

## Who has the biggest marketing budgets?



Marketplace > Growth > **Spending** > Performance > Social Media > Jobs > Organization > Leadership > Analytics

**Table 3.1a.** Marketing spending as a percentage of firm revenues by economic sector

	B2B Product	B2B Services	B2C Product	B2C Services
February 2015	7.4%	8.6%	9.1%	9.3%

**Table 3.1b.** Marketing spending as a percentage of firm revenues by company sales revenue

	<\$25 Million	\$26-99 Million	\$100-499 Million	\$500-999 Million	\$1-9.9 Billion	>\$10 Billion
February 2015	11.1%	6.9%	4.5%	8.0%	6.9%	8.1%