

Technology Provider Webinar Q&A

July 15, 2020

Sections:

- [Technology Provider Blog](#)
- [Getting Started with Gartner Peer Insights](#)
- [Reviews and Rejected Reviews](#)
- [Product and Market Alignment](#)
- [Customers' Choice and Voice of the Customer](#)
- New Technology Provider Initiatives:
 - [Gartner Peer Insights Engagement Program & Readership Analytics](#)
 - [Updates to Gift Card Programs](#)
 - [Gartner Peer Insights Plus \(GPI+\)](#)
- Others
 - [Gartner Research & Magic Quadrant Reference Survey \(MQRS\)](#)
 - [Gartner Digital Markets](#)
 - [Technology Provider Profile Page](#)

Technology Provider Blog

Where can I find a copy of the deck and the webinar recording?

- The Webinar recording and the copy of the deck presented during the biannual Technology Provider Webinar on July 15, 2020 is available on the [Webinar section](#) of your [Technology Provider Tools](#) portal. All blog posts mentioned during the webinar are listed within the Technology Provider Blog.

How do I access the Technology Provider Blog?

- The Technology Provider Blog is available for all organizations listed on Gartner Peer Insights to access via the “Help” tab of your [Technology Provider Tools](#) portal. You can also directly visit the [blog here](#).

Do I have the option to subscribe for blog updates? How will I be notified when a new blog is posted?

- To keep you up-to-date, we send out a monthly email newsletter to all contacts on the first of every month, highlighting all new blogs recently published and any important

updates. We will keep you updated as we develop new features (like the ability to 'Subscribe' to blog posts).

Getting Started with Gartner Peer Insights

How do I know who my aligned Program Manager is?

- Each organization listed on our site is aligned to a Program Manager who will work with your organization directly to make full use of the Gartner Peer Insights program and support you wherever needed. If you do not know who your aligned Program Manager is, please reach out to PeerInsightsVendorSuccess@gartner.com

I am new to the platform and am just getting started - What are my first steps?

- New vendors are encouraged to set up an [Onboarding Call](#) with our Onboarding Specialist to get started. During this call your specialist will cover an introduction of Peer Insights, a view from the reviewer's end and a comprehensive walk-through of your [Technology Provider Tools](#) portal and the tools available to you. After your Onboarding Call you will be assigned a Program Manager to assist you moving forward.

I would like to talk to someone about how to better implement strategies to source reviews. Who should I reach out to?

- If you are new to Gartner Peer Insights, please set up an [Onboarding Call](#) with our Onboarding Specialist to get started. After your Onboarding Call you will be assigned a Program Manager who will be able to discuss review sourcing strategies with you in more depth. If you know who your aligned Program Manager is, please reach out to them directly to discuss.

Do you have any templates that we can use to help introduce the value of writing a review to our customers?

- Please visit our [Template Library](#) under the Resources tab of your [Technology Provider Tools](#) portal.

How does a vendor get their first review in a market?

- You can drive your customers to write a review on Gartner Peer Insights by taking advantage of our [Review Sourcing Links](#) for customer outreach. When creating these links you can choose which category/market to drive your customers towards. Learn the basics of how to [Get Started](#), and feel free to reach out to our [Onboarding Specialist](#) to learn more.

Reviews and Rejected Reviews

What does Gartner do to gather new reviews?

- Gartner Peer Insights continuously reaches out to individuals through a variety of channels for new review submissions. This includes (and is not limited to) exposure and links to Gartner Peer Insights within Gartner research, organic review submission from SEO, integration with our research process, review presence at Gartner events, vendor agnostic email campaigns, prior reviewers, and our review referral program.

Are customers able to update an older review that already exists on the site? Are there any minimum requirements?

- Reviewers are able to update their reviews at any time via their User Profile. We will auto-populate their previous answers so they can easily update their review with relevant information where applicable. After they update their review, it is then resubmitted to our moderation team for processing. If the review meets our moderation requirements, it will be published and will receive a new, more recent date.

Can reviews be submitted in other languages?

- At this time, Gartner Peer Insights is supported in English only. All reviews must be submitted in English to be published.

Is there a character minimum on comments within the review?

- Reviews consist of a mix of qualitative and quantitative responses. For questions with free-form response fields, there is a maximum of 1800 characters including spaces. While there is not a character minimum, we will not accept reviews with little-to-no comments as they are not helpful to our end-users.

Are reviews only allowed from Gartner clients?

- Reviewers do not need to be Gartner clients to submit a review.

Can I receive an export of all of our reviews data?

- No, at this time the Gartner Peer Insights team does not provide exports of reviews data.

Can you tell us who submitted reviews? Will you let us know who wrote a review so we don't ask them for a review twice?

