B2B MARKETING



B2B Martech Vendor Spotlight Report:

Financial Acumen & Strategy

MAY 2026

B2B MARKETING

Contents

From Strategy to Spend:
Mastering What Drives Impact ---- 3

The Commercial Edge:
Why Financial Acumen and
Strategic Skills are Now Non-Negotiable ---- 4

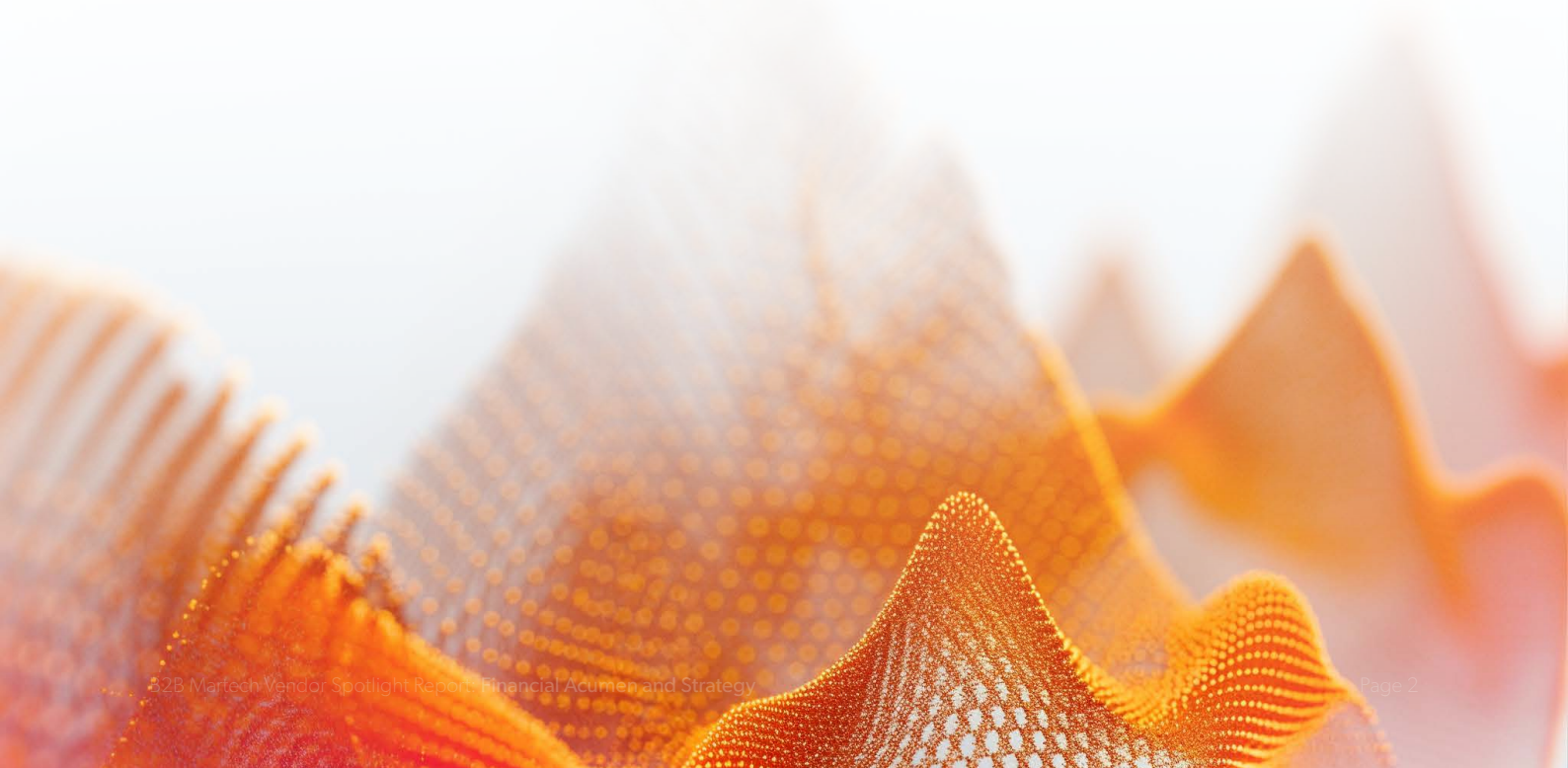
Financial Acumen and Strategy Ecosystem ---- 5

Assessment Criteria ---- 7

A-Z Profiles ---- 8

Other reports in the MVS series ---- 31

About B2B Marketing & Propolis ---- 32



From Strategy to Spend: Mastering What Drives Impact



Kavita Singh,
Head of Growth Solutions Content
B2B Marketing

A few months ago, we hosted a roundtable on 'The Art of Saying No' in B2B marketing. One theme came through clearly: marketers are being pulled in too many directions, balancing endless requests while still being expected to deliver measurable commercial impact.

But saying no isn't about doing less; it's about doing what matters most.

That's why at B2B Marketing, we champion the rise of the commercial marketer: someone who prioritizes business outcomes first, and marketing tactics second. Achieving this mindset requires mastering six essential skills.

In our previous edition, we explored insight and analytical skills. In this issue, we turn to two of the most challenging yet critical areas for marketers today: financial acumen and strategic skills.

Financial acumen enables marketers to understand budgets, forecast returns, and confidently demonstrate how marketing contributes to revenue and profitability. Strategic skills, meanwhile, empower marketers to set direction. That means connecting campaigns to long-term business goals, making informed trade-offs, and identifying where to focus for maximum impact.

