

Gartner
MARKETING
SYMPOSIUM | Xpo™

The World's Most
Important Gathering of
CMOs and Marketing
Executives™

Denver, US | London, U.K.

**Key Insights From
Top Sessions**



Gartner Marketing Symposium/Xpo™ Conference

Denver, CO | London, U.K

[View Full Agenda](#)

Missed the 2025 conference?

Visit our website to learn more about the key insights and take-aways from this unique gathering of marketing leaders.

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Tracks at a Glance

Attendees participated in 140+ Gartner research-backed sessions designed to empower CMOs and marketing leaders to navigate disruption and budget constraints by unlocking greater efficiency and effectiveness. Each track focused on adapting to emerging technologies, harnessing AI-driven productivity, and elevating customer experiences to drive growth and enhance cross-functional collaboration.

Lead Ahead of the Curve to Drive Business Value

Strong leaders encourage effective collaboration and innovation, which produces better results and in turn, attracts and retains top talent. Learn how to energize your team and better manage your marketing agencies.

Develop and Deliver a Measurable Marketing Strategy

Developing and executing a calculated, future-proof marketing strategy is more challenging than ever. Evolving expectations of marketing’s role demand an effective value proposition. Explore ways to improve the connections among strategy, operations and analytics.

Deliver Growth and Loyalty With Powerful Customer Experiences

The customer is rapidly evolving, and their loyalty is no longer guaranteed. CMOs need to elevate customer understanding to drive broader value. Learn how to cultivate marketing-led, organizationwide customer centricity to drive long-term customer loyalty.

Establish an Effective Multichannel Marketing Strategy

Thrive in a world where omnichannel and multichannel efforts have stalled, emerging tech is upending, and customers are overwhelmed with content. Gain practical advice on building, scaling and accelerating your approach across digital and channel marketing.

Increase Sales Through Integrated Buying Experiences

Buyers have largely turned to self-directed, digital channels to conduct buying activities. Discover the emerging human-based components, tools and technologies to create tightly integrated experiences and expedite revenue growth.

Transform Your Organization Through Strategic Brand Management

Marketing leaders face pressure to evolve and align brand narratives to ensure differentiation and credibility and to prove value from brand investments. Learn how to demonstrate value, organize for success and protect the brand’s long-term health.

Insights from the preeminent gathering of CMOs and marketing leaders

In an era of disruption and tightening budgets, exceeding expectations requires unlocking greater efficiency and effectiveness to drive growth and enhance cross-functional collaboration. Emerging technologies are challenging marketers to adapt their operations, harness AI-driven productivity and elevate customer experiences.

Successful chief marketing officers (CMOs) embrace change and take on the role of transformative leaders, enabling their teams to become more effective and efficient. By leveraging emerging technologies to amplify marketers' strengths, they can achieve profitable growth and showcase the importance of marketing.

To gain insights on strategies and frameworks for CMOs and marketing leaders to drive impactful change within their organizations, explore the findings from the **2025 Gartner Marketing Symposium/Xpo™ conference**. Discover top actions and recommended resources from high-rated, analyst-led sessions that can help you:

- **Lead** ahead of the curve to **drive business value**.
- **Develop** and **deliver** a measurable **marketing strategy**.
- **Deliver growth** and **loyalty** with powerful customer experiences.
- **Establish** an effective **multichannel marketing strategy**.
- **Increase sales** through integrated buying experiences.
- **Transform** your organization through **strategic brand management**.

“Amid market volatility and a rapid pace of change, the expectations placed on CMOs and their teams are not easing. This conference established practical steps in numerous areas for marketing leaders to navigate these challenges, helping them lead and shape their own markets and drive improved performance.”



Matt Moorut
Conference Chair and
Senior Director Analyst
Gartner

Understanding Your CEO: Essential Insights From Gartner's 2025 CEO Survey



Ewan McIntyre
VP Analyst

Session summary

In today's landscape, delivering results is just the baseline for CMOs. To thrive, they must raise their leadership profile in the C-suite, as CMOs often fall short of expectations while struggling to prove marketing's value to the C-suite. Building marketing's credibility requires CMOs to better understand their CEOs.

This session explored data points from the Gartner CEO and Senior Business Executive Survey and provided actionable insights on how CMOs can bridge the gap with their executive peers.



84% of CMOs report high levels of strategic dysfunction within their organization.

Key actions for marketing leaders

- **Use marketing as an insight engine:** Lead market research to understand local consumer behaviors and tailor strategies accordingly. Plan scalable organizational models to enhance marketing capabilities across regions.
- **Invest in intelligent machines:** Enhance your marketing workforce with intelligent technologies to build robust business capabilities and transition to dynamic operations.
- **Voice of the customer:** Strengthen voice of the customer initiatives and balance AI capabilities with customer price sensitivity and brand trust.
- **Coach and partner with your CEO:** Engage and educate your CEO on emerging brand risks, particularly those amplified by AI advancements, and advocate for brand investment as both a growth tool and a means to mitigate potential losses in a heightened risk environment.
- **Human-machine workforce strategy:** Collaborate with HR to develop a dynamic workforce strategy, modeling the future of work within the marketing department.

