Social Media
Samples of what is acceptable:

**Gartner Cool Vendor**
Gartner designates ABC COMPANY a 2014 Cool Vendor in digital marketing

*Why is this OK?* It maintains Gartner’s objectivity and does not imply ABC COMPANY has been featured, highlighted, showcased or given an “award”.

**Gartner Critical Capabilities**
Gartner gives ABC COMPANY highest scores in 3 of 4 RaaS Use Cases: workload recovery, extended recovery & managed recovery

*Why is this OK?* The statement includes the total number of Use Cases and identifies those where highest scores were achieved, giving the reader a proper perspective.

**Gartner Hype Cycle**
ABC COMPANY listed as sample vendor in Gartner Hype Cycle for emerging technologies

*Why is this OK?* It accurately reflects the vendor mention in the report, as opposed to stating ABC COMPANY has been “featured”, “showcased”, “highlighted”, or “profiled”, which imply endorsement.

**Gartner Magic Quadrant**
New Gartner research positions ABC COMPANY in leaders quadrant for data integration tools

*Why is this OK?* It notes that ABC COMPANY was positioned in the leaders quadrant, not named the leader.

**Gartner Market Guide**
Gartner cites ABC COMPANY as a “representative vendor” for E-mail Marketing in Market Guide.

*Why is this OK?* It accurately reflects the vendor mention in the report, as opposed to stating ABC COMPANY has been “featured”, “showcased” or “highlighted”, which imply endorsement.

**Gartner Market Statistics**
Gartner ranks ABC COMPANY #1 for worldwide security market share in 2013; overall market totaled $13.5 billion in revenue

*Why is this OK?* It accurately reflects the rating, market segment and maintains Gartner’s independence.

**Gartner Vendor Rating**
ABC COMPANY secured “Positive” overall rating by Gartner new Vendor Rating report.

*Why is this OK?* It accurately reflects the rating and maintains Gartner’s independence.
Social Media

Samples of what is unacceptable:

**Gartner Cool Vendor**
ABC Company featured in 2014 Gartner Cool Vendor award for digital marketing

**Why is this not OK?** The report does not “feature” any vendor, nor does it reflect any award status. It is a selection of vendors recognized to be innovative, impactful and intriguing. The terms “featured” and “award” are inaccurate and imply endorsement.

**Gartner Critical Capabilities**
Gartner ranks ABC Company #1 solution in new Critical Capabilities report.

**Why is this not OK?** The ranking and #1 reference imply a “stack ranking”, which is inaccurate. The statement also leaves out important context.

**Gartner Hype Cycle**
Gartner cites ABC Company as leading Content Management vendor in Hype Cycle.

**Why is this not OK?** The Hype Cycle provides a sample listing of vendors; no ratings are associated with this content type. This wording is incorrect and implies endorsement.

**Gartner Magic Quadrant**
ABC Company is the leader in Gartner Magic Quadrant, above all others in secure mobile content access space.

**Why is this not OK?** Stating “the leader” implies that ABC Company is the single leader, as opposed to a leader among other leaders in the quadrant. Also, “above all others” implies the quadrant position is a stack ranking.

**Gartner Market Guide**
Gartner cites ABC Company as leading E-mail Marketing vendor in Market Guide.

**Why is this not OK?** The Market Guide provides a representative listing of vendors; no ratings are associated with this content type. This wording is incorrect and implies endorsement.

**Gartner Market Statistics**
Gartner ranks ABC Company #1 for worldwide security market share in 2014, noting 3x faster growth over leading competitor XYZ Corporation.

**Why is this OK?** Our research may not be used as a weapon against a competitor. Also, Gartner does not allow 1:1 vendor comparisons.

**Gartner Vendor Rating**
ABC Company cited by Gartner as the leading Content Management provider and a formidable player in the small and midsize business market.

**Why is this not OK?** The Vendor Rating reflects the rating of a single vendor; it does not look at a competitive landscape. This wording is incorrect and implies endorsement.