This report explores why these skills are so vital, and how technology can support your development. Alongside an in-depth feature, you'll find a curated technology ecosystem spanning everything from performance tracking and financial dashboards to strategic planning and ideation tools. If a platform catches your eye, explore the full report for detailed profiles, including key features, use cases and links for further information.

And if you're ready to build your expertise, our Propolis Skills Guides on financial acumen and strategic skills offer a practical next step.

We hope you enjoy this report!

The Commercial Edge: Why Financial Acumen and Strategic Skills are Now Non-Negotiable



Kavita Singh,
Head of Growth Solutions Content
B2B Marketing

Before we jump into our martech profiles, we would like to highlight why financial acumen and strategic skills are so critical to begin with. Read on to find out why these two particular skills are essential in B2B and how technology can be used to enhance and master these skill gaps.

B2B marketing is currently at a point where demonstrating activity is no longer enough. Marketing leaders are now expected to prove clear, measurable impact on business performance. And as organizations face pressure to drive growth in uncertain economic conditions, marketing leaders are being asked to justify investment, prove value and show how their work contributes directly to revenue and long-term business outcomes. And with so many varying factors at play, many struggle to connect their activity to commercial results.

This is why we have created a framework for becoming **the commercial marketer**. In order to achieve this, there are six skills to master: insight skills, analytical skills, financial acumen, strategic skills, agile-decision making and collaboration/ communication skills. And in this edition of our martech report, we are spotlighting strategic skills and financial acumen.

Financial acumen: Connecting marketing to business performance

Financial acumen has become a critical skill for B2B marketers, not because they are expected to take on the role of finance experts, but because they need to understand how their work contributes to commercial results. This means being able to interpret budgets, assess ROI and make informed decisions about where marketing spend will have the greatest impact.

However, according to our **Propolis Skills Guide on financial acumen**, most B2B marketers lack confidence in their own financial acumen with some saying they don't even know where to start. In fact, out of the six skills to become a commercial marketer, our data indicates that financial acumen is far and away the most difficult skill to master.

Our Propolis Strategy & Engagement Expert, Scott Stockwell, said: "I think the hardest [skill] is probably financial acumen because it is particularly a different language that most marketers are less familiar with. I think most marketers are very good at doing the marketing job and we're very good at talking marketing to marketing. We're not so good at talking about the financial side of the business."



Scott Stockwell
Strategy & Engagment Expert
Propolis

In practice, this requires a shift away from marketing metrics, such as impressions or engagement, and toward metrics that resonate at the executive level. This shift is particularly important in an environment where marketing teams are expected to do more with fewer resources. Those who are financially literate are better prepared to allocate budgets with confidence and deduce where investments can be reallocated or reduced without affecting performance. As a result, they are able to maintain a strong focus on outcomes.

Beyond internal decision-making, financial acumen also plays a key role in improving alignment across the entire organization. When marketers are able to communicate in commercial terms, they are more likely to be taken seriously by senior stakeholders, including finance and executive leadership teams. This not only strengthens marketing's credibility but also increases its influence in shaping strategic direction.

So start small. Bridge that gap between marketing and finance teams. And then once you've built that solid relationship, keep the momentum going by investing in tech and people to enhance your financial learning.

Sue-Ann Prentice, CMO, Fluke advised: "Commercially minded marketers don't rely on gut feelings alone. They actively demonstrate how their decisions are rooted in data-driven insights. I would advise to lean into every opportunity possible to demonstrate where and how you are as a marketer/leader and how your team is using data to drive decisions, investment priorities, etc. This again will go a long way to build marketing's credibility with finance and CFO."



Sue-Ann Prentice
CMO
Fluke

Strategic skills: Aligning marketing with long-term growth

While financial acumen provides the foundation for understanding impact, strategic skills enable marketers to act on that understanding in a meaningful way. At its core, strategic thinking is about ensuring that marketing activity is aligned with the wider goals of the business, rather than being driven solely by short-term targets or tactical priorities.

One of the key challenges highlighted in our strategic skills guide is that marketers often spend the majority of their time focused on execution.

Gareth Nicholls, B2B Marketing Strategist said: "Organizations frequently prioritize fast-paced, visible tactics over foundational, long-term brand strategy, leaving teams feeling they are creating 'noise' rather than lasting value."



Gareth Nicholls
B2B Marketing Strategist

Developing stronger strategic skills requires marketers to take a step back and consider the broader context in which they operate. This includes understanding the organization's long-term objectives, identifying where growth is likely to come from and determining how marketing can best support those priorities. It also involves making deliberate choices about where to focus effort and, importantly, where not to.

Frameworks such as ABM illustrate this shift in thinking, as they encourage marketers to move away from volume-driven approaches and toward more targeted, insight-led strategies. By focusing on high-value accounts and aligning closely with sales, marketers are better able to drive meaningful business outcomes and build sustainable growth over time.

At the same time, effective strategy is not static. As highlighted by industry leaders in our skills guide, marketing plans must be flexible enough to adapt to changing market conditions, customer behavior and organizational priorities. This requires a balance between long-term planning and short-term responsiveness, often described as a "two-speed" approach that delivers immediate results while building future value.

The role of technology in enabling commercial capability

Although financial acumen and strategic thinking are fundamentally human skills, technology plays an important role in actually applying those skills. The right tools can provide greater visibility into performance, support more informed decision-making and help translate strategy into actionable plans.

