

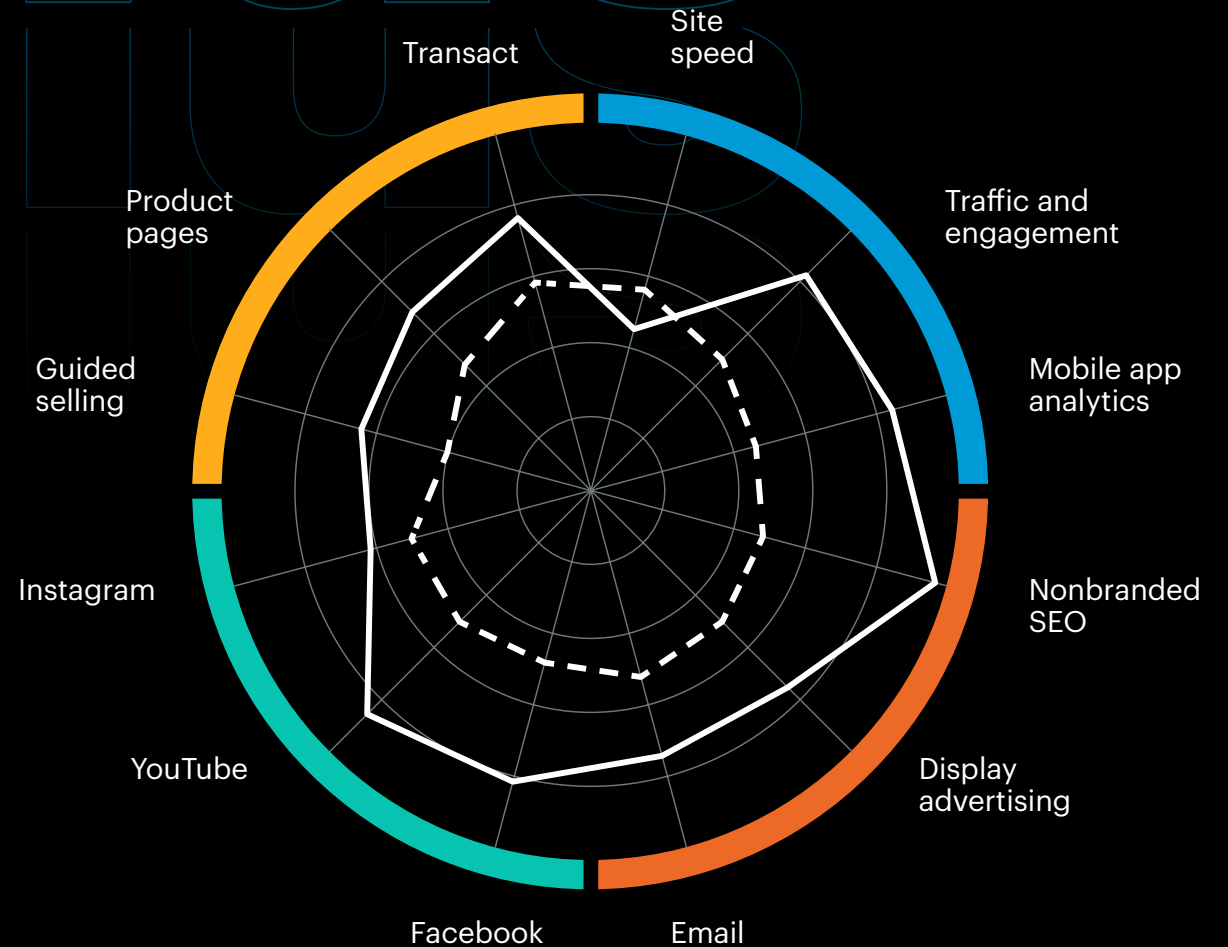
Genius

The 2022 Gartner Digital IQ
Index Genius Brands

Anatomy of a Genius Brand

The Gartner Digital IQ Index is an annual ranking of brands within a given industry based on digital investments and performance. For each brand, Gartner measures hundreds of data points across four dimensions of digital in a quest to quantify a brand's digital aptitude and digital maturity relative to its industry peers.

The best of the best are Genius Brands. Though each industry has its own set of characteristics that influences operations and competition, Genius Brands share some common attributes. Here, we highlight some winning brands and the common features they share so you can apply them to your organization.



The Digital IQ Index chart highlights the relative performance of a given brand versus the index average parsed across 12 critical components of digital marketing within the four primary dimensions of analysis.

