



What every CFO should know about transforming the marketing budget

With tariffs and cost pressures back in the headlines, CFOs are once again looking to tighten spend. But cutting marketing too deep can slow growth.

Marketing as a Service (MaaS) turns fixed costs into flexible ones, giving CMOs room to perform and CFOs the control they need.



How MaaS can transform marketing budget and impact

1

Immediate impact on the P&L

- **Reduce labor costs** with a high-performance delivery center in Kuala Lumpur
- **Create positive impact** on EBITDA when restructuring is an adjustable event
- Tie every dollar to ROI and pipeline contribution—with **board-ready reporting**

2

Agility without headcount risk

- **Scale up or down fast**—without adding future fixed costs
- Add ABM, content, or digital execution on demand
- **Launch campaigns** in days, not quarters

3

A growth engine, not a cost center

- **Boost MarTech ROI** with execution support from certified B2B experts
- **Access certified talent** across strategy, ops, and creative—without full-time hires
- **Run precision plays** like intent-based outreach or vertical campaigns, fast

Proof of impact

SANDLER®

Increased marketing-influenced pipeline by 30% and web engagement by 300%.



Achieved a \$1:\$112 ROI on overall program investment to pipeline value.

JAGGAER

Reduced labor costs by \$77,459 in two months—proving high efficiency doesn't require a high price tag.

2X is the partner behind the performance

We're an extension of your team—dedicated, embedded, and built to move fast. With over 1,000 global marketing professionals, 2X supports more than 150 B2B organizations, including SAP, Ricoh, Docker, and Hyland.

**Our
MaaS model
gives you**

- 1 Specialized execution teams aligned to your strategy**
- 2 Proven frameworks to accelerate brand + demand outcomes**
- 3 CFO-grade reporting to build internal trust and accountability**

And we're constantly evolving, whether it's helping clients pilot 6sense, activate AI-powered workflows, or shift to next-gen analytics.

MarTech partnerships



Your budget can do more with less risk

Let's review your current mix. We'll show where MaaS can improve performance, reduce fixed costs, and give your team the room to move.

Visit 2X.marketing/contact or email ask@2X.marketing