For example, performance tracking platforms can transform complex data into clear, accessible insights, making it easier to understand how marketing activity is contributing to business outcomes. Similarly, strategic roadmapping tools can help teams align around shared objectives, track progress over time and ensure that activity remains connected to overarching goals.

However, it is important to recognize that technology alone is not a solution. Without the right skills and mindset, even the most advanced tools are unlikely to deliver meaningful value. In many cases, organizations invest in technology without fully considering how it will be used, leading to underutilization and limited ROI.

This reinforces the importance of approaching technology as an enabler, rather than a replacement. Marketers who already think strategically and understand the financial implications of their decisions are far more likely to benefit from the tools they use.

Choosing the right tools: Key considerations before investing

Given the number of martech solutions available, selecting the right tools has become an increasingly complex task. The first and most important consideration is the commercial problem the tool is intended to solve.

Rather than being driven by features or trends, investment decisions should be grounded in clearly defined business objectives. This might include improving pipeline visibility, increasing efficiency, strengthening alignment with sales or enabling more effective strategic planning. Without this clarity, it becomes difficult to assess whether a tool is delivering value.

Closely linked to this is the need to understand how the tool will contribute to either efficiency or effectiveness. In some cases, the primary benefit may be reducing manual effort or saving time, while in others it may be improving the quality of decision-making or increasing the impact of marketing activity. In many instances, the most valuable tools are those that achieve both.

Alignment with existing strategy is another critical factor. A tool that does not support current priorities is unlikely to be used effectively, regardless of its capabilities. For example, organizations focused on ABM will require tools that support account-level insight and orchestration, while those prioritizing efficiency will benefit from automation and workflow tools.

Integration is equally important, as disconnected systems can create data silos and limit visibility. In order to make informed decisions, marketers need access to a unified view of performance, which requires tools to work seamlessly with existing platforms such as CRM and analytics systems.

Capability and adoption should also be carefully considered. Even the most advanced technology will fail to deliver value if teams do not have the skills or capacity to use it effectively. This may require investment in training or changes to processes, both of which should be factored into the decision-making process.

Another key consideration is whether the tool will genuinely support better decision-making. The goal is not simply to generate more data, but to provide insights that are clear, actionable and aligned with business objectives. Tools that add complexity without improving clarity are unlikely to deliver meaningful benefits.

Finally, it is essential to define what success looks like before implementation. This includes identifying the specific outcomes the tool is expected to deliver, as well as the metrics that will be used to measure its impact. By establishing clear expectations from the outset, marketers can ensure that investments are both accountable and aligned with broader business goals.

Conclusion: From capability to impact

The challenge facing B2B marketers today is not a lack of activity, but a need for greater:

- Clarity
- Confidence
- Commercial focus

Financial acumen and strategic skills are central to addressing this challenge, enabling marketers to make better decisions, demonstrate their impact and contribute more effectively to business growth.

While technology can play a valuable supporting role, it is not a substitute for these capabilities. Instead, it should be seen as a means of enhancing them, providing the insights, structure and visibility needed to operate more effectively.

To find out more about mastering these two skills, you can check out our:

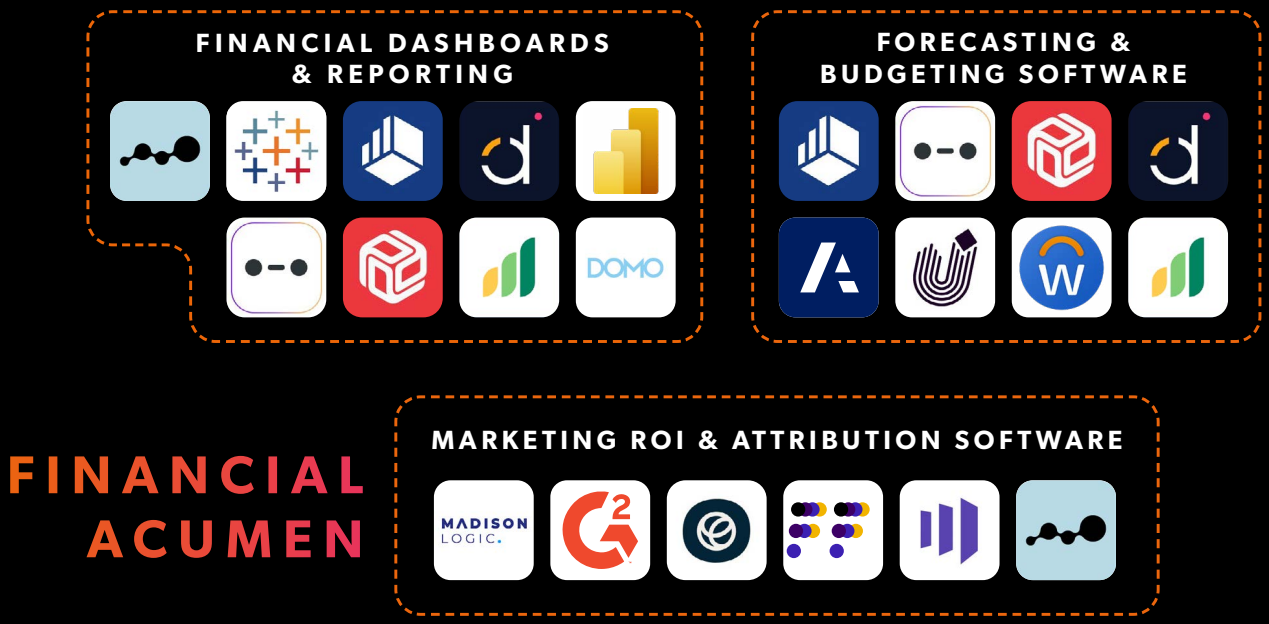
Financial Acumen Skills Guide

Strategic Skills Guide



Financial Acumen and Strategy Ecosystem

If you're looking to strengthen your financial acumen and strategic skills, we've made it easier by narrowing down the most effective tools based on your specific use case.