Ranking the Genius Brands

Gartner indexed 1,360 brands for the Digital IQ studies. Total scores fall into one of five classes: **Genius**, **Gifted**, **Average**, **Challenged** and **Feeble**. Only 45 of brands earn the Genius rank — just 3% of analyzed brands.

Genius brands

45

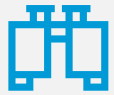
studies

15

vs. total number brands

1,360

Data That Powers the Digital IQ Index



Manual Data Collection

A global team gathers observational data from brand sites and mobile apps.



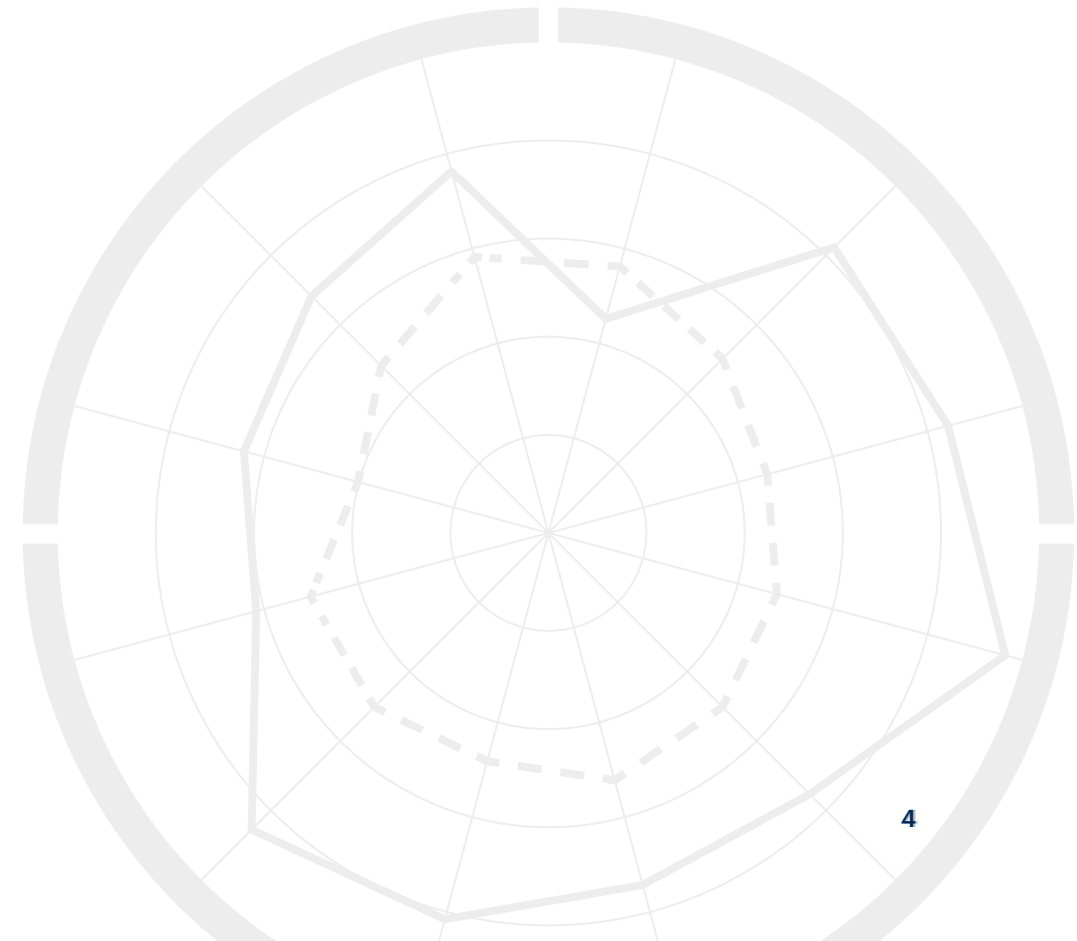
Proprietary Tools

Gartner-designed crawlers capture daily data from multiple platforms.



Third-Party Data Providers

Data organizations provide insights and benchmarks related to digital marketing channels.



Genius Brands Operate in Every Major Industry



Meet the Genius Brands



Amazon

Dell

Kaiser Permanente

Miracle-Gro

Tide

Bell

Domino's

Kate Spade

Nike

Tiffany & Co.

