



Gartner Data & Analytics
Summit

Reaching a Global Audience with D&A

Exhibitor Success Story

Learn more about Neo4j's success



Reaching a Global Audience with D&A



Summary

Neo4j has leveraged Gartner Data & Analytics Summits since 2021 to help expand global brand awareness and engage directly with technical decision-makers. By tailoring their approach to each region, they've consistently driven high-quality engagement, generated net-new leads, and accelerated pipeline development.

Neo4j

Neo4j is a graph database and analytics platform that structures data as nodes and relationships for fast querying of complex, connected information. It powers applications where structure and context matter, like GenAI, fraud detection, recommendation systems, and supply chains, where knowledge graphs and persistent memory play a central role.

"A unique attribute of Gartner D&A is the audience. They are highly relevant folks that are keenly interested in data and what the future holds, especially around AI. This makes our conversations rich and engaging for both sides"

John Coulston, CMO at Neo4j

Objectives

- Increase awareness and thought leadership
- Generate high-quality leads
- Connect with regional prospects globally
- Understand market trends from Gartner analysts

2025 Solutions

- D&A North America: Premier Sponsor + Theater Session + Window Clings
- D&A UK: Premier Sponsor + Theater Session + Meeting Room + F&B sponsor
- D&A Brazil: Platinum Sponsor + Theater Session
- D&A Australia: Premier Sponsor with Theater + Meeting Room
- D&A India: Platinum Sponsor + Theater session

Why Gartner

- Target audience alignment: CDAOs, CIOs, and technical architects
- Brand consistency and efficiency
- Access to the technical decision-makers
- Industry presence and credibility
- Analysts-led sessions and market insight

Results

- 65% of leads worldwide were new to their database
- Top attended speaking sessions globally
- High level of lead conversion globally

Keep reading to learn how they achieved success with Gartner



A Strategic Approach to Market Expansion

Introduction

Neo4j first exhibited at Gartner Conferences in 2021, aiming to build awareness in key markets. This initiative quickly evolved into a global program designed to reach customers across regions and at different stages of data maturity.

“We’re very particular about the events we choose to participate in,” said John Coulston, CMO (interim) at Neo4j.

Neo4j evaluates events based on one key question: is the right audience present?

For Neo4j, that means connecting with Chief Data Officers, CIOs, and other highly technical decision-makers—and at Gartner D&A, they connected directly with that audience.

“A unique attribute of Gartner D&A is the audience,” said John. “They are highly relevant folks that are keenly interested in data and what the future holds, especially around AI. This makes our conversations rich and engaging for both sides.”

“We were able to connect with enterprise decision-makers as well as technical teams to help expedite conversations that might have taken months.”

Virginia Barasch, VP of Corporate Marketing at Neo4j

Creating a Global Presence

Neo4j uses Gartner Conferences as a global platform to foster high-value, in-person interactions.

“We customize our approach for every event—what works in London differs from Orlando, São Paulo, and the other locations. Each experience is unique, but across the globe we consistently drive strong engagement and meaningful conversations,” said Virginia Barasch, VP of Corporate Marketing at Neo4j.

While tactics may shift, Neo4j’s primary goal remains the same: driving awareness at the top of the funnel.

Secondarily, Neo4j focuses on building pipeline and moving prospects further down the funnel. Key metrics include marketing-qualified leads, on-site meetings, and advancing prospects toward purchase decisions.

“Gartner has consistently delivered against our objectives, year over year,” said Virginia. “Our sales teams are also highly supportive due to the level of engagement we have with customers and prospects,” she added.

One benefit of this engagement was increasing pipeline velocity.

“We were able to connect with enterprise decision-makers as well as technical teams to help expedite conversations that might have taken months,” said Virginia.

These tangible benefits drove support for D&A across the organization.

A Strategic Approach to Market Expansion (continued)

Tangible Results

Neo4j's participation in Gartner D&A Summits has delivered tangible lead generation results.

Heather Hughes, Director of Corporate Events at Neo4j provided insight around how they track success.

"We track leads from their initial engagement through signals within our customer's journey," said Heather.

"Neo4j has seen that Gartner events consistently attract serious, high-intent buyers with strong funnel engagement—and year over year, these events have driven measurable growth in both lead quality and pipeline impact," she added.

65% of leads generated at these conferences are net-new to Neo4j's database, demonstrating success in reaching new audiences across global markets.

At each event, an average of 21% of engagements visit Neo4j multiple times—whether attending a session or revisiting the booth—signaling a strong, business-driven demand for timely and relevant insights that accelerate the path to consideration.

This year-after-year success is what drives them to continue sponsoring Gartner's D&A conferences globally.

Looking Ahead

Neo4j plans to exhibit at five Gartner D&A conferences globally in 2026.

"Onsite, we're able to connect with key decision-makers and their teams to showcase the value of knowledge graphs in getting their data AI-ready," said Virginia. "GenAI is so hot right now, and with so much noise in the market, being in person allows us to work with people directly and demonstrate the real value to their business."

The team encourages other vendors not to overlook non-U.S. events. Heather added, "We're seeing incredible engagement from our target audiences in Orlando, but London is nearly equivalent with targeted companies and titles, and highly knowledgeable audiences. Brazil and other locations are showing growing promise each year, as well."

Neo4j's participation in global events underscores the importance of being present where key conversations and decisions are happening.

"Neo4j has seen that Gartner events consistently attract serious, high-intent buyers with strong funnel engagement—and year over year, these events have driven measurable growth in both lead quality and pipeline impact."

Heather Hughes Director of Corporate Events at Neo4j

Gartner®

Gartner Data & Analytics Summit



Become an Exhibitor

Meet high-level decision makers and buyers who are actively looking for solutions.



Tie your value proposition to Gartner Research



Access critical buying teams



Engage with decision makers in “buy mode”



Tell your unique story

Find your next customer



Find your next customer worldwide at Gartner Data & Analytics:

- Orlando, FL
- London, U.K
- Tokyo, Japan
- Sydney, Australia
- Mumbai, India
- Sao Paulo, Brazil