Financial Acumen and Strategy Ecosystem - Key

- ABACUM
- ANAPLAN
- ASANA
- CAMPHOUSE
- CUBE
- DATARAILS
- DOMO
- DREAMDATA
- FUNNELFUEL
- FIGMA
- G2
- GEMINI
- HOCKEYSTACK
- LIVEPLAN
- MADISON LOGIC
- MARKETO
- MIRO
- MONDAY.COM
- MURAL
- OPEN AI
- POWER BI
- PROPHIX ONE
- STORMBOARD
- TABLEAU BY SALESFORCE
- UPTEMPO
- WORKBOARD
- WORKDAY

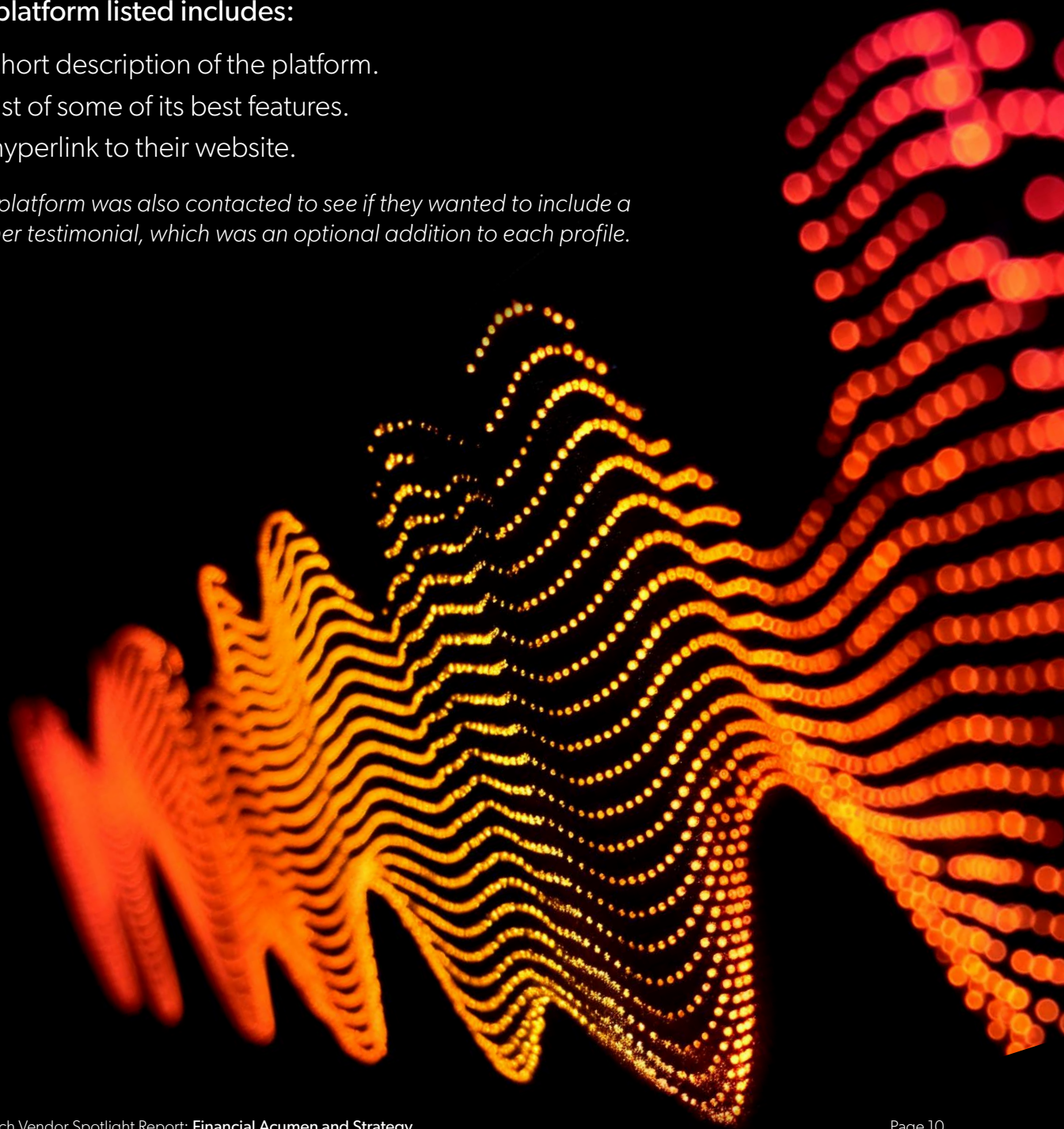
Assessment Criteria

For each profile in this report, we evaluated each platform's website, looked at third-party blogs, and used AI to collate the information. To ensure the profiles were as accurate as possible, we also sent out a survey to each vendor so they can have the opportunity to list their capabilities and functionality themselves.

