



10 Big Things

MMA Solution Provider Members Get

in 2026

How platforms, adtech/martech, consultancies, data companies, and strategic services firms use MMA to grow the market, shape standards, and deepen enterprise relationships.

EXECUTIVE SUMMARY

Dear Marketing Solutions Leaders,

The Marketing + Media Alliance exists for one purpose: to make marketing more valuable, more credible, and more defensible. As a global non-profit led by CMOs, MMA operates without commercial bias, influence, or consultancy agenda. Its role is to develop, test, and codify evidence-based marketing knowledge through multi-year labs, real-world experimentation, and peer governance, so the discipline can withstand CEO, CFO, and board-level scrutiny.

For marketing solution providers, this mission is not peripheral to your business, it is foundational. Solution providers include Platforms, AdTech and MarTech companies, agencies, consultancies, data and measurement firms, and other marketing services and technology partners that help marketers operate, perform, and innovate. MMA is one of the only trade associations that truly respects the solution provider role as essential to strengthening marketing's impact.

Marketing is a trillion-dollar global economy currently in its most disruptive period: AI is reshaping operating models, measurement confidence is worse than ever, and marketers are under increasing pressure to connect to enterprise value with finance-grade rigor. In this environment, the market will not grow simply because technology improves. It grows when marketing becomes more trusted, more accountable, and more impactful on the bottom line.

That is where solution providers have both an obligation and a strategic advantage. Supporting MMA is one of the few ways to materially strengthen the overall discipline you sell into. It helps establish the standards, frameworks, and evidence that marketing leaders rely on to defend budgets, scale innovation, and invest with confidence. Even small improvements in marketing's credibility and predictability expand the market, protect spend, and accelerate adoption across the ecosystem.

Participation in our collective work is not symbolic. Industry leaders have a professional responsibility to contribute to the proof systems that will define modern marketing.

The following ten priorities outline the concrete value solution provider members gain in 2026: access to senior marketers, research collaboration opportunities, global platforms for thought leadership, participation in the coalitions shaping the future, and a credible way to help grow the marketing economy itself. Join us, there is legacy-making work that we can all do together – as a full-fledged alliance.

Best,



Greg Stuart
CEO, Marketing + Media Alliance



01 You Join the Alliance That's Revolutionizing Marketing

MMA is not “a membership.” It’s a global alliance of the most serious marketers working to rebuild marketing as a finance-grade discipline.

- **Credibility by association:** marketers already understand what MMA represents (evidence, rigor, long-term value creation)
- A direct role in advancing the mission: helping marketing become **more measurable, more predictable, more respected**
- A platform for participating in conversations that matter: proving enterprise value, operationalizing AI, rebuilding measurement confidence, restructuring marketing orgs for growth
- A competitive advantage: you learn **before the rest of the market** what the best CMOs will demand next

You're not a vendor watching marketing evolve. You're part of the alliance shaping what marketing becomes.

01

02 MMA Helps You Connect to the Right Senior Marketers

MMA is built on high-trust relationships and managed engagement, not random networking. Solution provider membership includes a structured path to connect with senior marketers.

- MMA-facilitated **introductions and relationship-building support**, guided by a clear process
- Engage CMOs through contexts that work: think tanks, councils, events, summits, working groups, private executive sessions
- Connect with the member relationship owner, analytics leader, AI leader, marketing ops leader, and **CMO or C-suite leadership**
- Earn deeper access through **contribution and thought leadership**, not just sponsorship

MMA is where relationships are formed through shared work and shared proof, not by pitching.





RESEARCH COLLABORATION

03 Co-Create Original Research With MMA and Leverage MMA's Brand

This is one of the most powerful benefits for solution providers because it creates reusable proof, not just exposure.

- Collaborate on research built from your data, platform insights, measurement capabilities, category expertise, or market view
- **Co-developed research** that carries the MMA brand and credibility—evidence-based and not perceived as vendor-biased
- Output that becomes a long-term asset: **sales enablement, client education, thought leadership, market positioning, PR, and internal training**
- Participation in experiments and initiatives: personalization, measurement quality, AI pilots, attribution adoption

Build a body of evidence with MMA that turns your brand into a trusted category authority.

03



04 A Real Stage to Teach the Market

MMA gives solution providers structured platforms to share value in ways that senior marketers actually trust.

- A dedicated webinar as part of MMA's **Future of Marketing Solutions** series
- Exposure across MMA newsletters (**65k distribution**)
- Podcast opportunities: **Decoding AI for Marketing** and **Building Better CMOs**
- Host educational sessions designed to help marketers improve, set standards, create market clarity, and demonstrate proof
- If you have B2C marketers inside your company, they can join MMA's marketer education ecosystem—upgrading your internal marketing function too

The credibility halo of MMA makes this feel like learning, not selling.

