

Evaluating Marketing Technology

Company Name: Anonymous
Industry: Furniture
Revenue: Approximately \$500 million
Employees: 1,500+



Mission-critical priority

The client needed to select the best martech to grow its company's audience and brand awareness.



How Gartner helped

- **Gartner's peer reviews, Magic Quadrant and Market Guides** helped the client avoid lengthy RFP vendor selection process and provided unbiased insight into an array of vendors.
- **Expert advice and support** helped showcase capabilities within the client's existing platforms and implement a new tool.



Outcome

With support from Gartner for Marketing, the client successfully:

- **Saved the team 3 to 6 months** on a failed rollout.
- **Gained information and confidence** to continue using its existing content management platform until it had the resources and budget to support a change.

"After talking to existing partners ... it was nice to take our shortlist to the experts at Gartner to help us stack up the finer details against our business goals. I appreciate you and all the incredible insights you provide us with!"

- Director, creative and technology