Each platform listed includes:

- A short description of the platform.
- A list of some of its best features.
- A hyperlink to their website.

**Each platform was also contacted to see if they wanted to include a customer testimonial, which was an optional addition to each profile.*



Abacum

abacum.ai



What does it do?

Abacum is an FP&A platform that helps marketing teams forecast growth, manage budgets, and model different financial scenarios. It connects marketing activity with financial planning, allowing teams to evaluate the impact of their decisions before committing resources. This supports a more strategic and forward-looking approach to investment.

A look at some of its features:

- **Financial Forecasting:** Predicts revenue and spend outcomes.
- **Scenario Modeling:** Tests growth and investment strategies.
- **Budget Tracking:** Monitors marketing spend.
- **Data Integration:** Connects business systems.
- **Performance Insights:** Supports strategic planning.

Does it offer a free trial? No

Anaplan

anaplan.com



What does it do?

Anaplan is a connected planning platform that enables marketers to align budgets, forecasts, and strategic plans with business objectives. Ideal for building financial acumen, the platform allows teams to model different investment scenarios and understand their potential impact before committing spend. As a result, marketing becomes more proactive, predictable, and accountable in how it drives growth.

A look at some of its features:

- **Budget Planning & Allocation:** Aligns marketing investment with business objectives.
- **Scenario Modeling:** Tests different spend strategies and predicts revenue impact.
- **Forecasting Tools:** Projects pipeline and performance based on historical data.
- **Cross-Functional Alignment:** Connects marketing plans with finance and sales.
- **ROI Modeling:** Links spend on outcomes for stronger commercial accountability.

Does it offer a free trial? No

Asana

asana.com

What does it do?

Fantastic for strategy planning, Asana is a work management platform that helps marketing teams translate strategy into structured execution. It provides clarity on priorities, timelines, and responsibilities, ensuring that initiatives are delivered effectively. By linking day-to-day work to larger business goals, Asana strengthens alignment between marketing activity and strategic outcomes.

A look at some of its features:

- **Campaign & Initiative Planning:** Organizes strategic marketing initiatives into actionable plans.
- **Goal Tracking:** Links day-to-day work to high-level business objectives.
- **Workflow Management:** Structures execution across teams and campaigns.
- **Cross-Team Coordination:** Aligns stakeholders across departments.
- **Performance Tracking:** Monitors delivery against timelines and strategic priorities.

Does it offer a free trial? Yes

Camphouse

camphouse.io

What does it do?

Camphouse is a marketing planning and performance platform that brings budget management and campaign execution into one view. It enables marketers to track spend in real time while linking activity back to measurable outcomes. This helps ensure that marketing investment is both controlled and aligned with commercial objectives.

A look at some of its features:

- **Campaign Budget Tracking:** Monitors spend across initiatives.
- **Marketing Planning Tools:** Aligns activities with budgets.
- **ROI Analysis:** Connects campaigns to outcomes.
- **Performance Reporting:** Tracks efficiency and impact.
- **Collaboration Tools:** Aligns teams on financial goals.

Does it offer a free trial? No

Cube

cubesoftware.com

What does it do?

Cube is an FP&A platform that helps marketing teams manage budgets, forecast performance, and analyze financial results with greater precision. It integrates with existing financial workflows, allowing teams to plan and adjust without disrupting established processes. This enables more accurate forecasting and better-informed investment decisions.

A look at some of its features:

- **Budget Planning & Tracking:** Aligns marketing spend with financial targets.
- **Scenario Modeling:** Tests different investment strategies and their impact on revenue.
- **Forecasting Tools:** Projects future performance based on historical data.
- **Excel & Data Integration:** Works within familiar financial workflows.
- **Variance Analysis:** Compares planned vs actual spend and performance.

Does it offer a free trial? No

Datarails

datarails.com



What does it do?

Datarails is an FP&A platform that allows marketers to manage budgets, forecast outcomes, and analyze performance within a centralized financial framework. It removes manual complexity by integrating spreadsheet workflows with automated data consolidation. This enables marketing teams to operate with greater accuracy, speed, and financial control.

A look at some of its features:

- **Budget Consolidation:** Centralizes marketing financial data.
- **Forecasting Models:** Predicts future spend and performance.
- **Automated Reporting:** Reduces manual financial processes.
- **Scenario Planning:** Tests investment strategies.
- **Variance Analysis:** Tracks performance against plan.

Does it offer a free trial? No

DOMO

domo.com



What does it do?

DOMO is a business intelligence platform that enables marketers to connect performance data directly to financial outcomes in real time. It brings together marketing, sales, and financial data into a single environment, making it easier to understand the true commercial impact of activity. With this level of visibility, teams can move beyond reporting and start making faster, more informed investment decisions.

A look at some of its features:

- **Real-Time Revenue Dashboards:** Tracks marketing performance against pipeline and revenue targets.
- **Marketing Spend Analysis:** Provides visibility into budget allocation and efficiency across channels.
- **Data Integration:** Unifies marketing, sales, and financial data into a single source of truth.
- **Predictive Forecasting:** Uses historical data to project performance and guide investment decisions.
- **Executive Reporting:** Delivers clear, commercially focused insights for leadership stakeholders.

Does it offer a free trial? Yes

Dreamdata

dreamdata.io



What does it do?

Dreamdata is a B2B revenue attribution platform that helps marketers understand how their efforts contribute to pipeline and revenue. It stitches together data across the entire buyer journey, providing a clear picture of which touchpoints actually drive results. This allows marketers to shift budget and strategy toward the activities that have the greatest commercial impact.

