

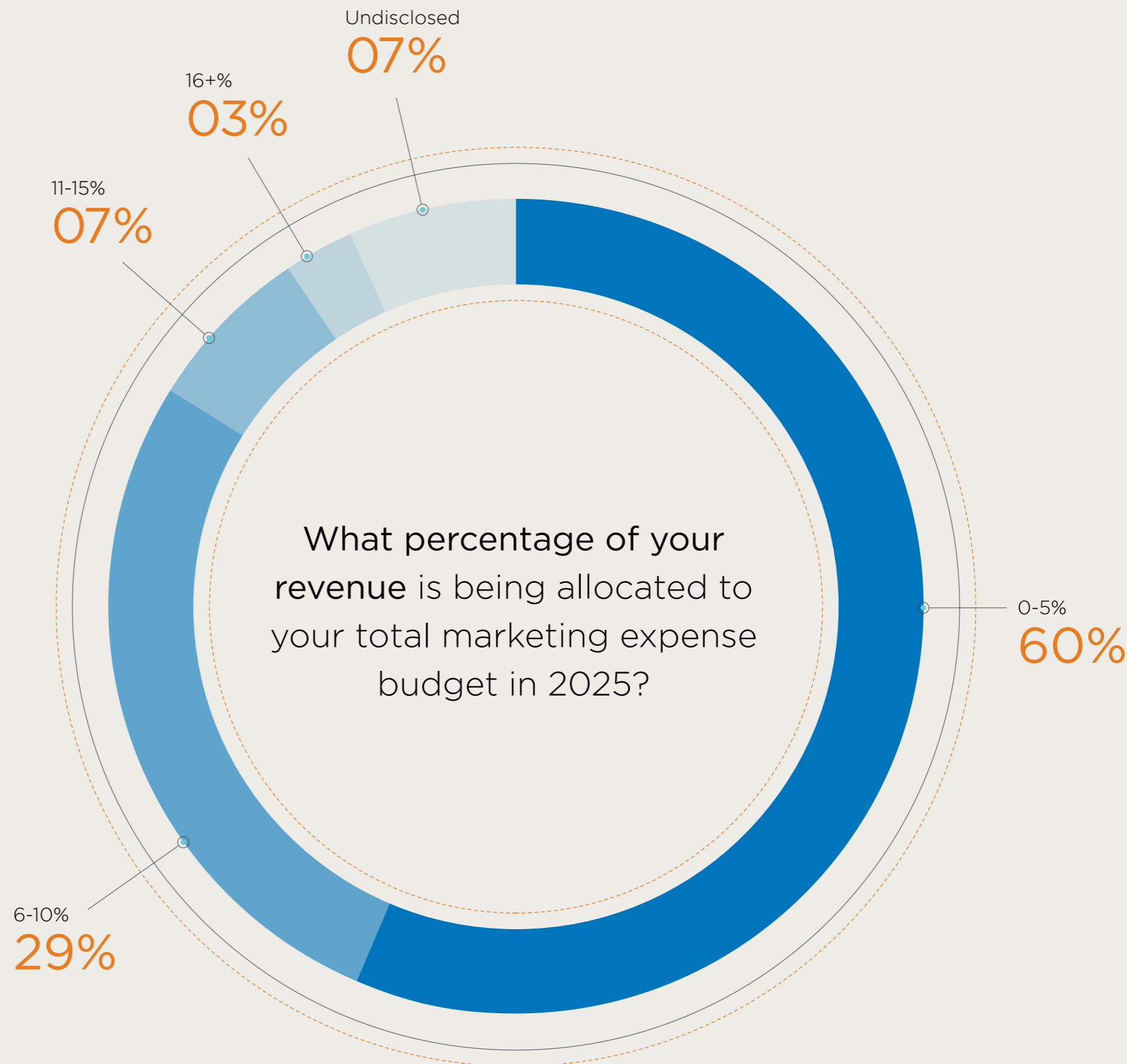
5 KEY BUDGET TRENDS

The time of year marketing gets to make their case for strategy and dollars to leadership in hopes of getting a budget that is either increased (one can hope) or at the very least, flat.

