

Refining Go-to-Market Positioning to Successfully Pivot Toward AI and Data Services

Company Name: DataArt
Industry: IT Services
Revenue: \$800M
Employees: 6,000

 **Mission Critical Priority** Scott Rayburn, Chief Marketing Officer at Data Art, sought Gartner's support to navigate AI disruptions and sustain revenue growth.

How Gartner helped

- **Analyst Inquiries & Briefings:** Validated growth strategy and guided their pivot to AI services.
- **Document Reviews:** Refined go-to-market and paid media strategies, boosting marketing performance.
- **"Ask Gartner" Tool:** Enabled rapid navigation of Gartner's research library for instant insights during meetings



Outcome

- Revenue Growth: Validated multi-year strategy and achieved nearly **10% revenue growth**.
- Marketing ROI: Boosted channel performance, leading to **higher click-through rates and ad impressions**.
- Efficiency: Gained **hyper-efficient research access**, delivering rapid answers before or during calls.



Working with Gartner has been instrumental in improving our go-to market position, and making sure that it resonates with enterprise buyers.