A look at some of its features:

- **Multi-Touch Attribution:** Connects all touchpoints to revenue outcomes across the buyer journey.
- **Revenue Analytics:** Tracks pipeline contribution and deal influence by channel and campaign.
- **Budget Optimization Insights:** Identifies high-performing investments to improve spend efficiency.
- **Customer Journey Analysis:** Reveals which interactions accelerate or stall deals.
- **Performance Dashboards:** Visualizes ROI and marketing effectiveness in real time.

Does it offer a free trial? Yes

Figma

figma.com

What does it do?

Figma is a collaborative design platform that enables marketing teams to create, test, and refine campaign assets and experiences in real time. It brings together design, brand, and marketing stakeholders into a single workflow, reducing friction and improving alignment. By accelerating iteration and feedback, it helps teams execute strategy with greater clarity and consistency.

A look at some of its features:

- **Collaborative Design:** Enables real-time creative development.
- **Prototyping Tools:** Tests user experiences and messaging.
- **Design Systems:** Ensures brand consistency.
- **Cross-Team Collaboration:** Aligns design with marketing strategy.
- **Feedback & Iteration:** Improves execution quality.

Does it offer a free trial? Yes

FunnelFuel

funnelfuel.io



What does it do?

FunnelFuel helps marketers' model digital advertising performance and forecast future revenue based on conversion dynamics. It provides a structured way to understand how changes in marketing campaigns impact pipeline outcomes. Perfect for financial planning, the managed service and underlying tech stack ultimately improve the effectiveness and efficiency of digital advertising, enabling teams to strategise more effectively and invest with greater confidence in expected returns.

A look at some of its features:

- **Funnel Modeling:** Maps conversion rates across stages.
- **Revenue Forecasting:** Actionable insights to aid forecasting
- **Scenario Planning:** Benchmark performance on real business outcomes.
- **Performance Tracking:** Monitors campaign funnel efficiency.
- **Real Time Measurement:** Audience analytics across all ad campaigns and your website.
- **Strategic Insights:** Guides investment decisions.

Does it offer a free trial? No

HoneyStack

hockeystack.com



What does it do?

HockeyStack is a revenue analytics platform that gives marketers a clear view of how their efforts translate into pipeline and revenue. It connects data across the buyer journey to reveal which channels, campaigns, and touchpoints drive results. With this level of visibility, marketers can make smarter decisions about where to invest and optimize.

A look at some of its features:

- **Revenue Attribution:** Tracks marketing impact on deals.
- **Customer Journey Analysis:** Identifies key conversion drivers.
- **ROI Optimization Insights:** Guides budget allocation.
- **Data Integration:** Combines GTM data sources.
- **Performance Dashboards:** Visualizes revenue impact.

Does it offer a free trial? Yes

LivePlan

liveplan.com



What does it do?

LivePlan is a business planning and forecasting tool that helps marketers connect strategic initiatives with financial outcomes. It enables teams to build projections, test assumptions, and create business cases for investment. This makes it easier to justify spend and demonstrate how marketing contributes to overall growth.

A look at some of its features:

- **Financial Forecasting:** Projects revenue, costs, and growth scenarios.
- **Budget Planning:** Helps structure and justify marketing investment.
- **Business Plan Creation:** Supports strategic planning with financial backing.
- **Performance Tracking:** Compares actual results against forecasts.
- **Scenario Planning:** Tests different growth and investment strategies.

Does it offer a free trial? Yes

Miro

miro.com



What does it do?

Miro is a collaborative workspace that enables marketing teams to think, plan, and design strategy visually. It supports everything from early-stage ideation to detailed mapping of campaigns, customer journeys, and go-to-market plans. By bringing teams together in a shared environment, it helps turn complex thinking into aligned, actionable strategy.

A look at some of its features:

- **Strategy & Planning Templates:** Supports GTM planning, journey mapping, and ideation.
- **Visual Collaboration:** Enables teams to co-create strategies in real time.
- **Workshop Facilitation Tools:** Helps run structured strategic sessions and brainstorming.
- **Cross-Functional Collaboration:** Brings together stakeholders across marketing, sales, and product.
- **Documentation of Strategy:** Captures and shares strategic thinking across the business.

Does it offer a free trial? Yes

monday.com

monday.com



What does it do?

monday.com is a work management platform that enables marketing teams to plan, execute, and track strategic initiatives in one place. It provides visibility into priorities, progress, and performance across campaigns and projects. By connecting day-to-day activity with broader business goals, it helps ensure strategy is consistently delivered on both short and long-term goals.

A look at some of its features:

- **Campaign Planning Boards:** Organizes strategic initiatives.
- **Goal Tracking:** Aligns work with objectives.
- **Workflow Automation:** Improves execution efficiency.
- **Team Collaboration:** Aligns stakeholders.
- **Performance Dashboards:** Tracks progress.

Does it offer a free trial? Yes

Mural

mural.co



What does it do?

Mural is a digital workspace designed to support structured thinking, collaborative planning, and strategic alignment across teams. It enables marketers to map out complex ideas—such as go-to-market strategies, customer journeys, and campaign frameworks—in a visual and interactive way. By facilitating workshops, decision-making sessions, and cross-functional collaboration, it helps turn abstract strategy into clearly defined, actionable plans.

