

# Gartner® Digital Marketing Conference 2017

## The Premier Gathering for Senior Marketing Leaders

May 10 – 12 / San Diego, CA  
gartner.com/us/marketing

### Key take-aways

- #### 1 The customer must be at the center of everything

Marketers are now expected to lead customer experience initiatives. But some struggle to learn how to serve customers — not just sell ideas — and achieve results. Personas must support CX outcomes and align data points to the “buy, own, advocate” journey to deliver more loyal customers.
- #### 2 The art and science of multichannel marketing

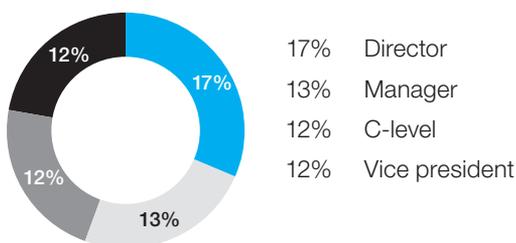
Great multichannel marketing is targeted and timely. This means marketing organizations need to be able to move fast and be extremely flexible. Organizations that orchestrate the perfect mix of internal talent, external partners and technology are the ones who successfully bring their brands to life.
- #### 3 CMOs are on track to spend more on technology than CIOs in 2017

Marketers must be strategic about investments, from technology staples like web analytics to advanced technology like multitouch attribution. Successful organizations will onboard chief marketing technologists to develop a martech roadmap, manage costs and deliver ROI through technology and innovation.
- #### 4 Marketing strategy must be grounded in data and analytics

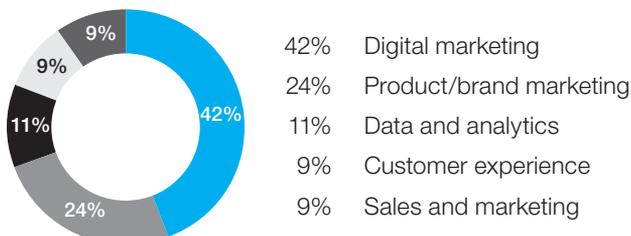
Modern, real-time dashboards deliver greater marketing insight than ever. But even leading marketers struggle to combine various approaches to measurement. Incorporating non-paid channels and tactics into media mix modeling and measuring business results beyond conversion allow data and analytics to be integrated across the organization.

### Audience overview

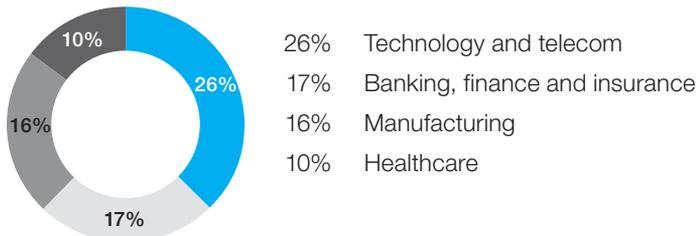
#### Top 4 job titles



#### Top 5 job roles



#### Top 4 industries



### Most-attended sessions

- A1.** Key Customer Experience Foundations for Marketing Leaders
- C1.** Marketing Technology Insight: How Brands Deploy and Leverage Martech Investments
- A5.** Create Persona-Driven Customer Journeys to Improve Customer Experience
- C3.** 20/20: Building Your Marketing Technology Roadmap for the Future
- A7.** Atomic Content: A Framework to Deliver Dynamic Content Marketing

“The only challenge in attending this conference is prioritization of what great insights to leverage and tackle post-conference. Wealth of insights, multitude of tools, a great boost to any organization’s digital strategies.”

Nicole Ellis,  
Senior Marketing Communications  
Manager, Rich Products

### What attendees were saying

“This is one of the industry’s best marketing events! Great content and insights, and the networking with analysts and peers has validated my thinking, but also given me many new ideas to consider.”

**Kim Gibbons**  
CMO, NetNumber

“The neutral point-of-view from industry experts that Gartner provides is invaluable. Gartner Digital Marketing Conference allows me to really focus on how to navigate changes. See you next year!”

**Paul Astrom**  
Director, Marketing Analytics and Strategy, Hawaiian Airlines

“Easily the most well-organized digital marketing event I’ve ever attended. Truly an event for the enterprise with great speakers and focused, relevant topics. Can’t wait until next year.”

**Dana Van den Heuvel**  
SVP, Digital Marketing Director, Associated Bank

### Gartner Events On Demand

Missed a session or need a refresher? Attendees of our 2017 conference get access to Gartner Events On Demand sessions for one year.

[View Events On Demand](#)

### Attended the 2017 event?

Download our customizable post-event trip report to organize your key take-aways and show your ROI of attending!

[View customizable report](#)

### Marketers give back

We continue our partnership with Life is Good Kid’s Foundation and raised thousands of dollars on-site to help children in need through T-shirt sales.

[Learn more and donate!](#)