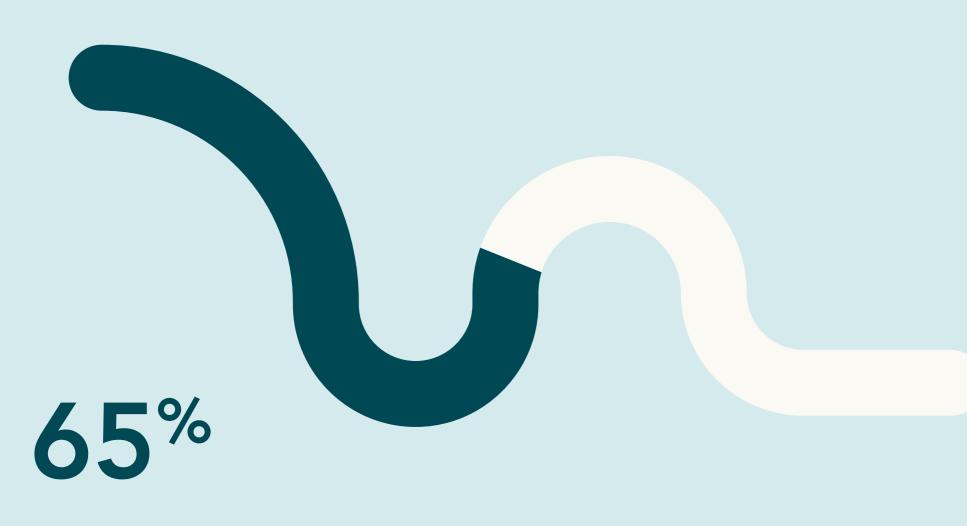


2026 Marketing Reset:

The 5 Forces CMOs Can't Afford to Ignore

Flat budgets, Al-influenced buyers, and rising growth targets demand a new playbook. Here are the five forces every CMO must address for 2026 success.

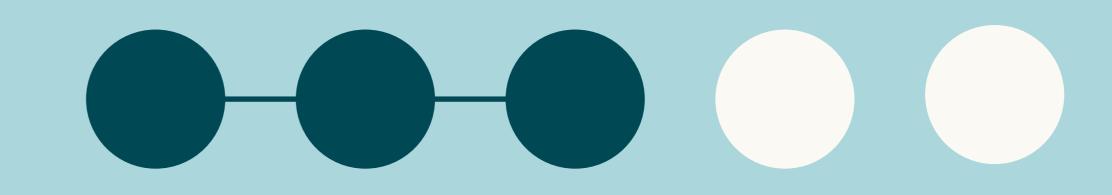
FORCE 1: B2B Buying Dynamics Shift



of buyers say providers could have done more to make the buying process easier

FORCE 2:

Al Moves from Pilot to Priority

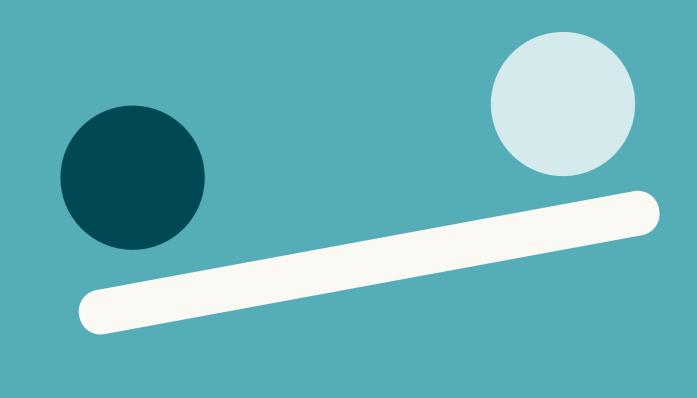


3 in 5

#1

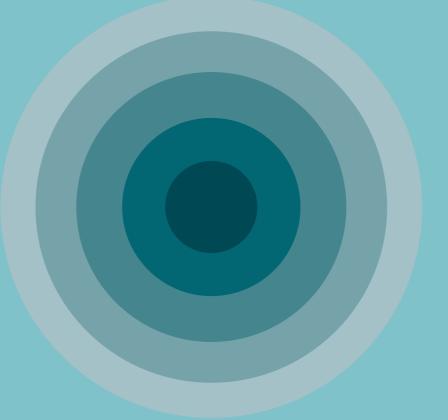
CMOs are increasing investment in generative Al-related training and enablement

FORCE 4: The Demand Engine Rebalances



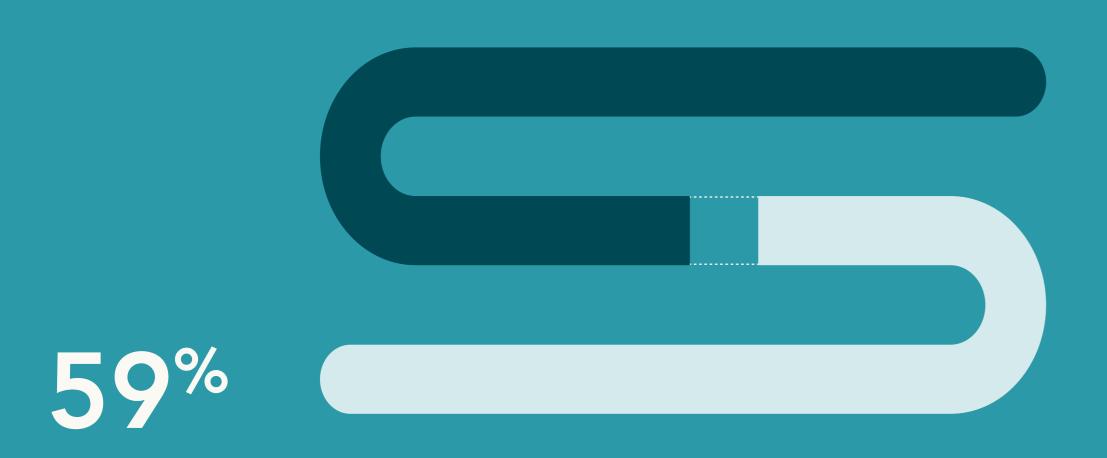
priority for CMOs is key account growth, but balancing new vs. existing investments is the top challenge

FORCE 3: Growth Bets Consolidate



marketing transformation initiative for 2026 is enhancing client-centricity across GTM functions

FORCE 5: Capability Gaps Widen



of organizations have an unstructured, ad-hoc approach to enabling their marketing teams

Register for the 2026 Marketing
Reset webinar to discover more about
the forces reshaping marketing and
learn how optimize your GTM plan

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