- We are very careful to shield the identity and ensure the anonymity of our Reviewers in order to encourage them to be as candid as possible and provide all relevant details about the products and services they review. There are no plans to change this.

How long does the product/solution have to be implemented in order to be reviewed, and how old can the solutions be?

- Implementation of the product must be completed before a review can be submitted. Reviews that are submitted prior to implementation being complete will not be accepted. All solutions that meet our [guidelines for inclusion](#) on Gartner Peer Insights are able to be listed and reviewed.

We see a few reviews that were submitted for the wrong product. Can you migrate these reviews to the correct product?

- Per our [Community Guidelines](#), reviews that are identified as written for a different product or market other than the one selected with the review would not be approved for publishing, and a notification email would be sent to the reviewer. The option to recategorize and/or resubmit the review will be given to the reviewer. Please email PeerInsights@gartner.com with any reviews in question for re-evaluation.

Can you source more than 1 review from 1 enterprise customer?

- You may source more than one review from an organization for as many users you have at the customer organization.

Can you send us a PDF which contains all of the survey questions, so that we can share them with our customers so they know what will be asked of them?

- At this time we do not provide PDF's of all questions listed as each survey questionnaire has unique questions that align to that specific market, product capabilities, etc. You can view survey questions by clicking on any of the reviews in the market you're interested in.

What are your plans for services vs. product reviews? Does the language change within each market survey?

- Each market has its own survey geared towards the software/services of that market.

Within the webinar you mentioned that you simplified the review experience and saw positive results. What are these results?

- When we moved our survey to a simpler questionnaire flow and less cluttered experience, we found that reviewers left more responses to detailed, high-value questions, improvement in completion rate, reduction in completion time, and consistent fill rates for optional questions.

Any chance of getting the older summary page back that showed all vendors in a market on a single page with overall rating scores?

- We moved from the older single-page view of the market based on feedback from end users and the site engagement metrics. We are continuously talking to end users and running different experiments to improve the experience, meaning no page on the site is

static. Although we have no plans to move back to just the simple view, we have been exploring a hybrid approach where a user can select a compact view of the market.

Can we see why a review was rejected?

- We provide you with high-level reasoning to review rejections within the “Reviews” tab of your [Technology Provider Tools](#) portal. If you created a unique review sourcing link to ask your customers to submit reviews, you will find the rejection reasons as they pertain to that unique link within the reporting for that link.

Why is a review denied due to a conflict of interest? Many of our resellers or partners are also customers. Will these reviews be approved?

- We do not publish reviews from anyone employed by a company that has an association with the vendor (employee, partner or competitor) or association with the product being reviewed (this includes value-added resellers, system integrators and consultants). See more within our [Moderation Guidelines](#) and [Community Guidelines](#).

Can you tell us which customer reviews are rejected so that we don't reach out to them again?

- No, Gartner Peer Insights reviewers submit reviews with trust that their identity will remain anonymous and confidential throughout the process. As such, we cannot share the identity of rejected reviews. The reviewer is notified when a review is denied allowing them to complete the steps necessary for approval when possible. Gartner Peer Insights is a place to post anonymous reviews, and as such we will not reveal the reviewer's identity or their organization's name on our website. We only publish the following with the review: reviewer role, industry, title, and company size.

We've identified reviews that may not be valid that are live on the site. Who do we report these to? What is Gartner Peer Insights doing to address this?

- Gartner is committed to providing a platform for high-quality reviews and has developed and continues to maintain, audit, and update a robust reviews Quality Assurance (QA) process in order to achieve that goal. Prior to publishing, all reviews go through a rigorous QA process in an effort to ensure published reviews are from verified sources, and provide helpful content. Please visit our [Community Guidelines](#) for more information.
- If you feel a review contains factually incorrect information about your company's product or service, or may be illegitimate, please see Section 3.7 Contesting Reviews within the [Community Guidelines](#) for next steps.

Product and Market Alignment:

We are not categorized in the right category and that causes confusion with our clients.

How can we update this?

- Technology Providers can submit requests to update how they are listed on Gartner Peer Insights (markets, product names, etc.) within the “Profile” then “Markets and Products” tab of the [Technology Provider Tool](#) portal. Please see our [Community Guidelines](#) for inclusion criteria.

I have a solution that does not necessarily align with a Gartner-defined market but we would still like to be reviewed.

- Per our [Community Guidelines](#) the Vendor product or service must have at least half (50% or more) of the capabilities or services identified in the Magic Quadrant or Market Guide market definition. If a Vendor’s product or service does not meet the above-stated threshold of the features and services in a Magic Quadrant or Market Guide definition, the Gartner Peer Insights team will notify the Vendor that it does not qualify.
- Today if there are products or services that do not fit within an existing PI market aligned to a Gartner Magic Quadrant or Gartner Market Guides market, then we may add these products to broad market “Other” categories. However, vendors can still be denied for inclusion in these broad categories if they don’t meet Gartner Peer Insights criteria for serving mid to large-size enterprise customers.

