

A G-Cloud 15 Service Definition for Gartner for Marketing Leaders — Individual Access Advisor (GMLSA)

Gartner G-Cloud 15 Service Definition

2026

Service Description

Gartner for Marketing Leaders 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
- Obtain objective viewpoints to validate decisions and drive value
- Access to online peer community for collaboration and advice
- Accessible by browser and app

Service Features

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

- 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
- Analyst Inquiry — Inquiry sessions of up to 30 minutes with a research advisor which may be scheduled independent of other Team Members.
- Marketing Conference Ticket — Admission for one attendee to attend the Gartner Marketing Conference. Tickets provided as part of a Gartner Research offering are valid only for Gartner Events that take place during the contract term of the Research offering for which the Ticket has been issued.
- 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.
- 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.
- Key Insight Document Share — The Team Leader may use Key Insights Document Share on gartner.com to forward to others in the Client company Key Insights summaries of 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.
- 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.
- 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

- The Marketing Conference Ticket is a numbered identifier (e.g., 424562) that entitles the Licensed User to register for one (1) Marketing Conference as specified in the Ticket Letter emailed to Client. Tickets are valid for 12 (twelve) months from the 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 Research offering. 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) client employee 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 Research Expert ("expert") only (i.e., non-Users, either inside or outside of the client company, may not attend or otherwise participate on the call).
- 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.