

A G-Cloud 15 Service Definition for Gartner for Chief Marketing Executives Team: Advisor Leader (GCMETAL)

Gartner G-Cloud 15 Service Definition

2026

Service Description

Gartner for Chief Marketing Executives Team: Advisor Team Leader is designed for the senior most marketing executive in the client company, typically the CMO, and their leadership team. The Service provides access to the insight, tools and expertise that marketing organisations need to succeed in today's rapidly evolving digital 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
- Obtain objective viewpoints to validate decisions and drive value
- Accessible by browser and app
- Access to online peer community for collaboration and advice

Service Features

- Assigned Service Delivery Team
- Marketing Leaders Research and Related Content
- Digital Performance Benchmark Content
- Consumer Insight Content and Peer & Practitioner Research
- Tools and Templates
- Relevant IT Research and Related Content
- Webinars and Peer Experiences
- Individual and Team Analyst Inquiry
- Marketing Conference Ticket
- AskGartner AI tool, providing tailored actionable Gartner insights on demand

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

- **Assigned Service Delivery Team** — A client success manager, who is a member of the Assigned Service Delivery Team, will serve as the Licensed Users' primary point of contact for this Service. The client success manager is an experienced service professional who understands the Client's context and priorities; helps the Client understand their Service entitlements; provides personalised, proactive, concierge-level service; and helps the team leverage the most relevant Gartner resources. The client success manager facilitates a coordinated service approach for the team, as well as alignment between Team Members and the Leader
- **Individual Inquiry** — Inquiry sessions of up to 30 minutes with a research advisor which may be scheduled independent of other Team Members
- **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
- **Marketing Leaders Online Experience** — Access to Gartner's latest digital marketing research, news commentary, blogs posts, and analyst-selected "must read" content. Includes daily, weekly, and monthly editorial updates
- **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
- **Relevant IT Research** — Actionable research and related content focuses on the technology areas upon which marketers are envisioning, building, and executing their digital strategies, including: social media platforms, mobile application development, content management, and content analytics
- **Communications Research and Insight** — Concise, targeted research and tools to help business leaders evaluate new issues and challenges around Communications initiatives
- **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
- **Peer & Practitioner Research** — Includes peer benchmarks, best practices, case studies, tools, and templates
- **Peer Experiences** — Gartner provides opportunities for peer engagement in a variety of ways. Licensed Users have access to Gartner assets that enable rating and reviews, connecting with qualified peers, access to community features, and exclusive features specific to client role

- Webinars — Periodic web conferences where Gartner research advisors speak on timely topics in information technology and then solicit questions from listeners
- Facilitated Networking — Service Delivery Team will, upon request, arrange meetings with peers around a specific topic to discuss best practices or areas of expertise
- Key Insight Document Share — Allows the Team Leader to share, with non-Gartner licensed users, via an online experience, the key insights (e.g., summary, key findings, key figures, and recommended reading) for up to 25 documents. The online experience also includes access to webinars and a selection of complementary Gartner content
- Marketing Conference Ticket — Admission for one attendee to attend the Gartner Marketing Conference
- AskGartner — AskGartner is a generative AI-powered tool available on gartner.com. Sourced solely from proprietary Gartner data, it provides our unbiased perspective and expertise through AI-powered conversational interactions, replacing older keyword-based searching and providing a more holistic overview of Gartner insight on a given topic or question.

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. All Team Member licenses must be coterminous with the Leader license
- The Advisor Team Leader may forward to others in the client company up to 25 (twenty-five) Gartner Research documents per contract year. This forwarding may not be done in a manner that has the intent or effect of avoiding the purchase of additional User licenses
- The Conference Ticket is a numbered identifier (e.g., 424562) that entitles Licensed User to register for one (1) conference as specified in the Ticket Letter emailed to Client. Tickets are valid for 12 (twelve) months from date of issue, per the expiration date on the Ticket Letter. Tickets provided as part of a Gartner research offering are valid only for Gartner conferences during the contract term of that service. One (1) Ticket is issued per contract term of 12 (twelve) months – a shorter contract term does not entitle Client to a Ticket. Tickets are transferable within the client company but may not be transferred to another company. A single Ticket may not be used by more than one (1) individual and may not be used for admission to any Gartner conference other than a Marketing Conference
- Participation in inquiry calls is limited to the Licensed User(s) and the Gartner research expert only (i.e., non-Users, either inside or outside of the client company, may not attend or otherwise participate on the call). The Advisor Team Leader is entitled to two types of inquiry: (i) inquiry sessions with an expert (“Individual Inquiry”), which may be scheduled independent of other Team Members; and (ii) inquiry sessions with an expert and other members of the Chief Marketing Executives Team (“Team Inquiry”). For Team Inquiry sessions: (i) the Advisor Team Leader must schedule and attend the sessions, and (ii) Team Members may lead the discussion or pose questions to the expert on behalf of the team, provided all such questions and discussions advance the Advisor Team Leader’s agenda
- 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.