Ben & Jerry's

DUPIXENT

L'Oréal Paris

Pampers

Toyota

Benjamin Moore

Fidelity Investments

Lenovo

Progressive Insurance

TRELEGY

Capital One

Folgers

Leonardo

Red Bull

Trulicity

CAT

Ford

Louis Vuitton

State Farm

UCLA Health

Charles Schwab

GEICO

Maybelline

Taco Bell

Vrbo

Chase Bank

Honeywell Aerospace

Mayo Clinic

The Home Depot

Walmart

Clorox

John Deere

Mercedes-Benz

TIAA

Wells Fargo



The image shows the interior of a van with light-colored wood paneling on the walls and ceiling. Two circular recessed lights are visible on the ceiling. The back window is open, providing a view of a vast, mountainous landscape under a blue sky with scattered white clouds. In the foreground, a bed with a white, textured blanket is visible, partially framing the window view.

Brand Profiles

Mercedes-Benz rose to the top of the Genius ranks based on its skill in digital marketing. Using keywords specific to vans (e.g., 4X4 van and van life) gave the brand high visibility on organic and paid search for both desktop and mobile.

On Instagram, Mercedes-Benz drove interactions that are 10 times above the industry average and grew its community by 21% year over year. Its second-place Digital IQ Index ranking on Twitter is based on community size and engagement, including its 87% year-over-year increase in per-tweet interactions.

Ben & Jerry's thrived in the social sphere. It dominated Twitter with the second-highest number of interactions per proactive Tweet for the food and beverage industry, and earned nearly 30K interactions per post on Instagram, placing it among the top 4 brands on that platform. Guided selling, content and product pages, and transact scores helped to lift Ben & Jerry's into the realm of Genius Brands.

Ben & Jerry's brings its own unique flavor to social campaigns through compelling content focused on political and social justice issues — a hallmark of its brand identity. In one recent video designed to promote a new flavor, "Change Is Brewing," the brand highlighted the need for public safety agencies to engage more with community needs. The video earned nearly 4.5 interactions per 1,000 subscribers — nearly four times the average for its product videos. The brand is committing 5% of the profits from sales of "Change Is Brewing" to community initiatives supporting youths.

What we hear from Genius Brands

"We have a monthly planning meeting with all the stakeholders to make sure people are invested and involved and perspectives are heard. We hired photographers so we worked directly with photographers; instead of hiring an agency, we were kind of doing the concepting, the ideation and working directly with them."





Clorox is best-in-class across the social and digital marketing dimensions.

Its surface care products led the Index across social media with YouTube videos about disinfecting and sanitizing that garnered the highest video view count and drove a 30% year-over-year increase in channel subscriptions. For digital marketing, Clorox achieved the second-highest score with nonbranded paid search that increased brand visibility.

Clorox also capitalized on the rising trend in consumer at-home, DIY projects, with educational content on its website that tapped into consumer aspirations to learn new skills while spending more time at home. The brand leveraged relevant, useful content that included long-tail keywords to grab attention in a crowded search landscape.

What we hear from Genius Brands

“We put in place a very robust capability agenda and it was pretty end to end. We believe there is first-mover advantage to figuring this personalization thing out.”

ScottsMiracle-Gro leaned in across path to purchase and digital marketing to achieve a top 10 rank in each dimension.

Consumers in quarantine spent more on their homes and gardens, which helped drive a 147% increase in U.S. sales in 2020. Robust pages showcased product attributes and functionality, earning Miracle-Gro the second-highest score across website content and product pages. As the Index leader in e-tail (a subcategory of the path to purchase dimension of the Index) the brand maintained visibility by making key investments in branded and nonbranded sponsored search. They also promote guided selling tools and educational content and bundles to differentiate their brand site experiences from retail partners.

For digital marketing in 2020, the brand took a two-pronged approach of focusing on display awareness through the spring before shifting to paid search in July. Several Scotts brands also use direct-to-consumer and subscription plans to drive recurring revenue.

What we hear from Genius Brands

“The first step is to start from the end, so what is the end goal our customers want to accomplish? Then, back off from that to understand customers' barriers and understand the knowledge gaps they may have. And then within that, decide if you're going to make something new. Do we have to build something from scratch? Is there something out there that exists that we can license — that we can partner with somebody on?”



