



## Gartner Magic Quadrant

### When stating position, you **may** say:

Gartner has **named** ABC Company **a Leader** for sales force automation\* based on its ability to execute and completeness of vision.

Gartner **recognizes** ABC Company **a Leader positioned highest in execution and furthest in vision** for sales force automation\*.

### Another appropriate alternative when stating quadrant position:

Gartner has **positioned (placed / recognized / acknowledged / evaluated)** ABC Company **a Leader** for sales force automation\* based on its ability to execute and completeness of vision.

### To maintain Gartner's neutrality when stating position, you **may not** say:

Gartner **ranks** ABC **as the Leader** in sales force automation\* for its unique and highly configurable, quick to implement, and easy-to-use platform.

Gartner **rates** ABC Company as **top Leader [or #1 Leader] in the quadrant** for sales force automation\* for its unique benefit of being highly configurable, quick to implement, and easy-to-use.

**Why is this not OK?** Magic Quadrant placement is not a “stack rank” or “rating”. Also, “the Leader” implies that your company is the sole leader, as opposed to one among many providers. Using “the Leader” is only allowed when there is a single leader in the quadrant.

## Gartner Market Guide

### When stating reference, you **may** say:

Gartner **includes** ABC Company **as a representative vendor** in e-mail marketing Market Guide\*.

Gartner **acknowledges** ABC Company **as a representative vendor** for analytics, marketing and advertising solution offerings in recent Market Guide for E-mail Marketing\*.

### To maintain Gartner's neutrality when stating position, you **may not** say:

Gartner **features (showcases / highlights)** ABC **as top provider** in e-mail marketing for its unique and highly configurable, quick to implement, and easy-to-use platform.

Gartner **rates (ranks / evaluates)** ABC Company **as a unique vendor** in e-mail marketing\* for its highly configurable, quick to implement, and easy-to-use solution offerings.

**Why is this not OK?** The Market Guide provides a representative listing of vendors; no rating, ranking or evaluations are associated with this content type. We do not allow vendors to emphatically state why Gartner included them in a Market Guide. Any opinion of this type must clearly be stated as the vendor's own, not Gartner's.

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**Why?** This is required attribution and legal disclaimer that must appear with all research references related to Magic Quadrants, Market Guides and MarketScopes.



## Gartner MarketScope

### When stating rating, you **may** say:

Gartner **rates** ABC Company **“Strong Positive”, the highest rating possible**, for sales force automation\*. The report defines the rating this way: "Strong Positive is viewed as a provider of strategic products, services or solutions. Customers: Continue with planned investments. Potential customers: Consider this vendor a strong choice for strategic investments."

ABC Company receives Gartner’s **“Strong Positive”, the highest rating possible**, for sales force automation\*. "Strong Positive" is the highest rating in the report methodology.

### To maintain Gartner’s neutrality when stating position, you **may not** say:

Gartner **ranked** ABC **the highest “Strong Positive”** in sales force automation MarketScope\*.

ABC Company receives **“Strong Positive”** from Gartner - **the best (or #1) ranking** for sales force automation\*.

**Why is this not OK?** MarketScope evaluation is not a “stack ranking”. Also, to state “the highest rating” without qualifying that “Strong Positive” is the highest possible rating that can be achieved for this content type, implies that your company received the highest rating in the report. We allow “the highest rating of Strong Positive” when a single vendor has achieved that rating in the report.

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