

# **A Gartner G-Cloud 14 Service Definition for Cloud Digital Leadership — Gartner for Marketing Leaders Team — Reference Team Member (GMLTREFM)**

2024

Gartner G-Cloud 14 Service Definition

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## Service Description

Gartner for Marketing Leaders Team provides the research, data, tools, and expert advice marketing professionals need to succeed. This product helps marketing practitioners improve their ability to digitally market their products and services in today's rapidly evolving digital marketing world.

## Service Benefits

- Real-time, personalised advice from Gartner research advisors
- Unequalled insight on digital marketing and technology issues
- Concise, targeted research focused on key initiatives
- Supports team members business success, personal knowledge, and productivity
- Evaluation on latest trends, emerging technologies, and strategic vendors
- Cut through the information overload and make better decisions
- Benchmark marketing performance and evaluate technology options
- Foundational research helps decision makers build knowledge and competencies
- Obtain objective viewpoints to validate decisions and drive value
- Digital executive and team guidance, insights and skills transfer

## Service Features

- Marketing Leaders Research and Related Content
- Digital Performance Benchmark Content
- Consumer Insight Content
- Peer & Practitioner Research
- Tools and Templates
- Relevant IT Research and Related Content
- Webinars
- Peer Experiences
- Team Inquiry Participation

## Invoicing

- The service is provided to one licensed user for a period of twelve months
- All invoices are payable net 30 days from date of invoice

## Full List of Service Features

- Marketing Leaders Research and Related Content — Concise, targeted research written specifically for today's digital marketing professional.
- Digital Performance Benchmark Content — Includes Gartner Digital IQ Index Reports, Insight Reports, Intelligence Reports, and videos/presentations from past Gartner Digital Performance Benchmarks events. Also includes self-service

Intelligence Tools that enable brand benchmarking comparisons for all brands included Gartner Digital IQ Index reports.

- Consumer Insight Content — Consumer and customer insights that help marketers stay ahead of trends that matter. Research is built upon our proprietary, values-based methodology that allows us to identify, explain and predict shifts in consumer behaviour.
- Peer & Practitioner Research — Includes peer benchmarks, best practices, case studies, tools, and templates
- Team Inquiry — The Team Leader must schedule and attend the Team Inquiry sessions which are up to 30 minutes. Team Members may lead the discussion or pose questions to the research advisor on behalf of the team, provided all such questions and discussions advance the Team Leader's agenda.
- Diagnostic Tools — Interactive web-based tools that allow clients to apply Gartner methodologies to their specific situations. Diagnostic Tools deliver a customised set of recommended actions based on the clients' answers to a series of questions.
- Webinar — Periodic web conferences where Gartner research advisors speak on timely topics in information technology and then solicit questions from listeners.
- Peer Community — The Peer Community online forum provides gartner.com access to virtual discussions of common issues among peers.
- Communications Research and Insights — Concise, targeted research and tools to help business leaders evaluate new issues and challenges around Communications initiatives.

## Additional Terms & Conditions

- One (1) Leader plus a minimum of three (3) and a maximum of Ten (10) additional members are required for this product option.
- Participation in inquiry calls is limited to the Licensed User(s) and the Research Experts ("experts") only (i.e., non-Users, either inside or outside of the client company, may not attend or otherwise participate on the call). For Team Inquiry sessions: (i) the Team Leader must schedule and attend the sessions, and (ii) Team Members may lead the discussion or pose questions to the research expert on behalf of the team, provided all such questions and discussions advance the Team Leader's agenda.
- Depending on travel advisories and/or government orders, at Gartner's sole discretion, some meetings and events may be held virtually.
- Use of the Service is governed by the Gartner Usage Policy and the Gartner Copyright and Quote Policy, which are accessible on the Policies section of gartner.com.