Knowing financial institution marketers aren't alone in this yearly exercise, Vericast surveyed over 100 banks and credit unions to see how their budgets are shaping up for 2025, how CMOs interact with CFOs, and what are the biggest priorities for the next year.

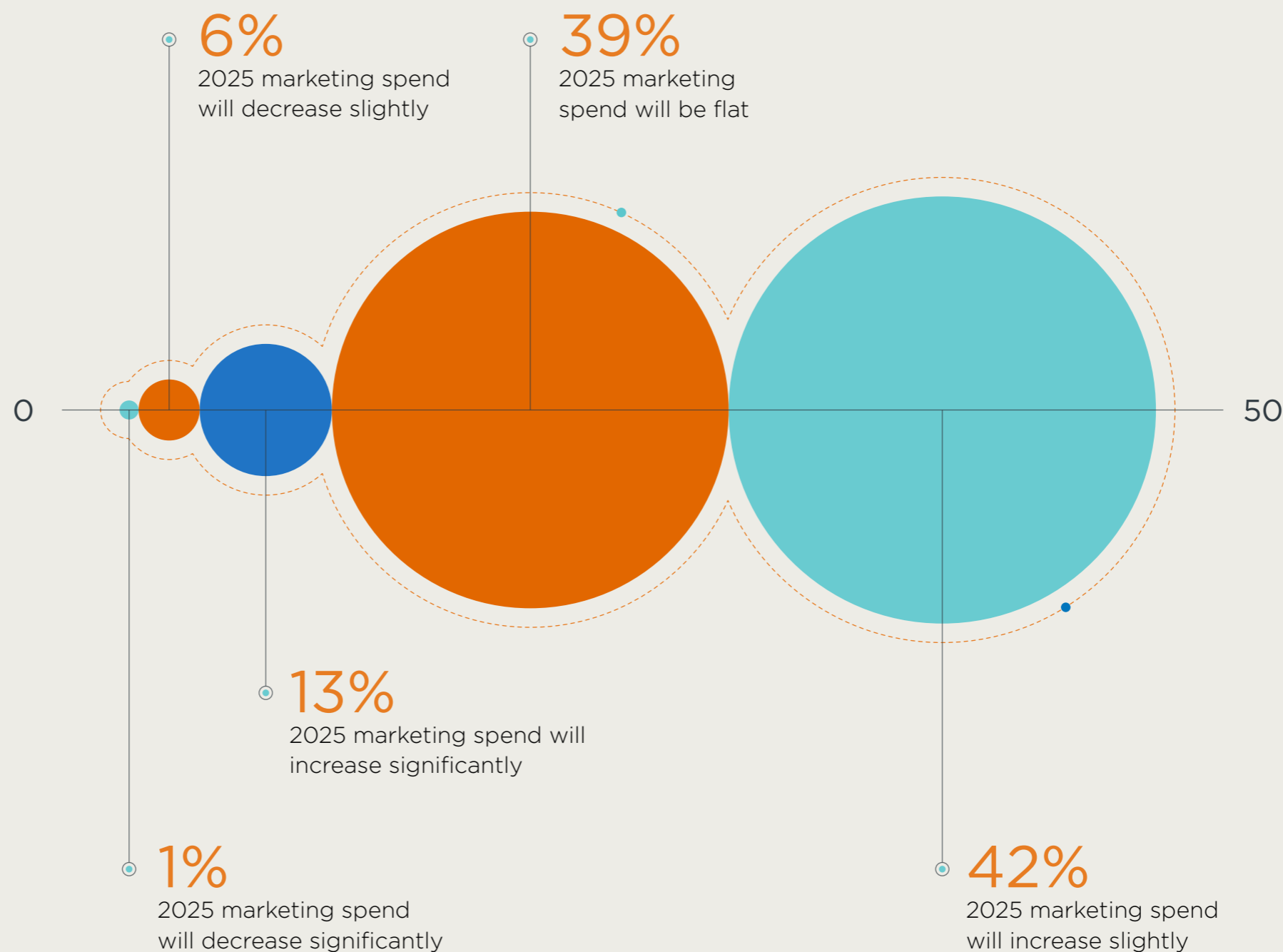
01

/ We learned that most of the financial institutions who responded have marketing budgets 5% or less than their institution's total revenue.



