherence journey...

With **tmp.roi**, we can help you predict, measure and prove marketing's value. Our proprietary insights and diagnostics tool answers three big questions:

Where should you invest — and what's the potential ROI?

How much should you invest?

How can you optimise campaigns to maximise value?

To book an initial consultation, drop us a message.

Email us today



**THANK
YOU...**