

Selecting and Optimizing Martech Stack

Industry: Insurance
Revenue: \$7B
Employees: 5,500



Mission-critical priority

The newly appointed Chief Marketing Officer (CMO) aimed to assess and determine the optimal vendor mix and budget for optimizing the martech stack.



How Gartner helped

The client used:

- **Gartner Magic Quadrant** and **Advisory Services** to evaluate the existing technology stack, identify new solutions to meet requirements and select vendors for initial evaluation, optimizing the overall marketing spend



Outcome

With support from Gartner for Marketing, the client:

- **Streamlined vendor evaluation, cutting time from 8 months to 1 day**, resulting in significant **cost and time savings**
- Successfully **built a compelling business case, securing board buy-in** for a new solution
- **Evaluated the organizational structure** to support martech stack and elevate marketing impact