A look at some of its features:

- **Workshop Templates:** Supports strategy development.
- **Visual Collaboration:** Enables team alignment.
- **Idea Prioritization Tools:** Guides decision-making.
- **Journey Mapping:** Supports customer-centric strategy.
- **Stakeholder Collaboration:** Aligns cross-functional teams.

Does it offer a free trial? Yes

OpenAI

openai.com



What does it do?

OpenAI provides AI-powered tools that support marketers in thinking, creating, and executing more effectively. It enables rapid ideation, content development, and analysis, helping teams move from concept to execution at speed. By augmenting human decision-making with intelligent outputs, it plays a growing role in shaping modern marketing strategy.

A look at some of its features:

- **AI Content Generation:** Supports campaign and messaging development.
- **Strategic Ideation:** Generates ideas for GTM and campaigns.
- **Data Analysis Support:** Summarizes insights for decision-making.
- **Workflow Automation:** Improves efficiency.
- **Custom AI Tools:** Tailors support business needs.

Does it offer a free trial? Yes

Power BI

microsoft.com/en-us/power-platform/products/power-bi

What does it do?

Power BI is a data analytics platform that enables marketers to connect performance data with financial outcomes through interactive dashboards. It brings together multiple data sources, making it easier to track ROI, efficiency, and contribution to revenue. With these insights, marketers can make more confident, data-driven decisions about where to invest.

A look at some of its features:

- **ROI & Performance Dashboards:** Visualizes marketing contribution to revenue.
- **Data Integration:** Combines CRM, finance, and marketing data.
- **Custom Financial Reporting:** Tracks spend efficiency and conversion metrics.
- **Predictive Analytics:** Forecasts performance trends.
- **Executive-Level Insights:** Supports data-driven decision-making.

Does it offer a free trial? Yes

Prophix One

prophix.com



What does it do?

Prophix One is a financial performance platform designed to help marketers plan, forecast, and manage budgets more effectively. It provides the structure needed to align marketing investment with broader business performance. With clearer financial visibility, teams can make more confident and accountable decisions around spend and growth.

A look at some of its features:

- **Budgeting & Planning:** Aligns marketing spend with business goals.
- **Financial Forecasting:** Projects revenue and cost outcomes.
- **Performance Analysis:** Tracks financial efficiency.
- **Data Integration:** Connects finance and marketing systems.
- **Reporting Dashboards:** Supports executive visibility.

Does it offer a free trial? No

Stormboard

stormboard.com

What does it do?

A collaborative planning platform, Stormboard helps marketing teams structure ideas, prioritize initiatives, and align on next steps. It combines brainstorming with execution planning, ensuring that insights are translated into action. This makes it particularly valuable for turning strategic discussions into tangible outcomes.

A look at some of its features:

- **Structured Brainstorming:** Organizes ideas effectively.
- **Strategic Templates:** Supports planning frameworks.
- **Collaboration Tools:** Aligns teams seamlessly.
- **Reporting Outputs:** Captures decisions and actions.
- **Workflow Integration:** Connects planning to execution.

Does it offer a free trial? Yes

Tableau by Salesforce

tableau.com

What does it do?

Acquired by Salesforce, Tableau helps marketers transform complex datasets into clear, actionable insights that inform financial and strategic decisions. It enables deep analysis of performance, allowing teams to uncover trends, inefficiencies, and opportunities. This supports a more analytical approach to optimizing marketing investment and driving growth.

A look at some of its features:

- **Advanced Data Visualization:** Makes financial and marketing data easy to interpret.
- **Performance Analysis:** Tracks campaign and revenue impact.
- **Multi-Source Integration:** Combines marketing and financial datasets.
- **Trend Forecasting:** Identifies patterns to guide strategy.
- **Insight Sharing:** Enables stakeholder reporting and alignment.

Does it offer a free trial? Yes

Uptempo

uptempo.io



What does it do?

Uptempo is a marketing performance management platform that brings planning, budgeting, and analytics into one unified system. It gives marketers visibility into how spend is allocated and how effectively it drives results. By linking investment to direct outcomes, it helps teams operate with greater financial accountability.

A look at some of its features:

- **Marketing Budget Management:** Tracks spend across campaigns and teams.
- **Financial Planning Tools:** Aligns budgets with strategic goals.
- **ROI Measurement:** Connects spend to pipeline and revenue outcomes.
- **Scenario Planning:** Models different budget allocations.
- **Performance Reporting:** Provides visibility into efficiency and impact.

Does it offer a free trial? No

WorkBoard

workboard.com



What does it do?

WorkBoard is an OKR and strategy execution platform designed to help marketing teams align their work with company-wide priorities. It provides visibility into objectives, progress, and outcomes, ensuring that strategic initiatives stay on track. By creating clear accountability and alignment, it helps marketing operate as a more integrated part of the business

A look at some of its features:

- **OKR Planning & Tracking:** Aligns marketing objectives with company-wide goals.
- **Strategic Visibility Dashboards:** Shows progress against key initiatives in real time.
- **Cross-Team Alignment:** Connects marketing efforts with sales, product, and leadership priorities.
- **Execution Tracking:** Ensures campaigns and initiatives deliver against strategic goals.
- **Accountability Tools:** Assigns ownership and tracks delivery of key outcomes.

Does it offer a free trial? No

WorkDay

workday.com

What does it do?