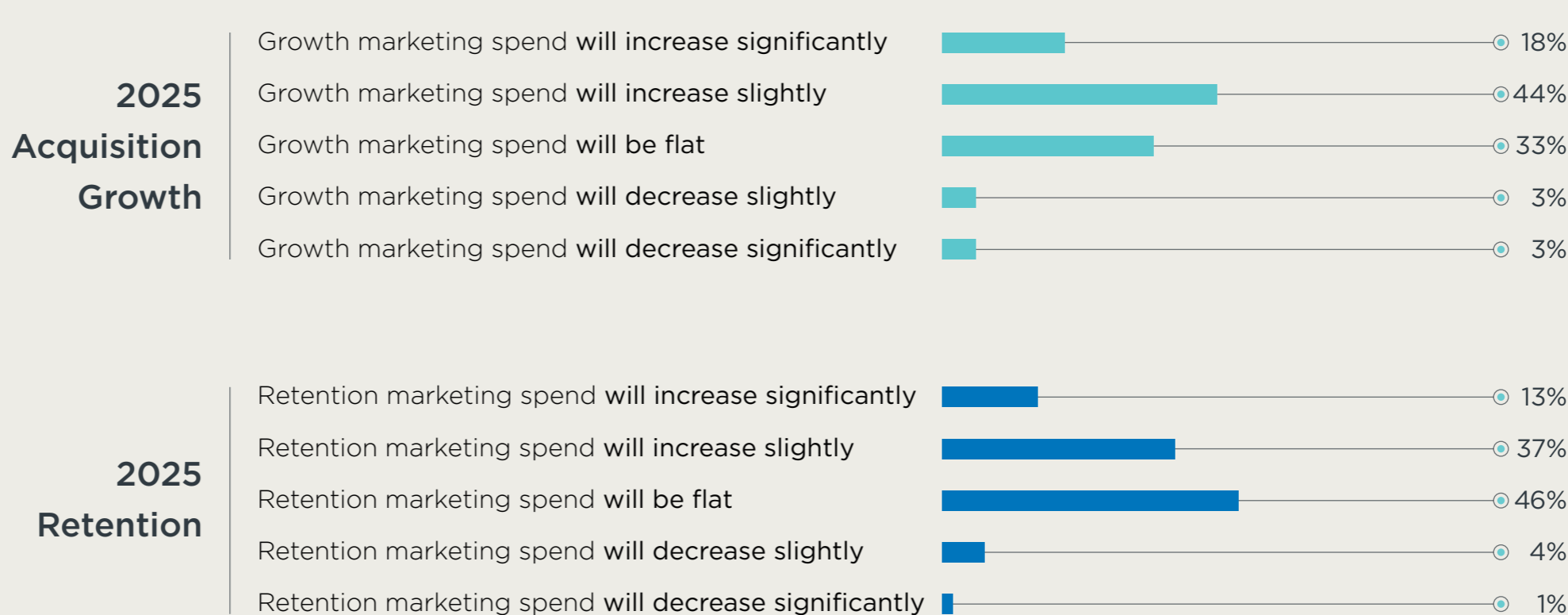
02

/ 54% of marketers say their budgets are going to increase while 39% say budgets will remain flat.



