

# Insight's SaaS Marketing Spend Benchmarks

Marketing is a critical driver of growth and requires investing in the best programs to drive impact. For SaaS marketers it's challenging to know how much, and where, to invest for maximum ROI. Benchmarks from comparable scale-up companies can be useful in deciding where to allocate resources. Insight Partners has developed benchmark guidelines based on data from our portfolio of SaaS companies.

# Insight's SaaS Marketing Spend Benchmarks by New Logo Deal Size<sup>1</sup>

< \$15,000

55%

Total Marketing Spend<sup>2</sup> vs. New Logo Bookings

42%

Marketing % of Sales & Marketing Spend

New Logo Bookings Per Marketing FTE

\$498K / 1 FTE

\$15,000 – \$75,000

47%

Total Marketing Spend<sup>2</sup> vs. New Logo Bookings

29%

Marketing % of Sales & Marketing Spend

New Logo Bookings Per Marketing FTE

\$812K / 1 FTE

\$75,000+

20%

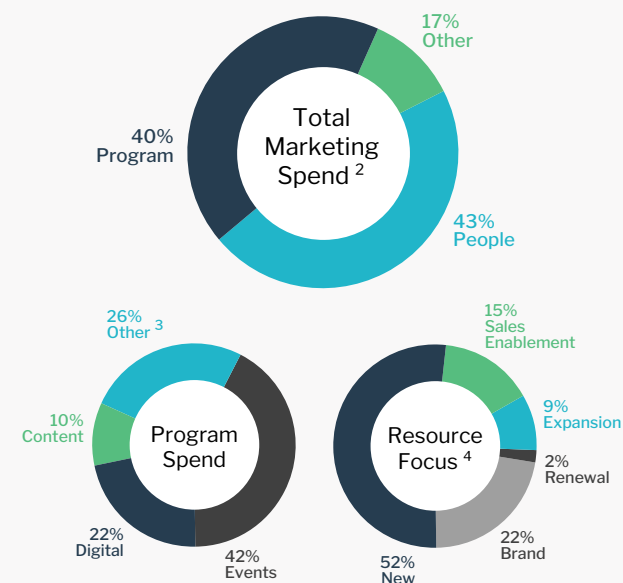
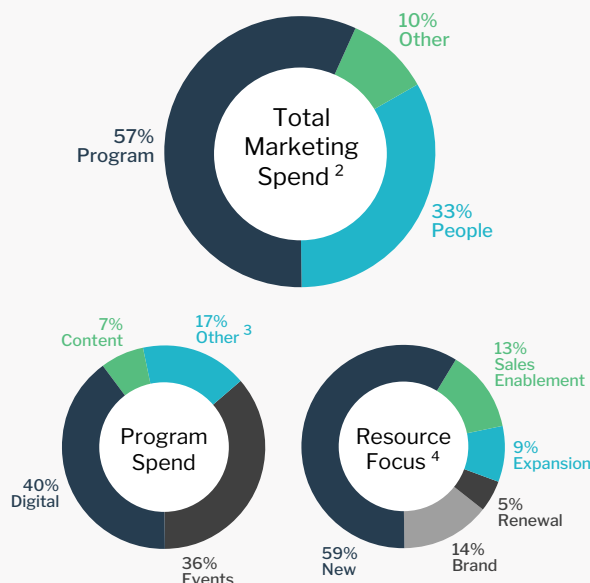
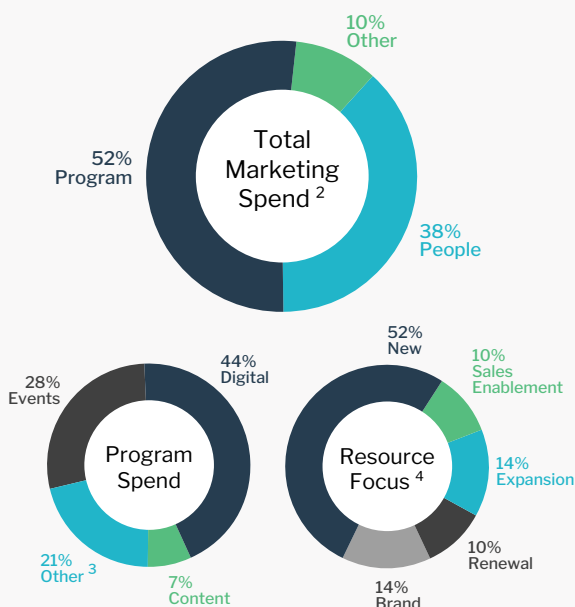
Total Marketing Spend<sup>2</sup> vs. New Logo Bookings

22%

Marketing % of Sales & Marketing Spend

New Logo Bookings Per Marketing FTE

\$1,238K / 1 FTE



1. New Logo Deal Size is average ARR for new logo contracts. It does not include upsell to existing logos.

2. Total marketing spend includes people, program, and other. Other marketing spend includes tech spend, corporate allocations, travel and other spend. It excludes BDR/SDR spend if this sits in marketing.

3. Other program spend includes PR agency, analyst fees, merchandise, direct mail, partner marketing, and other program spend.

4. Resource focus includes both people time and dollar spend.



We're software experts who invest in growth. Our capital and expertise give companies the resources and know-how to accelerate growth - visionary executives do the rest. Insight reflects the diversity, the resolve, and the hustle of our home-base, New York City, and we apply this energy to support the companies and leadership teams we invest in across the world. Whether through venture capital or private equity - across our people and our portfolio - our conviction is that growth equals opportunity.

**Marketing  
Center of  
Excellence**

Insight Onsite's team of marketing experts provide strategies, tactics, and insights to drive marketing performance that accelerates growth at scale-up software companies.