How to get started:

- Learn [five strategies to boost influence and prove marketing's value](#) (free research).
- Read [this document](#) and learn what CMOs do differently to elevate their leadership effectiveness.

Signature Series: Key Insights From 2025 Gartner CMO Spend Survey



Ewan McIntyre
VP Analyst

Session summary

For over a decade, Gartner's annual CMO Spend Survey has served as the primary report on the state of marketing's spending power and priorities.

In this session, attendees received an exclusive preview of key insights from the 2025 study, highlighting the top 3 budget challenges that CMOs can face in 2025.



55% of CMOs plan to increase their spend on performance channels in 2025.

Key actions for marketing leaders

- **Marketing budgets remain stagnant:** As the trend of constrained budgets continues, marketing leaders must adapt to operating with limited financial resources.
- **Strategic reallocation for media spending:** CMOs are finding innovative ways to reallocate and optimize their budgets to maintain or increase media spending despite financial constraints.
- **Enhancing marketing productivity:** To drive growth, CMOs are prioritizing initiatives that boost marketing productivity and efficiency, ensuring maximum impact from every dollar spent.

How to get started:

- See [how your spend decisions compare to those of your peers](#) polled in the 2025 CMO Spend Survey (free research).
- Learn [how CMOs can plan in a volatile environment](#).

The Human-Machine Connection: What AI Means for the Customers of the Future



Lizzy Foo Kune
Distinguished VP Analyst

Session summary

By 2035, the emergence of nonhuman customers — such as GenAI, machine customers and digital twins — will revolutionize the landscape of customer interactions. Currently, the human-to-machine relationship in customer dynamics is still in its early stages, leading to evolving human behaviors.

This session explored insights into how businesses can adapt to these changes, seamlessly integrate human connection with automation, and develop strategies to ensure no customer is overlooked in this brave new world.



Marketing leaders who report high GenAI readiness are 2x more likely to demonstrate marketing's value and receive credit for it.

Key actions for marketing leaders

- **Harmonize human connection and automation:** Understand and cater to your audience's preferences by balancing personal interactions with automated solutions, considering the varying “AI mindsets” of your customers.
- **Develop strategic long-term plans:** Integrate the emergence of intelligent, adaptable and autonomous nonhuman entities into your strategic planning to stay ahead in the evolving market landscape.
- **Embrace a diverse customer base:** Anticipate a future where your customers are a mix of humans and machines. Strategize now to maximize the benefits from your AI investments and enhance customer engagement across all platforms.

How to get started:

- Leverage this guide to [applying AI in marketing](#) (free research).
- Learn [how to evolve AI-enabled capabilities](#) to reach marketing goals.

Signature Series: How to Become a Genius Digital Marketing Brand



Matt Moorut

Senior Director Analyst

Session summary

Each year, Gartner benchmarks brands based on their digital marketing performance, with only a select few earning the prestigious “Genius” classification.

In this session, attendees received valuable insights into the strategies that underpin digital marketing excellence. These insights are intended to help attendees adopt best practices and improve their own digital marketing performance.



CMOs with long-term strategic plans are 1.5x more likely to report high performance.

Key actions for marketing leaders

- **Boost strategic planning capabilities:** Embed strategic thinking across all levels of your marketing teams. Focus collectively on long-term strategy rather than short-term plans.
- **Enhance customer understanding:** Prioritize customer insights to differentiate value across channels. Develop a long-term strategy for key technologies, recruit talent to enhance tech utilization and refine processes to maximize data value.
- **Create perspective-changing experiences:** Pay close attention to the full customer journey, identifying the most valuable touchpoints and segments to act on.

How to get started:

- Leverage the [Digital IQ Strategy Guide for CMOs](#) to boost your brand’s digital success (free research).
- Read [this document](#) to learn how “Genius” brands foster innovation via long-term strategy and deepen customer understanding with tech and talent.

Elevating Marketing's Role in B2B Account Growth



Kristina LaRocca-Cerrone
VP, Advisory

Session summary

Marketing teams are increasingly focused on driving profitable growth by expanding existing accounts. A key strategy involves leveraging a “flywheel of reciprocity,” which is powered by customer satisfaction and initiated through marketing outreach. However, customer satisfaction alone is insufficient for driving growth. Marketers must also enhance buyer decision confidence to achieve success.

In this session, attendees gained valuable insights into specific tactics that increase the likelihood of account growth.