04



EVENTS ECOSYSTEM

05 Priority Access to MMA's Events Ecosystem

MMA runs over 65+ events worldwide, and the ecosystem spans senior closed-door forums to mass-scale convenings.

- Member pricing and access to flagship events: **POSSIBLE (Miami)**, **CMO & CEO Summit (Santa Barbara)**, **CMO AI Transformation Summits**, **CMO Agenda Roundtable Summit**
- **SMARTIES Global & regional awards ecosystem** plus dozens of global regional forums and programming
- Opportunities to partner with MMA to **create and build a category-specific event**: Retail Media forum, Measurement summit, Responsible AI conference, or “Future of [your category]” council
- MMA will build it with you using MMA’s brand, marketer network, credibility, and ability to attract senior marketers

This turns your company into a convening leader, not a sponsor.

05



06 Corporate Membership That Upgrades Your Entire Company

MMA membership is corporate and covers your company broadly. That's a strategic asset that makes your organization smarter in every client conversation.

- Full access to **MMA research, frameworks, and archives**
- Access to **training and certification** (AI, measurement, operating model, etc.)
- On-demand webinar archives, reports, toolkits, and benchmarking
- A **shared language** your sales, product, strategy, and marketing teams can use with CMOs
- Upskill your sales team, client services, product marketing, strategy, insights, and executive leadership

This is where solution providers stop sounding like feature sellers and start sounding like business partners.



07 Participation in Coalitions and Councils Rewriting the Industry

Solution provider membership gives you access into MMA's working communities and leadership structures.

- **AI Leadership Think Tank (ALTT):** Content & Creative, Audience Development, Measurement & Analytics, Responsible AI
- **Marketing Attribution Think Tank (MATT):** measurement credibility, MTA adoption, CFO-aligned accountability
- **Data & Customer Experience Think Tank (DATT):** CX maturity, data investment clarity, privacy implications
- **B2B CMO Council:** a direct leadership community for B2B marketing leaders
- Opportunities for your executives to be considered for councils, SMARTIES juries, working groups, board-adjacent leadership
- Propose **new coalitions or committees** that serve marketers and create value for the industry

This is how solution providers become part of the standards, not just vendors selling into them.

08 A “No BS” Understanding of What Actually Works

Solution providers compete on trust. The fastest way to build trust is to bring clarity where the market is confused.

- Proprietary frameworks: **Movable Middles**, **Brand-as-Performance**, **Project ROMI**, **Measurement Quality Score**
- A view into **real-world results** from multi-brand experiments and labs (not vendor claims)
- AI personalization experiments, creative effectiveness scoring, and more
- Sharpen your positioning: sell **outcomes** (growth, productivity, accountability, confidence, enterprise value creation) not capabilities

Your company stops sounding like everyone else because you’re grounded in evidence.

08

09 Global Reach: Grow Your Business Across LATAM, APAC, Europe, Middle East & Africa

MMA isn't just U.S.-based. It operates across regions and builds leadership communities globally.

- Participation in MMA activities and events across **North America, LATAM, APAC, Europe, Middle East, and Africa**
- Opportunity to support and partner in **regional events around the globe**
- Be invited into **regional councils/boards** (depending on leadership profile and contribution)
- Leverage MMA's Managing Directors and regional leadership to understand local dynamics, connect with regional marketers, and grow presence in-region

Scale credibility globally instead of rebuilding from scratch market by market.





10 A Powerful Way to Bring Your Clients Into MMA and Become a Transformation Partner

This is the compounding benefit. MMA helps you help your marketer clients, which makes you more valuable and harder to replace.

- Bring your top marketer clients into MMA activities as an “ambassador”: councils, boards, summits, think tanks, working groups
- Introduce CMOs and senior marketers you know who should be involved
- Position your company as the partner that gave them access to **the alliance, frameworks, science, and peer community**
- Help them implement MMA learning: measurement confidence, personalization experiments, AI operating models, growth frameworks, org design insights

This is how solution providers move from “vendor” to growth and transformation partner.

10

The Future Belongs to Those Who Shape It

01 02 03 04 05 06 07 08 09 10

MMA gives solution providers credibility, senior marketer relationships, and a platform to co-create the standards and proof that will define modern marketing—while helping grow the total marketing economy. If you’re selling into marketing and you’re not here, you’re letting other people define what “good marketing” is.

JOIN THE ALLIANCE

mmaglobal.com/join-the-alliance