If a customer submits a review under a market, will the vendor automatically be added to this market?

- An end-user will need to select from the list of products that are already included in that market. To request a product be available for review in a new market, please submit a request within the “Profile” then “Markets and Products” tab of the [Technology Provider Tool](#) portal.

If my company is requesting the creation of a new market, other than enough vendors in that market, what are the key requirements needed to open the market?

- All markets on Gartner Peer Insights align directly to Gartner-defined markets (Magic Quadrants and Market Guides). Among key requirements are alignment to Gartner-defined markets, clear inclusion criteria, number of vendors, interest on Gartner.com and analyst coverage.

How do you reconcile product reviews that are included in two different markets?

- Each market has its own survey geared towards the software/services of that market. Reviews for the same product in different markets do not share across markets and are represented separately on Gartner Peer Insights. Reviewers are able to leave a unique review in each market the product is included in.

Is there an area of the TPT to update how we show, like product names? What about for M&A to merge separate vendors and products?

- For all changes to product, market, and company representation on Gartner Peer Insights, please submit a request within the “Profile” then “Markets and Products” tab of the [Technology Provider Tool](#) portal.

What is the “Others” category?

- If there are products or services that do not meet the minimum criteria to be included in a Gartner Peer Insights market, then we may align these products to one of the 13 broad market “Other” categories subject to the condition that the vendor meets Gartner Peer Insights criteria for serving mid to large-size enterprise customers. Please see our [Community Guidelines](#) for additional information.

What benefit is there for a vendor to be included in the “Other” category?

- Products that are listed for review within the “Others” category are open for your customers to contribute reviews similar to any other product listed on Gartner Peer Insights. You are still able to access the [Technology Provider Tools](#), and leverage these reviews in sales conversations and for your marketing materials. Because “Others” categories include products that are not directly comparable in terms of capabilities, we do not offer the “Alternatives” or “Comparison” tools for these products. Similarly, we do not offer a Market view page for any “others” category.

Will Gartner be moving away from the criteria of MG, MQ for new category creation? Are there any plans to create markets based on other research documents or products with similar capabilities/use-cases?

- Currently, all existing Gartner Peer Insights markets use market definitions that are published in Gartner Magic Quadrant (MQ) or Gartner Market Guide (MG) documents. Through interviews and testing, end-users have expressed the need for additional markets. As part of our effort to expand Gartner Peer Insights to cover additional products/solutions that have high user interest, we are piloting expanded markets and new markets on Gartner Peer Insights that Gartner Research has defined, analyzed and advised users about but that are currently represented in research and documents other than MQs and MGs.
- For more information, please reach out to your Program Manager directly or email PeerInsightsVendorSuccess@gartner.com

What is your process for determining, adding, updating and removing market categories?

- In keeping with our goal to expand Gartner Peer Insights to cover many more markets, we will continue to roll out new markets in a controlled fashion, prioritizing those markets with a high readership in our expert research.

- Per our [Community Guidelines](#), if there is a change in the definition of the Magic Quadrant market or the Market Guide market (due to a merger, split, etc.), Gartner would re-assess the fit of product(s) in the newly evolved market(s). Based on product alignment, reviews for that product would move along with the product.

Customers' Choice & Voice of the Customer

Is there a limit to the number of vendors included in the Customers' Choice designation?

- Up to 7 vendors can receive the Customers' Choice distinction in a market. You can view the full eligibility criteria within the [Methodology](#).

Am I still able to see how close I am to achieving Customers' Choice in a specific market in my vendor portal?

- We will activate your Customers' Choice Standings Page which includes Customers' Choice eligibility information within the [Technology Provider Tools](#) approximately 8 weeks prior to the market closing for Customers' Choice review submission.

How do I access the Roadmap of markets for Voice of the Customer and Customers' Choice?

- The Voice of the Customer and [Customers' Choice Roadmap](#) for upcoming markets can be found within the Customers' Choice tile in the Resources tab of the [Technology Provider Tools](#).

Will reviews that are updated by the reviewer count towards Customers' Choice and Voice of the Customer eligibility?

- Yes, if a reviewer updates a review that was previously submitted outside of the Customers' Choice eligibility timeframe, it will count as submitted within the Customers' Choice timeframe and your overall eligibility count.

What are the Gartner Peer Insights Category Distinctions?

- In response to end-users' desire to evaluate solutions based on specific attributes of their organization, such as industry, company size, or deployment region, Gartner Peer Insights recognizes highly-rated vendors in specified categories through the Customers' Choice Category Distinction, in markets where there is sufficient review volume to support the category analysis. Please see our [Category Distinction Methodology](#).