71% of CMOs are held accountable for growing revenue through existing customers.

Key actions for marketing leaders

- While **customer satisfaction** is linked to repurchase, it **doesn't predict account growth**. Buyers view growth decisions as risky organizational changes, needing more than satisfaction to advance.
- **Customers' decision confidence** — their belief and affirmation in exercising sound judgment — is the **strongest driver** of high-quality account growth.
- **Marketing can boost decision confidence** by delivering content and digital experiences that guide customers through organizational change successfully.

How to get started:

- Learn how to **build a customer journey** that delivers customer satisfaction, loyalty and advocacy (free research).
- Learn how to **drive B2B account growth by boosting customer decision confidence**.

Reframing Brand Awareness and Its Commercial Importance



Alex De Fursac Gash
VP Analyst

Session summary

Achieving the right type of brand awareness is essential for companies aiming for growth, yet it can be challenging even with a substantial budget.

In this session, attendees gained valuable insights on:

- Effectively showcasing the importance of brand awareness investments to secure internal buy-in
- Designing and deploying the most suitable type of brand awareness strategies
- Best practices for selecting channels and crafting messages that effectively support brand awareness



83% of CMOs feel confident that investing in brand drives business results.

Key actions for marketing leaders

- **Elevate your brand's impact:** Investing in brand awareness is a strategic move that supports long-term business outcomes.
- **Sustain your brand presence:** Effective brand awareness combines high visibility with strong audience affinity, ensuring your brand remains top of mind.
- **Maximize the impact of your awareness efforts by:**
 - Focusing on channels that drive the most significant impact for your brand
 - Clearly defining and establishing the unique space your brand occupies in the minds of your target audience
 - Designing and deploying content that aligns your core brand values with timely, relevant events to enhance engagement and resonance

How to get started:

- Measure and assess your brand health with this [six-point framework](#) (free research).
- Get the [CMO's guide to demonstrating the commercial impact of brand investments](#).

Develop a resilient marketing strategic plan and a cost optimization strategy that works — even in volatile times

Align your enterprise strategy with specific functional initiatives to create a clear roadmap for achieving business goals, while strategically managing your marketing budget.

Guide

Your Guide to Marketing Strategic Planning Success



Effective marketing strategic planning connects your enterprise strategy to specific initiatives for your function. Use this one-page marketing strategic planning template to:

- **Build** a clear and measurable marketing strategic plan that aligns with organizational goals.
- **Capture** your marketing strategy effectively.
- **Communicate** your marketing strategy clearly to stakeholders.

[Get Started](#)

Framework

Your Cost Optimization Decision Framework



Cost optimization helps you reduce unnecessary spending, enhance marketing performance and reinvest in high-value areas. Marketing leaders can use this framework to:

- **Prioritize** cost optimization opportunities and assess their impact on key decision criteria.
- **Evaluate** trade-offs among benefits, risks and viability of initiatives.
- **Visualize** trade-offs by mapping initiatives on a grid to build buy-in.

[Get Started](#)

Position your marketing organization for success by exploring these additional complimentary tools for marketing leaders:

Gartner for Marketing Score



Use this tool to evaluate the maturity of your marketing function using objective, peer-based performance standards.

Gartner Marketing Budget & Efficiency Benchmark



Use this Gartner benchmark to optimize your spends and prioritize investments.

Gartner Digital IQ Index



Benchmark your brand's digital performance against industry competitors to prioritize investments and maintain relevance.

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Get access to even more resources in your client portal.

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Gartner for Marketing

Explore insights, guidance and tools to enable faster, smarter decisions and stronger performance on your mission-critical marketing priorities.

Actionable Insight

Be a better marketing leader

Exclusive content on strategy, leadership and best practices to help marketing leaders excel in their roles and accelerate data-driven decision making at the organization

Be a better business partner

Cross-functional insights to improve collaboration and better apply data and analytics across the business

Thrive with tech insights

Prepare for the future by focusing on digital innovation to drive business transformation

Drive business impact through world-class marketing.

Decision-making tools

Tools to turn strategy into action by helping accelerate key initiatives and drive better business outcomes

Peer networks

One-on-one chats with other industry leaders, peer-led discussions, polls and access to technology ratings and reviews

Engaging events

Access to Gartner Marketing Symposium/Xpo™ conference with numerous educational breakouts and many more opportunities to connect with peers and Gartner experts

Become a Client



Save the date for 2026!

Gartner® **MARKETING** **SYMPOSIUM | Xpo™**



11 – 12 May 2026 | London, U.K.

8 – 10 June 2026 | Denver, CO

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Get actionable, objective insight to deliver on your mission-critical priorities. Our expert guidance and tools enable faster, smarter decisions and stronger performance. Contact us to become a client:

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