

# Gartner® Digital Marketing Conference

## 2018 Conference Highlights

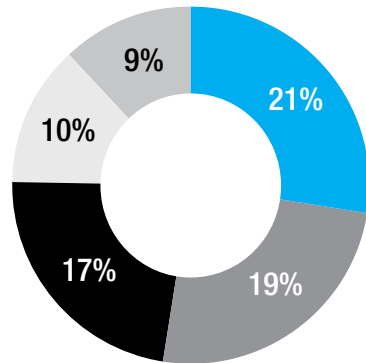
Marketing leaders learned how to think big, execute smart and deliver growth in a challenging and polarized market environment.



#GartnerDMC

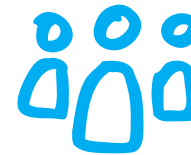


# By the numbers

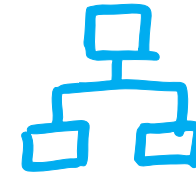


## Top 5 sectors

- 21% Technology and Telecom
- 19% Banking, Finance & Ins
- 17% Manufacturing
- 10% Services
- 9% Healthcare



1,300 attendees



50% of the attendees are director level and above

## Sample attendee organizations:

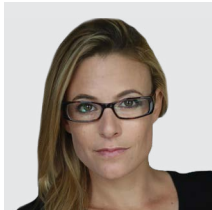
- |                        |                                |                    |  |                               |
|------------------------|--------------------------------|--------------------|--|-------------------------------|
| AARP                   | Charles Schwab & Co Inc        | Ford Motor Company | Office Depot                             | Thermo Fisher Scientific      |
| Accident Fund Company  | Chemetall                      | Globosat Ltd       | Pacific Life Insurance                   | Toyota Financial Services     |
| ActionIQ               | Chick-Fil-A Inc                | Grupo Bimbo        | Pearson Educational Measurement          | University of Phoenix         |
| Adaptive               | Christian Broadcasting Network | HealthEquity       | Pennsylvania State Employee Credit Union | USAA                          |
| Adobe Systems          | Citibank                       | Home Depot         | Shaw Industries                          | Vanguard Group                |
| AllianceBernstein (LT) | CUNA Mutual                    | Hootsuite          | Sitecore USA Inc                         | Vision Service Plans          |
| Altria Group           | Delta Airlines                 | Kohler Company     | Southern New Hampshire University        | Webster Financial Corporation |
| Antenna                | Eli Lilly                      | Land O'Lakes       | Suntrust Service Corp                    |                               |
| Ardent Mills           | ExxonMobil                     | Les Schwab         | Take-Two Interactive Software Inc        |                               |
| Bahrain Petroleum Co   | Federal Home Loan Mortgage     | LPL Financial      |  |                               |
| Bayer                  |                                | Medtronic          |  |                               |
|                        |                                | Nu Skin            |  |                               |

# Keynote Speakers



**Phil Hansen,**  
Artist and Author

Phil's message of finding creativity within limitations inspired us to look inside ourselves for resources that can transform our challenges into opportunities for success. And like his message, he showed us through his art how we can work together to create a unique visual outcome. Our portrait of Albert Einstein is fabulous.



**Tali Sharot, Author**  
and Professor

We all find ourselves in personal and professional settings where we want to affect others people's behavior or opinions. Some people are good at this — others, less so. Tali showed us through neuroscience and behavioral economic research how the human mind operates and the critical role emotions play on influence, the shortcomings of data and the importance of curiosity.

## Most-attended sessions

**C4.** Build Your Dream Team: Vital Roles for Modern Data-Driven Marketing Organizations **Christi Eubanks**

**A7.** From Strategy to Execution: Essential Gartner Insights for Marketing Leaders **Anna Maria Virzi, Ewan McIntyre**

**D3.** 20/20: Five Ways AI Will Transform Marketing in the Next Five Years **Mike McGuire, Suzy Deering**

**C2.** It's in the Numbers: Key Findings From Gartner's 2018 Marketing Analytics Survey **Lizzy Foo Kune**

**B1.** Multichannel Marketing and Customer Experience: Mission-Critical Success Factors **Adam Sarner, Augie Ray**

# Smarter With Gartner Highlights:

## Top 7 Take-Aways

Bringing together expert analysis, data-driven benchmarks and peer-proven best practices from Gartner L2, Iconoculture, CEB and Gartner, the 2018 event pushed us to look at the fast, frenetic, fantastic future of marketing.



**Elevate how you implement your marketing strategy**



**Understand customer data platforms**



**Have a plan for the platform titans**



**Take your data and analytics capabilities to the next level**



**Prepare to market in the era of fake news**



**Optimize your agency and in-house talent**



**Build powerful CX experiences**

**Read the full article** on Smarter With Gartner.

**Log into Events Navigator** to listen to recorded sessions or view presentations.

Gartner clients can access the research here or email us at [gml@gartner.com](mailto:gml@gartner.com) to learn more.

# Back at the office

Now that you've had some time to digest the research and recommendations, we hope you have clear action items to implement in the near term and future. To get the most from your experience and to share with your colleagues, we suggest these next steps:

## 1. Download presentations via Gartner Events Navigator

Did you miss a session? You can still access the event documentation and listen to available audio recordings from many presentations. Access the mobile app or log in online.



## 2. Key lessons

Recap the notes you made from the most relevant presentations and Gartner analyst one-on-one meetings. Have you implemented anything yet? If not, why not create your very own action plan for the next 3, 6, 9 months?

## 3. Connect

Hopefully you found time at the conference to grow your peer network. Now is a great time to circle back with both peers and exhibitors to keep the conversations going — or even reach out to new contacts. You can connect within the Gartner Events Navigator app or website.

## 4. Follow up with us

If you need help turning your ideas into actions, contact us at [gml@gartner.com](mailto:gml@gartner.com).

# Save the date!

**Continue to think big, execute smart and deliver growth! See you next year!**

Gartner for Marketers provides objective, expert advice and proven tools you need to seize the right opportunities with clarity and confidence and stay ahead of trends that matter.

**Save the date for 2019.**

Join us April 29 – May 1, 2019, at the San Diego Marriott Marquis & Marina, San Diego, CA to help inform your marketing strategy and execute with confidence.



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