Is there a limit to how many vendors qualify for a specific Category Distinction (e.g. Large Enterprise)? If so, how many?

- Up to 7 vendors can receive a Category Distinction in a specific segment. Please see our [Category Distinction Methodology](#).

How does Gartner determine who ultimately receives Customers' Choice for a specific industry, company size, or deployment region?

- In a specified market, distinctions will be given to a maximum of seven vendors in a category. During the submission period - 12 months prior to the review submission deadline - a vendor must have 25 or more published reviews within the category, and a rating above the market average, which is determined at the end of the submission period for that category. Please see our [Category Distinction Methodology](#) for full eligibility criteria.

Do you know what markets the Category Distinctions will be published in this year?

- We will look to expand Category Distinction to all eligible markets. Eligibility is determined after the review submission period closes, prior to the Voice of the Customer being published, as Category Distinctions rely on a high volume of reviews published in specific category segments. Please see our [Category Distinction Methodology](#) for full eligibility criteria. Visit Voice of the Customer and [Customers' Choice Roadmap](#) for upcoming markets.

Is the overall review number for Customers' Choice 10 reviews, 25 reviews, or 50 reviews? Can you please clarify.

- The minimum number of reviews to be included in a Voice of the Customer document is 10 eligible reviews within a 12-month period. See [Voice of the Customer Methodology](#) for full eligibility criteria.
- Review count is one of the factors for recognition as Category Distinction, however there are other factors such as Market Rating. See [Category Distinction Methodology](#) for full eligibility criteria. For reviews, the threshold is 25 or more eligible reviews within the category in a 12-month period.
- Review count is one of the factors for recognition as Customers' Choice distinction in a specific market. See [Customers' Choice Methodology](#) for full eligibility criteria. For reviews, the threshold is 50 eligible reviews within a 12-month period.

Can we leverage the Voice of the Customer in our external marketing?

- The Gartner Peer Insights 'Voice of the Customer' document is able to be licensed as part of the Gartner reprint program to support your sales enablement, lead generation, and content marketing strategies. This Peer Insights research document reprint follows the same policies and pricing guidelines as any other research note reprints (e.g., Magic Quadrant, Critical Capabilities). Existing Reprints clients may use an existing document "slot" for Voice of the Customer. Please contact your Account Executive for more details.

Are there any plans to provide pre-approval for marketing content, so we can promote the Voice of the Customer report as soon as it is made public?

- We are currently developing pre-approved promotional copy that can be used to market your Voice of the Customer reprint. Before any marketing material can go live, the Voice of the Customer must first officially publish within Gartner.com and you must have promotional material reviewed and approved by your Gartner Reprints Manager. Please reach out to your Program Manager with any questions.

New Technology Provider Initiatives:

Gartner Peer Insights Engagement Program & Readership Analytics

We want to join the Engagement Program! What do we need to do to get started?

- To get started, please fill out our [Engagement Program Interest Form](#). This is the first step to indicate you are interested so that our team can reach out to you to discuss participation details and requirements.

Are there specific requirements to join the Engagement Program?

- As part of the program, you're asked to do four key requirements:
 1. Senior-level commitment to the program on behalf of your organization
 2. Insert "write a review" Widget prominently on your external website
 3. Implement at least one Gartner approved programmatic sourcing strategy
 4. Source 25+ published reviews in a market in the past 12 months
- To learn more about each requirement, please visit our [Engagement Program Blog Post](#) and [Engagement Program FAQs](#).

Why do we need to include the Widget on our site? Our website is generally geared towards prospects.

- A part of being open to honest, representative reviews is to ensure that all of your customers have access to the ability to write a review. We ask you to integrate a review sourcing Widget prominently on your public-facing website to signal to your customers that you care about their feedback, and give the opportunity to all customers to submit a review. Similarly, when prospects see the Widget on your site, they can click to read your reviews and see that you have nothing to hide when it comes to your presence on Gartner Peer Insights.

How do I access the Widgets? Are there options for Widgets?

- We provide you with multiple dynamic Widgets to choose from. You can access the Widgets at any time via the Tools tab within your [Technology Provider Tools](#) back-end portal. In the Widget section, we include step-by-step instructions and FAQs so your web team can seamlessly integrate the widget into your external website. [Learn more](#).

We currently have less than 25 published reviews in a market. Will our Widget still load correctly?

- Yes, the Widgets will now display all your information on the site. There is no longer a “25 review” minimum for Widgets to display properly.

Can we see reporting for how many reviews are submitted via the Widgets?

- When generating a Widget, you have the ability to include a custom review sourcing link as part of the “Write a review” CTA on the Widget. This review sourcing link will give you custom reporting as to how many reviews were submitted via your unique Widget.

