

Helping a New CMO Enhance Marketing Credibility and Business Alignment

Company Name: Dickinson Financial Corporation
Industry: Financial Services
Revenue: \$1.5B
Employees: 1,000+



Mission-critical priority

The CMO at Dickinson Financial Corporation aimed to transition its marketing function from a cost center to a revenue-generating entity by building credibility and alignment between leadership and the marketing team.



How Gartner helped

The client used:

- **Gartner Marketing Score tool** to identify gaps between leadership priorities and marketing objectives, providing a clear roadmap for growth and alignment
- **Gartner Insights** to facilitate organizational alignment and to revamp marketing campaigns, shifting focus from bottom-of-the-funnel tactics to a comprehensive customer journey approach



Outcome

With support from Gartner for Marketing, the client:

- **Achieved alignment** between marketing strategies and overall business goals, accelerating the transition to a revenue-generating center
- **Significantly improved customer acquisition** by reimagining campaigns based on Gartner's insights
- **Enabled strategic foresight**, allowing the organization to plan effectively for future growth and challenges

"Gartner enables me to say, what do I need to do tomorrow and pull back and say strategically, what do I need to be thinking about next year and the year after that...and that is what really makes this relationship so valuable to our organization."

- Jessica Gardner, CMO, Dickinson Financial Corporation