

A G-Cloud 15 Service Definition for Gartner for Chief Marketing Executives — Individual Access (GCME)

Gartner G-Cloud 15 Service Definition

2026

Service Description

Gartner for Chief Marketing Executives is designed for the senior most marketing executive in the client company, typically the CMO. 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
- Unlimited Analyst Inquiry
- 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** — An executive partner (often a former CMO or equivalent) and a client success manager, who are members of the Assigned Service Delivery Team, will serve as Licensed User's primary point of contact for this Service. The Service Partner will work with Licensed User to develop and continuously evolve an advisory plan to: (i) highlight value sought, (ii) identify key issues on which service delivery will focus, and (iii) define how the Service will deliver that value
- **Virtual Strategy Meetings** — The Service Partner will meet with Client to (i) review and apply relevant marketing research content, (ii) recommend appropriate experts on issues of relevance to Client, and/or (iii) develop, discuss progress of and, where necessary, modify the plan
- **Chief Marketing Executives Inquiry** — Forty-five minute sessions with a Gartner analyst to ask questions based on published research or request reviews of business-related documents
- **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
- **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
- **Consumer Insights 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
- **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
- 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

- 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
- 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.