Do reviews submitted via the Widget get automatically published to Gartner Peer Insights?

- No, all reviews submitted via the Widget must go through our moderation process prior to being published on the site. You can learn more about our moderation policies within our [Community Guidelines](#).

My web teams want to create our own custom Widget to better integrate with our website design, and highlight our Customers’ Choice distinction. Can we do this?

- Yes, please reach out to your aligned Program Manager directly for a style guide and list of features you must include in your custom design. If you do not know who your aligned Program Manager is, please email PeerInsightsVendorSuccess@gartner.com.

My organization has multiple products listed across many markets, some of which aren’t under my business unit. Can I join the Engagement Program at the market level?

- Yes, you are able to commit to the Engagement Program at a market level. You will be able to specify which markets when your senior-level decision maker commits to the program.

My product is currently listed in an “Others” market. Am I eligible to join the Engagement Program?

- At this time, the Engagement Program is available only for markets that align directly to Gartner research coverage. As the program expands and develops, this may change and we will notify vendors who are in “Others” markets if the option becomes available.

Is joining the Engagement Program required by all vendors listed on Gartner Peer Insights?

- No, participation in the Engagement Program is not a requirement and is voluntary. Organizations can opt out from the program at any time by contacting their Program Manager directly or reaching out to PeerInsightsVendorSuccess@gartner.com

Are there any benefits to participating in the Engagement Program?

- Organizations that commit to the Engagement Program recognize that honest, unbiased peer reviews are beneficial to understanding their current customer base and building credibility with prospective customers. They welcome both positive and negative feedback, and look to leverage these customer insights to drive product development.
- As part of the Engagement Program, organizations can qualify to receive Readership Analytics - Insights into trends and demographics about who is reading your reviews. [Read more about Readership Analytics.](#)

How do we unlock Readership Analytics?

- Readership Analytics are only available once you reach 25 published reviews in a market from your sourcing efforts, identifiable by Gartner from sourcing links created with our [Technology Provider Tools](#). After signing up for the Engagement Program and soliciting at least 25 published reviews from your sourcing efforts in a market in the last four quarters, you are able to unlock valuable [Readership Analytics](#) for that market. [Read more about Readership Analytics.](#)

We committed to the Engagement Program and have 25 published reviews on the site, but our Readership Analytics are still locked. Why is this?

- In order to unlock Readership Analytics, you must have at least 25 published reviews in a market in the last four quarters that come **directly from your sourcing efforts**. Reviews that do not come directly from your review sourcing links will not count towards your 25 review requirement. These review sourcing links can be generated directly from the [Technology Provider Tools](#) dashboard.

Are vendors required to participate in the Engagement Program to be eligible for other programs, like Technology Provider-Funded gift cards, or GPI Plus memberships?

- No, participation in the Engagement Program is completely voluntary and independent of other programs offered. You do not need to commit to the Engagement Program to leverage other offerings, including Technology Provider Funded gift cards or GPI Plus memberships. Access to Readership Analytics is available exclusively through the Engagement Program.

Is there a cost for the program?

- There are no costs associated with joining the Engagement Program. Access to Readership Analytics is available exclusively to technology providers through the Engagement Program and is available via the “Tools” tab in your [Technology Provider Tools](#) portal.

Updates to Gift Card Programs

Is the existing Gartner-funded gift cards program going away?

- Gartner Peer Insights will bring the annual refresh of Gartner-Funded gift cards to a close effective July 15, 2020. We will continue to offer newly onboarded vendors an opportunity to kick start their program with Gartner-Funded incentives for a period of 6 months. The Gartner funded Gift cards will not be renewed for vendors who have been on the platform for more than 6 months. Please see our [Gift Card Update blog](#) to learn more.

If we have existing sourcing links created with the Gartner-Funded gift cards or are in the middle of a sourcing campaign, will our customers still receive those gift cards?

What is the timeline for phasing out the Gartner-Funded gift cards?

- Effective July 15, 2020, Gartner-Funded gift cards are no longer available as an incentive when generating a new review sourcing link for vendors onboarded on Peer Insights before January 15, 2020.
- If you have an active sourcing link with the Gartner-Funded gift cards applied, we will fulfill any gift cards for approved reviews submitted through these links through September 15, 2020. After September 15th, the links will still remain active for reviews to be submitted, but reviewers will not be eligible to receive the \$25 Gartner-Funded gift card.
- If you have not created a sourcing link with Gartner-Funded gift cards applied prior to July 15th, 2020, you will no longer be able to create any new review sourcing links leveraging the Gartner-funded gift card option (applicable only for vendors onboarded on Peer Insights before January 15, 2020).
- Any newly active technology provider (a technology provider recently onboarded within the last 6 months i.e. after January 15, 2020) will have access to the 50 Gartner-Funded \$25 gift cards for up to 6 months after their onboarding date. At the 6 month mark, any unused gift cards will be lost, and you will no longer be able to create any new review sourcing links leveraging the Gartner-funded gift card option.

