



Why marketing leaders swipe left on 70% of vendor pitches

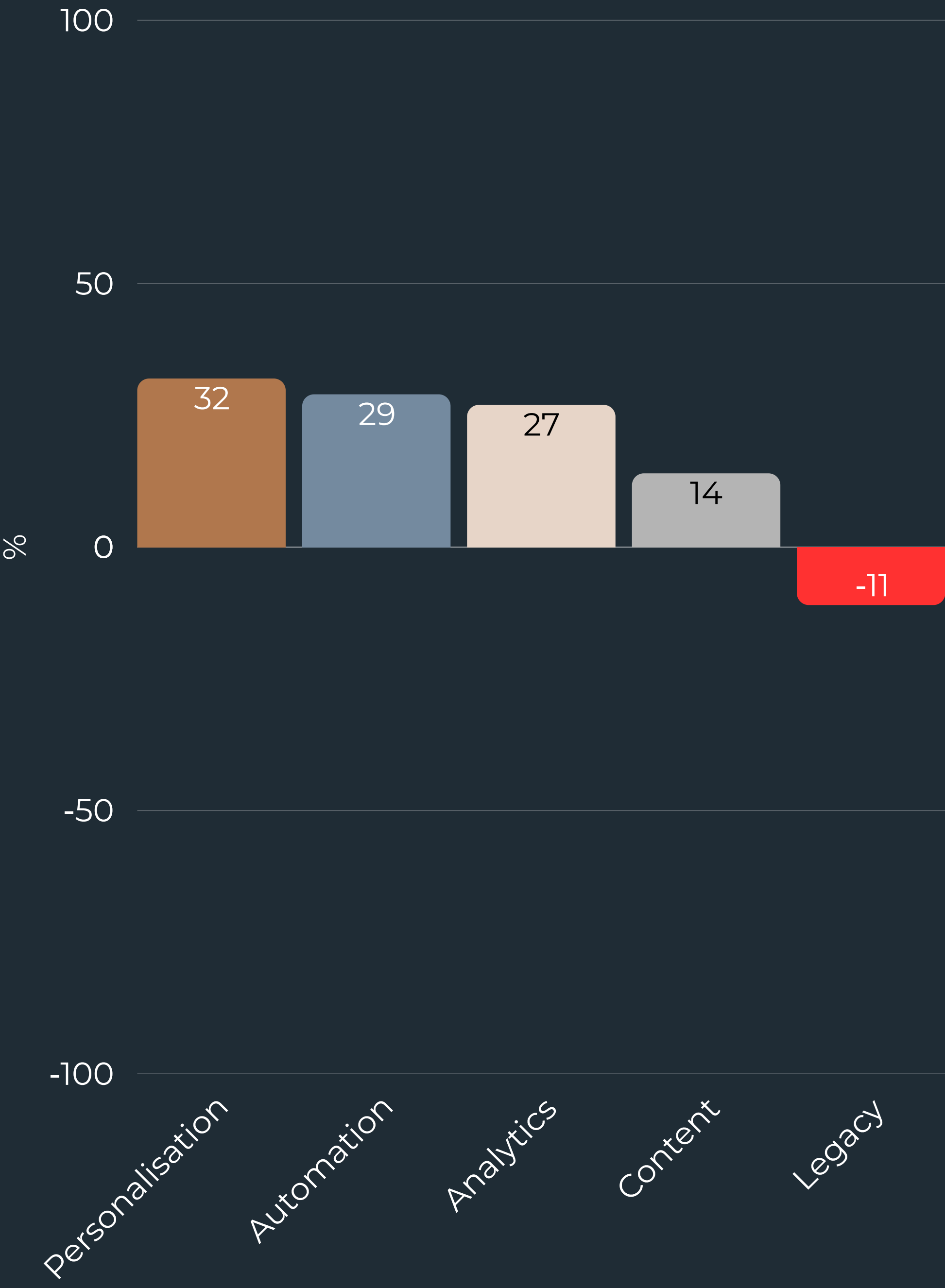
Enterprise marketing leaders are investing heavily in AI, personalisation, data-driven strategies, and content innovation, but only for vendors who deliver clear value fast. Key takeaways from our recent roundtables:

- Investments are strategic, not experimental. Leaders prioritise vendors who can show measurable impact on campaigns, customer engagement, or revenue.
- Most vendor pitches fall flat. Generic demos, flashy tools, or jargon-heavy slides fail to convince.
- Trust and clarity close deals. Marketing leaders want proof of adoption, integration, and ROI before committing.

👉 Why this matters to you:

Decision-makers expect evidence, not promises. Adoption, ROI, and integration matter more than bells and whistles.

Where enterprise Marketing budgets are going in 2025



Information based on 2025 roundtables with Marketing senior decision-makers in the US, UK and DACH.

Winning with AI & Marketing Automation

Buyer quotes:

- “We’ve seen too many AI demos that look good on slides but deliver nothing in campaigns.”
- “Automation only matters if it saves time and drives measurable results.”

Common mistakes vendors make:

1. Leading with features, not outcomes.
2. Promising transformation without clear metrics.
3. Overloading clients with multiple complex tools at once.

💡 Actionable tips:

- Highlight short-term wins: e.g., 20% increase in engagement, 15% faster campaign launch.
- Offer small-scale automation pilots with clear KPIs.
- Show how your solution fits existing Martech stacks.