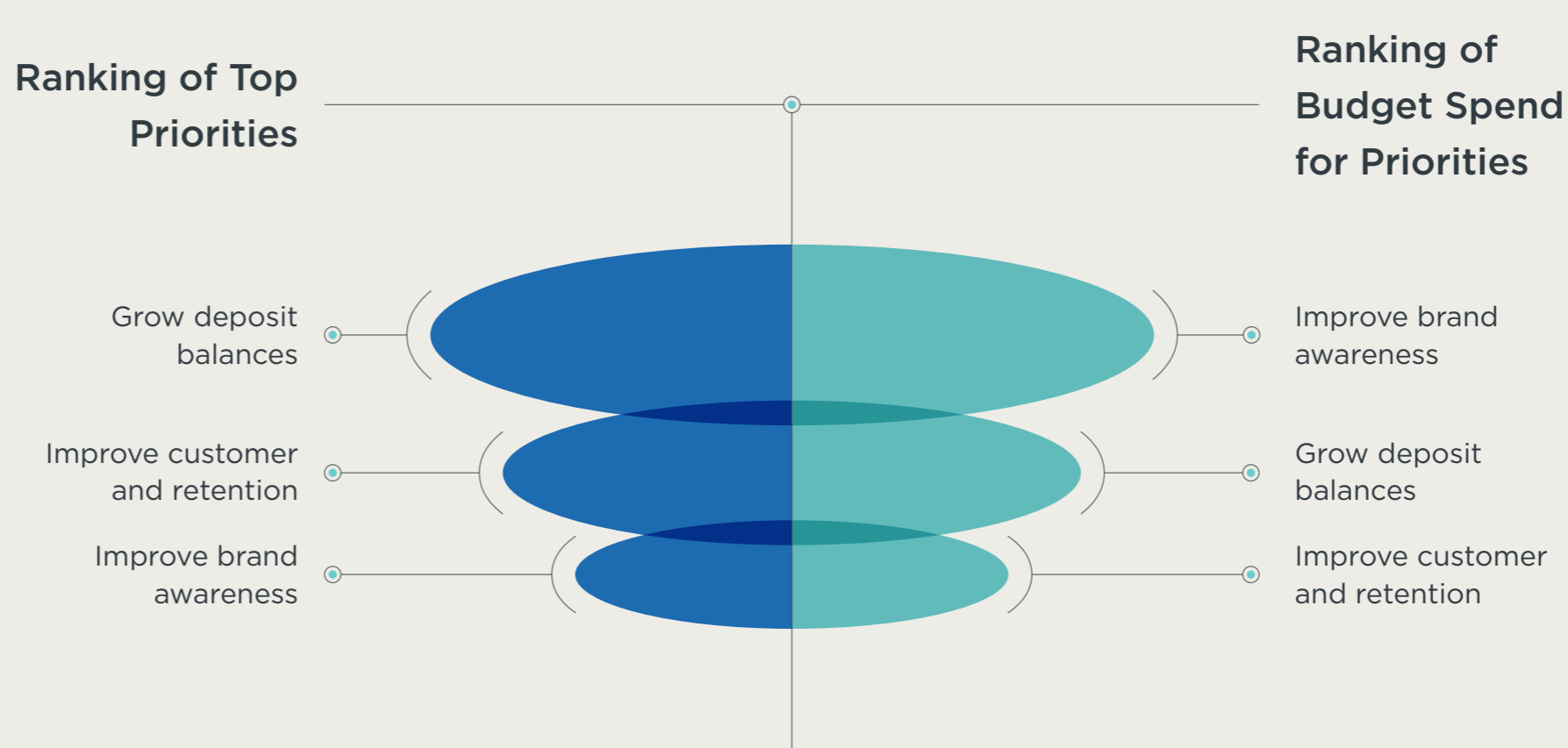
03

/ Compared to other areas and initiatives, acquisition and growth marketing secure the biggest amount of dollars with 62% of marketers predicting an increase in budget spend.



04

/ Financial institutions agree on what the most important priorities for the year are but when it comes to dollars budgeted, there is a disconnect.