If we have active links with Gartner-Funded gift cards, will those stop working after September 15th 2020?

- After September 15, 2020 the links will still remain active for reviews to be submitted, but reviewers will not be eligible to receive the \$25 Gartner-Funded gift card.

If we never used the Gartner-Funded gift cards, do we have a “last chance” to use them before they go away?

- Effective July 15, 2020, Gartner-Funded gift cards are no longer available as an incentive when generating a review sourcing link. If you have never leveraged the Gartner-Funded gift cards, all balances have been forfeited for vendors onboarded on Peer Insights before January 15, 2020.

- Any newly active technology provider (a technology provider recently onboarded within the last 6 months i.e. after January 15, 2020) will have access to the 50 Gartner-Funded \$25 gift cards for up to 6 months after their onboarding date. At the 6 month mark, any unused gift cards will be lost, and you will no longer be able to create any new review sourcing links leveraging the Gartner-funded gift card option.

How long will the Gartner funded gift card program be available for new vendors?

- Any newly active technology provider (a technology provider recently onboarded within the last 6 months i.e. after January 15, 2020) will have access to the 50 Gartner-Funded \$25 gift cards for up to 6 months after their onboarding date. At the 6 month mark, any unused gift cards will be lost, and you will no longer be able to create any new review sourcing links leveraging the Gartner-funded gift card option.

Does the new approach mean Gartner will no longer fund the first 50 gift cards for a vendor?

- We will be repositioning our gift card offers to how they were originally intended - as a “Sourcing Starter Fund” for new organizations recently added to the site. Vendors can continue to offer gift cards to their customers by signing up for the [Technology Provider-Funded Gift Cards program](#).

What are the Technology Provider-Funded gift cards?

- We are pleased to announce that all organizations listed on Gartner Peer Insights will now have the option to fund gift cards to offer to their customers in exchange for a review. Technology Providers will be able to fund up to \$5,000 in gift cards, per market, through their Technology Provider Tools portal to allow for a hassle-free way to source additional reviews from your customers. Learn more about [Technology Provider-Funded Gift Cards](#).

I am interested in signing up for the Technology Provider-Funded Incentives. How do I get started? How quickly can we set up these incentives?

- Great! To get started now, please [claim your free account](#). You can start adding funds within 2-3 business days. You can also visit our comprehensive resources and FAQs to learn more about [Technology Provider-Funded Gift Cards](#).

For gift card incentives, is the denomination fixed at \$25?

- Technology Provider-Funded gift cards will only be available in values of \$25 USD as per [Gartner's Incentive Policy](#). At this time, there is not a way for vendors to break this amount up into smaller incentives.

Will there be data provided on Gift Cards that have been redeemed?

- You will be able to see your balance incentive account summary available in the “Review Sourcing Link” section within the [Technology Provider Tool](#) portal. You will also be able

to see the number of gift cards issued for every incentivized review sourcing link you create within your Review Sourcing Links details page.

- There will not be data available on which reviewers have received gift cards. In line with our privacy policy and our focus on preserving the anonymous nature of the review, Gartner or Tango Card do not reveal any personally identifiable information about the reviewer. It is strictly against our policy to track any reviewer, review statuses, request for a screenshot of reviews, or to provide any additional incentive. You can read more about this in our [Privacy Policy](#) and in our [Community Guidelines](#).

Will the option to have people donate the incentive to charity still exist? Can you offer a charity donation for the customers who cannot accept gift cards?

- Yes, vendors will have an option to select either a \$25 International Visa gift card or a \$25 charity donation while creating a new review sourcing link. This option will be applicable to all the reviews submitted using the review sourcing link.

Are the gift cards represented to the client as from Gartner or from the Tech Provider?

- For a reviewer, there will not be any distinction between a Gartner-Funded Gift Card and Technology Provider-Funded Gift Card.

Can the user decide which incentive they want?

- Reviewers cannot decide which incentive they want while writing a review from a review sourcing link. However, you can create separate sourcing links for each incentive type and you can choose to provide both the options (by providing two separate links) to the reviewer to choose from while submitting a review. You can leverage our [review invitation templates](#).

Can you switch between incentive options for different campaigns?

- You will have to create separate sourcing links for each incentive type and you can choose to provide both the options (by providing two separate links) to the reviewer to choose from while submitting a review. Once the review sourcing link is created with a selected incentive option, it cannot be changed. The reviewer while submitting a review from a sourcing link will be eligible to receive only the incentive option selected by the vendor while creating the link.