Winning with Personalisation & Customer Experience

Buyer quotes:

- “We need personalisation that actually moves the needle, not just segmentation reports.”
- “The experience must be consistent across all channels, or we won’t invest.”

Common mistakes vendors make:

1. Selling the tool, not the business outcome.
2. Focusing on the technology, not adoption or ROI.
3. Ignoring multi-channel consistency.

💡 Actionable tips:

- Frame solutions around conversion, retention, and engagement.
- Offer adoption support (training, dashboards, reporting templates).
- Demonstrate multi-channel success stories.



Winning with Data & Analytics

Buyer quotes:

- “Data is only useful if it informs decisions quickly.”
- “We don’t need another dashboard; we need actionable insights.”

Common mistakes vendors make:

1. Overloading clients with vanity metrics.
2. Ignoring integration with CRM, analytics, and campaign platforms.
3. Failing to tie insights to business KPIs.

💡 Actionable tips:

- Lead with decision-enabling insights, not raw data.
- Show integration with existing tools.
- Provide simple, repeatable dashboards for marketing teams.



10 quick checks before you face the CMO

Before your next enterprise pitch, run it through this 10-point stress test:

Outcome-focused

Does the pitch highlight measurable business impact?

Pilot ready

Is there a low-risk trial or proof-of-concept?

Integration

Will your solution work seamlessly with existing tools?

Adoption plan

Can the team realistically implement and use it?

ROI clear

Are financial or engagement results obvious?

Simplicity

Is the message easy to digest for decision-makers?

Trust

Do you demonstrate data security and reliability?

Analytics tied to KPIs

Are insights actionable and measurable?

Jargon-free

Is it human-readable and business-focused?

Buyer's view

Would a CMO or VP of Marketing buy this?

👉 If you answered “no” to more than three, refine before you pitch.

Want in?

These insights are drawn directly from Marketing leaders at large enterprises, not guesswork, but real feedback from those driving budgets in 2025.

If you'd like to see realtime investment priorities from large organisation with budget, contact us today.

johan.oosthuizen@theleadershipboard.com

Yes: Delegates you wish to meet. No: Delegates you do not wish to meet. Client: Existing clients (no meeting will be arranged).											
Company	Job title	Website	Global Headquarters	Country	Industry Sector	Who do you directly report to?	Personal Annual Budget	Do you hold purchasing authority	Employees within the US Marketing team	What side of the business are you responsible for?	Company turnover
ABB Optical Group	St. Customer Marketing Manager	www.abboptical.com	Coral Gables, Florida	USA	Medical Device	Marketing Director	\$25K - \$50K	Yes	8 to 20	B2C	\$5M
Accurate	Director, Marketing & Digital Channel Strategy	www.accurate.com	Madison, WI	USA	Medical & Equipment Manufacturing	VP of Marketing	Less than \$5K	Yes	0 to 5		under \$5M
Accurate	St. Program Manager	www.accurate.com	Seattle, WA	USA	Software Development	Director, Supply Chain Management	\$0 - \$5k	Yes	10 to 20		\$5M
Adaptive	Senior Director of Digital Consumer Engagement	www.adaptiveusa.org	N/A	USA	Thoughtful and Health Care	President	\$0 - \$5k	Yes	25 to 50	\$1M to \$25M	\$5M
Adaptive	Head of Industry Marketing	www.adaptiveusa.org	Cleveland, OH	USA	Life Sciences	Chief Marketing Officer	\$25K - \$50K	Yes	10 to 20		under \$5M
Adaptive	VP Marketing	www.adaptiveusa.org	Portland, OR	USA	Manufacturing	CMO	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Senior Director of Marketing	www.adaptiveusa.org	New Jersey	USA	Food and Beverage Manufacturing	VP of Marketing	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Head of Brand Marketing	www.adaptiveusa.org	New Jersey	USA	Food and Beverage Manufacturing	VP of Marketing	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Senior Director of Brand Management	www.adaptiveusa.org	Seattle	USA	Food and Beverage Services	VP of Marketing	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Manager, Digital Media Channels	www.adaptiveusa.org	Michigan	USA	Thoughtful and Health Care	CMO	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	VP of Brand	www.adaptiveusa.org	VA, USA	USA	Software Development	CMO	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Senior Manager Marketing/HR	www.adaptiveusa.org	San Jose, CA	USA	Software Development	VP Marketing Transformation	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	VP Marketing	www.adaptiveusa.org	San Jose, CA	USA	Software Development	VP Marketing	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Senior Creative Director of Marketing, Sales and Customer Loyalty	www.adaptiveusa.org	San Jose, CA	USA	Software Development	Senior Creative Director of Marketing, Sales and Customer Loyalty	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	VP Marketing/Brand	www.adaptiveusa.org	San Jose, CA	USA	Software Development	VP Marketing/Brand	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Head of CMO's Strategic Growth	www.adaptiveusa.org	San Jose, CA	USA	Software Development	VP Marketing/Brand	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Product Marketing Leader Global Fashion	www.adaptiveusa.org	San Jose, CA	USA	Software Development	VP Marketing/Brand	\$25K - \$50K	Yes	10 to 20		\$5M
Adaptive	Global Innovation Strategic Lead	www.adaptiveusa.org	San Jose, CA	USA	Software Development	VP Marketing/Brand	\$25K - \$50K	Yes	10 to 20		\$5M
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