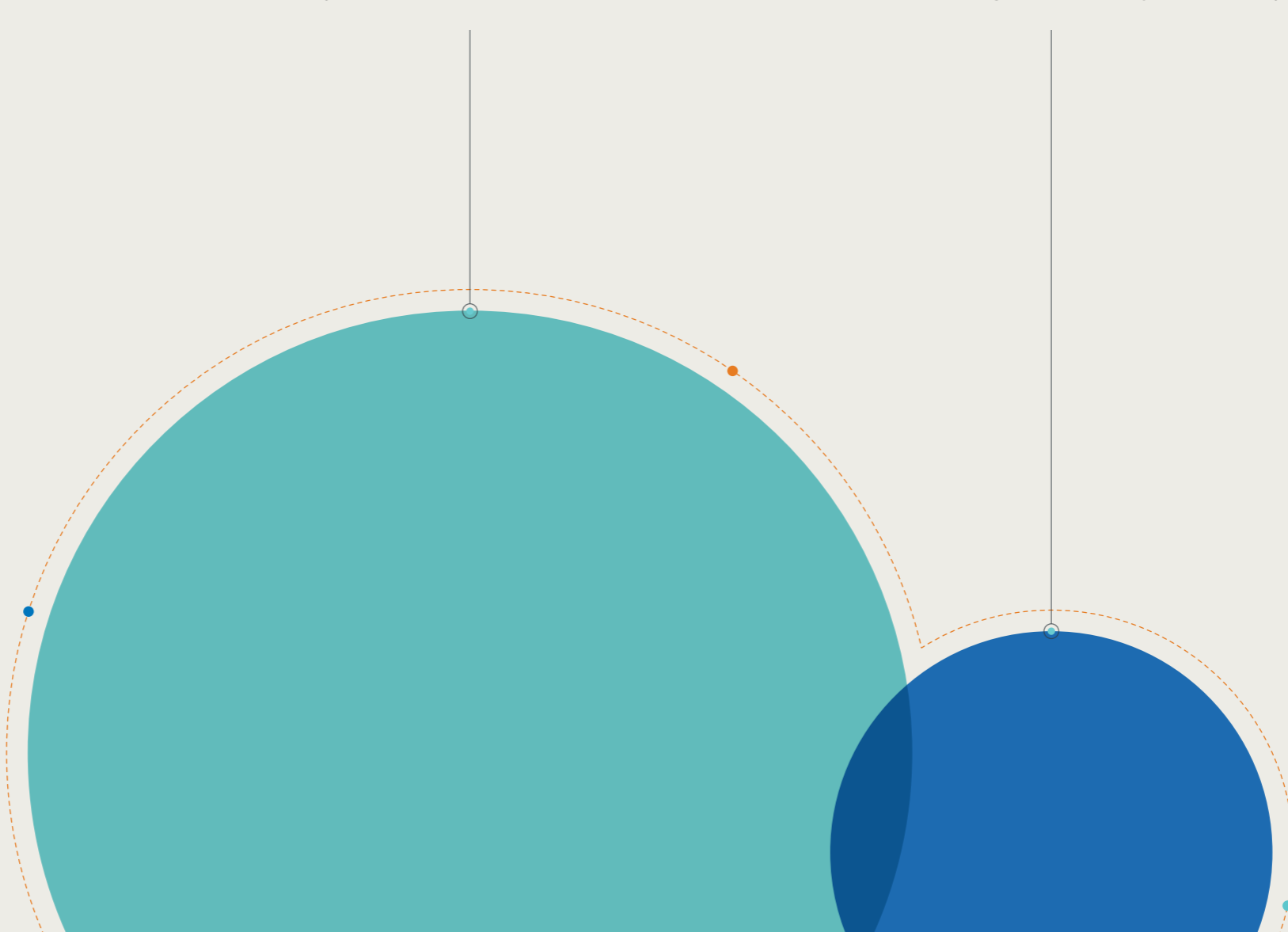


05

/ On the plus side, we're seeing that CMOs and CFOs are completely or mostly aligned when it comes to determining budgets.

80% Chief Marketing Officers (CMOs) and Chief Financial Officers (CFOs) are completely or mostly aligned when it comes to determining budgets, ensuring both marketing initiatives and financial goals are effectively addressed.

57% of marketers say they collaborate with CFOs by developing a comprehensive marketing strategy that aligns with the institution's overall financial goals, highlighting how increased marketing spend can drive revenue growth and profitability.



ADVICE FROM AN EXPERT

"The most effective CMOs understand the balance sheet and are making recommendations to the CFO based on that rather than waiting to be told" - Sharon Cook, Vice President of Financial Institution Client Strategy, Vericast