

Elevating Digital Marketing Strategy and Accelerating Lead Generation

Company Name: BNP Paribas
Industry: Financial Services
Revenue: \$53B+
Employees: 177K+



Mission-critical priority

The Global Head of Digital Marketing & Growth Programs at BNP Paribas aimed to develop a robust content strategy and framework for lead generation and nurture campaigns, ultimately converting leads into sales opportunities.



How Gartner helped

The client used:

- **Gartner Critical Capabilities tool** to evaluate and shortlist Digital Experience Platforms (DXPs) based on specific requirements, narrowing down the best-fit solutions for the organization.
- **Gartner research, analyst calls, and webinars** for frameworks, face-to-face discussions, idea exchange, and actionable insights tailored to digital marketing challenges.



Outcome

With support from Gartner for Marketing, the client:

- **Surpassed industry benchmarks** for lead generation and engagement, earning award-winning results.
- **Advanced the digital marketing program**, building foundational capabilities and accelerating team maturity.
- **Enhanced cross-functional collaboration**, establishing marketing as a key strategic partner to sales and other functions.