We're launching a campaign tomorrow which uses the Gartner-Funded incentives. Can these be topped up by us if the funds are running low?

- No, you will have to create a new review sourcing link selecting "Your Funded Incentives" as an option to provide gift cards from the funds added by you. Any existing campaign using Gartner-Funded incentives will not be eligible to use funds added in your gift card account.

I noticed the gift card exception was - "Incentives will not be paid to reviewers whose company size is <50M USD" - We have customers of all sizes, so do we need to target specific sizes?

- Reviewers of all company sizes are able to submit reviews to Gartner Peer Insights. When creating review sourcing links, you have the option to offer incentives to all customers regardless of company size, or you can choose to exclude company sizes <50M USD (optional). Some organizations choose to exclude gift card offers to reviewers whose company size is <\$50M if they are specifically running sourcing campaigns for eligible reviews to be included in a Voice of the Customer document or to meet eligibility criteria for Customers' Choice.
- When generating a review sourcing link leveraging Technology Provider-Funded gift cards, you will have the opportunity to select the eligible reviewers to offer a gift card, time period to offer an incentive and incentive type to offer (\$25 International Visa gift card or a \$25 charity donation).

If vendors leverage the Technology Provider-Funded gift card program, will Gartner or Gartner Peer Insights retain the customer contact information and market back to these customers?

- Gartner Peer Insights will use customer information to validate reviewer details for review moderation and this information is not shared with anyone outside of Gartner.
- Any reviewer who has created a Gartner Peer Insights reviewer profile might receive communication from Gartner Peer Insights which they can manage from their email preferences within the Profile Details > [Email Preferences](#) section. Gartner Peer Insights email communications are managed separately from Gartner's other email communications. Manage your [Gartner email preferences](#).

Will we be able to fund gift cards by market? More specifically, will the gift cards go into a general pool like it is now or do we have to allocate dollars to each market?

- At this time, the funds added to your Technology Provider-Funded gift card account would be a general pool for an organization to use to provide gift cards for all review sourcing links created for any product/market. However, Gartner will only fulfill a maximum of \$5,000 USD (equivalent to 200 gift cards) per market per calendar year.
- If you want to use and offer incentives in a specific market only, it is advisable to create review sourcing links offering "Your Funded Incentives" only for those markets.

Gartner Peer Insights Plus (GPI+)

What is Gartner Peer Insights Plus (GPI+)?

- GPI+ is a research incentive program to better align the site with the needs of the reviewers and users. For every approved review on the site, reviewers have the option to

receive a three-month membership to GPI+ (Select Gartner research). Read more in our [GPI+ Blog Post](#).

What is included in the 3-month GPI+ subscription? Many of my customers are also Gartner clients, so how is GPI+ different?

- The GPI+ membership is a specially curated set of research and functionality crafted as an incentive for leaving an approved review. It does not have the breadth of research nor does it include interactions with Gartner analysts and an associated peer community inherent in most subscriptions but does include two new, exclusive benefits: (1) Enhanced Gartner Peer Insights site features and (2) Market and vendor rating/review trend alerts. [Learn more here](#).

I understand that Gartner Peer Insights Plus (GPI+) members will, among other things, get access to select Gartner research. What does this include? (MQ's, MG's, Hype Cycles, etc.?)

- While GPI+ members will indeed get access to select Gartner research, this access will not include Magic Quadrants, Market Guides, or Hype Cycles. The select Gartner research that they can access will include both IT role-based research (I&O, Enterprise Architecture, Data & Analytics, Security & Risk, etc.) and industry-focused research (Banking, Insurance, Manufacturing, Utilities, etc.). [Learn more here](#).

Which reviewers are eligible for the GPI+ incentive?

- GPI+ memberships are available to all reviewers from end user companies except for technology providers, consultants or system integrators. There is no limit to the number of customers for who this incentive is available.

How do I offer my customers the GPI+ membership in exchange for a review? Is it through the review sourcing links? Do you have templates available?

- You will need to create a new review sourcing link offering “Gartner Peer Insights PLUS 3-month memberships” as an incentive type to offer the membership. [Learn more here](#). You can leverage our [review invitation templates](#)

If my customer submits more than one approved review, do they receive an additional 3 months of access to GPI+? For example, if my customer submits 4 approved reviews, do they have access to GPI+ for 12 months?

- Your customers who submit their review using your review sourcing link will receive 3 months of GPI+ membership per each approved review. They can extend the membership by submitting more reviews (membership extension limited up to 12 months total at a time). Stated differently, if your customer submits 4 reviews through your GPI+ link, they would get GPI+ for 12 months.
- Please note that an individual reviewer can only review the same product in the same market once a year. While they can update their review, this would not give them additional months of access.

Are the market alerts as part of GPI+ written by Gartner analysts?