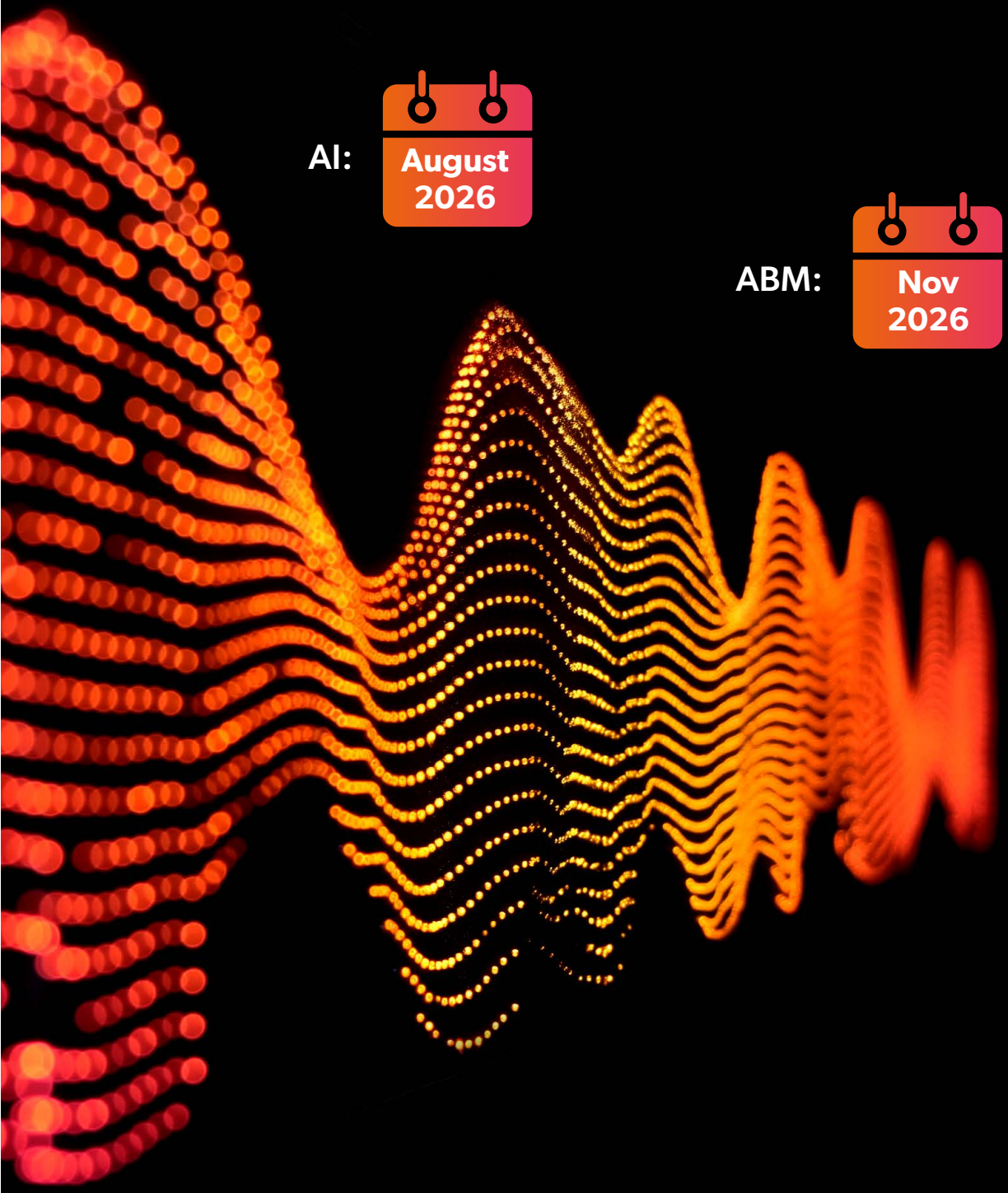
Workday provides enterprise-level financial planning and workforce insights that help marketers connect resource investment to business outcomes. It enables more disciplined budgeting, forecasting, and cost control across marketing functions. By linking people, spend, and performance, it supports more commercially accountable decision-making at scale.

A look at some of its features:

- **Financial Planning & Forecasting:** Supports long-term budget strategy.
- **Workforce Cost Analysis:** Aligns hiring and resourcing with marketing goals.
- **Spend Visibility:** Tracks operational and campaign costs.
- **Real-Time Financial Insights:** Enables agile decision-making.
- **Cross-Department Alignment:** Connects marketing with finance and HR.

Does it offer a free trial? No

Other reports in the series



About B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

wfaudience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

PROPOLIS FROM B2B MARKETING

PROPOLIS INDEX FROM B2B MARKETING

PROPOLIS TRAINING FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

THE EUROPEAN ABM FORUM FROM B2B MARKETING | SPOTONVISION

B2B MARKETING AWARDS FROM B2B MARKETING

ELEVATION AWARDS FROM B2B MARKETING

B2B GROWTH SOLUTIONS FROM B2B MARKETING

THE B2B MARKETING PODCAST FROM B2B MARKETING

B2B MARKETING

For more information on these packages, please email:

Mitch Hole
Head of Events & Growth Solutions
B2B Marketing
mitch.hole@b2bmarketing.net

B2B Marketing UK
Westgate House,
9 Holborn,
London,
EC1N 2LL
United Kingdom

B2B Marketing USA
1325 Avenue of the Americas
27th & 28th floors
New York
NY 10019
United States of America

info@b2bmarketing.net
b2bmarketing.net