

Driving Customer Centricity Through Buyer Journey Mapping

Company Name: Eaton
Industry: Manufacturing
Revenue: \$20B+
Employees: 92,000+



Mission-critical priority

The Director of Commercial Operations and Technology at Eaton needed to embed and validate buyer journey mapping to better understand and meet the needs of diverse buying groups and personas.



How Gartner helped

The client used:

- **Gartner Buyer Journey Mapping** methodology to identify and address pain points throughout the buyer journey, refining sales stages and tailoring marketing content for various channels
- **Gartner Insights and templates** to reshape and develop campaign strategies for classic digital marketing channels



Outcome

With support from Gartner for Marketing, the client:

- **Validated their campaign strategies**, challenged existing assumptions, and gained new perspectives, leading to more confident and swift decision-making
- **Developed more buyer-centric campaigns and content**

"It's been really influential and helped us think differently about how to apply marketing content that really makes a difference." - Nina Bennett, Commercial Operations and Technology Director, Eaton