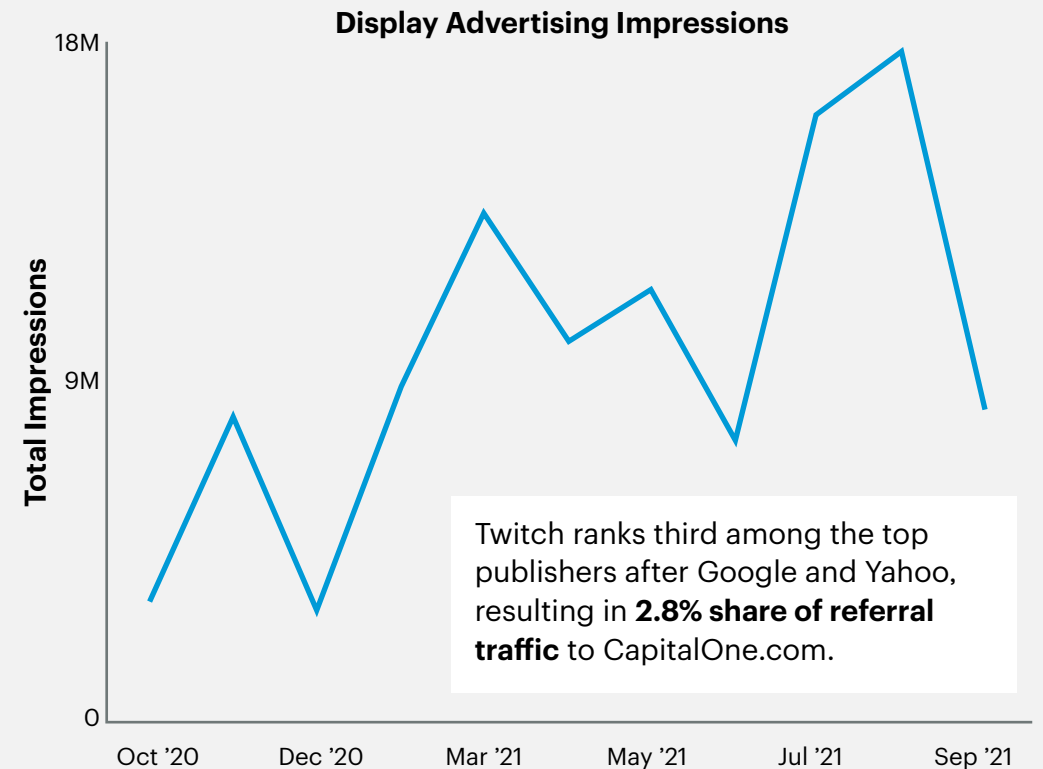
Capital One achieved strong cross-channel performance and ranked in the top 8 across all four Genius Brand dimensions. Capital One also topped the J.D. Power 2021 U.S. National Banking Satisfaction Study.

Capital One’s success is grounded in strong performance in multiple arenas. It thrives in mobile app analytics, where it earned an average iOS rating of 4.84, and it had the second-highest number of iOS app downloads, with five times the average downloads for its industry on the Index. Capital One also boasts 2.5 times the monthly average users compared to other Index brands. Finally, Capital One is a top performer in email, with an estimated average open rate of 81% and the highest average monthly website visits from email.

As an incumbent going head-to-head with segment-focused neobanks, Capital One should also inspire peers with its strategy of being in the right place at the right time on social platforms. In one campaign, the bank partnered with Twitch, the video game streaming platform, to sponsor its annual “SUBtember” program that provides incentives for subscribers to engage with streamers. Capital One also partnered with Twitch Rivals to sponsor Community Quest, where people go head-to-head to play games and win prizes.

Display Advertising: Total Impressions

Oct. 2020 to Sep. 2021



Twitch ranks third among the top publishers after Google and Yahoo, resulting in **2.8% share of referral traffic** to CapitalOne.com.

Source: Gartner analysis of Pathmatics data, Twitch.tv

Closing

CMOs have gone to heroic ends over the past two years to keep their organizations delivering strong experiences to customers across digital channels — and the heat remains high. Whether you're in retail or banking, banking, CPGs or automotive, your organization is still dealing with disruption.

This year's Genius Brands provide inspiration for how early and ongoing digital investments can enable growth in an uncertain environment. The Index is way more than just a list — it's a tool that helps marketing leaders contextualize brand health and investments, imagine new opportunities and inform their strategic roadmap. Ultimately, you can use it to catalyze more strategic conversations.

Gartner experts engage regularly with clients to talk about the actions and strategies that differentiate Genius Brands. Schedule an inquiry today with our industry experts to contextualize the results for your brand.

Actionable, objective insight

Explore these additional complimentary resources and tools for marketing leaders:

Research



Digital IQ: Advertising Benchmarks

Enhance your digital advertising strategy and execution.

[Download Research](#)

Webinar



The Gartner 2021-2022 Genius Brands: Achievement in Digital Marketing Excellence

Learn from those who achieved digital marketing excellence to apply best practices to your brand.

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