- The market alerts and trend reports are based on the Gartner Peer Insights reviews and ratings data that is collected from the site. The report indicates trending vendors in the reviewer's tracked market based on number of comparisons, new reviews, and highest overall rating generally and specifically for the reviewer's industry. It does not have the breadth of research nor does it include interactions with the Gartner analysts.

Will you ask reviewers who submit a review in exchange for a GPI+ membership to update their review after 3 months (when the subscription is done) or after a year?

- Review guidelines remain the same and are independent of the GPI+ membership. While the reviewer can choose to update their review, this would not give them additional months of access. Reviewers can continue their membership by submitting an additional approved review.

Can the GPI+ offering be customized?

- Technology Providers do not have an option to customize GPI+ membership offered to the reviewers. However, reviewers are able to customize their market alerts to align with the information they want most. We are working to customize the news and research offerings, and will provide any updates as they are developed.

What happens at the end of the 3-month subscription period?

- Once the 3-month subscription expires all the premium offers as part of GPI+ will be discontinued. However, reviewers can continue their membership by submitting an additional approved review. Currently, there is no option for a reviewer to pay for access after subscription expires.

I noticed the gift card exception was - "Incentives will not be paid to reviewers whose company size is <50M USD" - will also apply to the curated content incentive?

- GPI+ 3-month memberships will be offered to all customers without exception. However, as per Gartner policy, Gartner Peer Insights Plus is currently not available to consultants, system integrators, or technology providers.

Do we need to choose from the 2 incentive options or can we let the customer choose either a \$25 gift card or access to content?

- Vendors will have an option to select either a \$25 Technology Provider-Funded gift card or Gartner Peer Insights PLUS 3-month memberships while creating a new review sourcing link. This option will be applicable to all the reviews submitted using the review sourcing link.
- You will have to create separate sourcing links for each incentive type and you can choose to provide both the options (by providing two separate links) to the reviewer to choose from while submitting a review. You can leverage our [review invitation templates](#).

Can we use the gift card option and GPI+ together or are they mutually exclusive? Can the customer choose which one they prefer?

- Vendors will have an option to select either a \$25 Technology Provider-Funded gift card or GPI+ 3-month memberships while creating a new review sourcing link. This option will be applicable to all the reviews submitted using the review sourcing link.
- You will have to create separate sourcing links for each incentive type and you can choose to provide both the options (by providing two separate links) to the reviewer to choose from while submitting a review. You can leverage our [review invitation templates](#).

Can a customer get both, a gift card and GPI+ for a review? Or are they mutually exclusive?

- No, a customer cannot get both a gift card and GPI+ for a single review. However, if a reviewer submits two different approved reviews, with sourcing links offering a gift card and GPI+ respectively - the reviewer can get both the incentives.

Others

Gartner Research & Magic Quadrant Reference Survey (MQRS)

Will MQs also be asking for reviews that go into GPI?

- Gartner decided on a policy that included a decision for authors of a Magic Quadrant and/or Critical Capabilities to stop asking for customer references until further notice (click [here](#) for more details). You can however encourage your customers to submit their feedback for your product/service through a review sourcing campaign. Please visit the [Gartner Peer Insights Technology Provider FAQ page](#) for additional details. For additional information on Gartner Peer Insights, visit the [Gartner Peer Insights FAQ document](#).
- Gartner Peer Insights represents one source of customer input among others that the authors may use to support a Magic Quadrant and Critical Capabilities creation. As always, Gartner may consider other sources of customer input information in addition to Gartner Peer Insights, such as analysts' inquiries with Gartner end user clients, primary research survey results, amongst others.

Will Gartner Peer Insights continue to be used as a proxy for references in Gartner MQ's?

Note: References are no longer required in MQ assessments.

- Yes, Gartner Peer Insights reviews are one of the sources of customer input information that may be considered, along with a variety of other factors, by Gartner experts as part

of Gartner's rigorous research process. Note that while end-user feedback is important, it is only one aspect in an area of criteria that are considered. As always, Gartner may consider other sources of customer input information such as Gartner Peer Insights, analysts' inquiries with Gartner end user clients, and primary research survey results. Click [here](#) for more information on how markets and vendors are evaluated in Gartner Magic Quadrants, and click [here](#) for Gartner Peer Insight FAQs

We continue to see analysts actively not consider Gartner Peer Insights reviews in MQ and Critical Capabilities assessments. What messages are the analysts receiving re: use of GPI information?

- Gartner's methodological guidelines instruct analysts to utilize Gartner Peer Insight reviews that are sufficiently current and relevant based on trends in the market we are evaluating. Gartner Peer Insights reviews are one of the sources of customer input information that may be considered, along with a variety of other factors, by Gartner experts as part of Gartner's rigorous research process.
- Note that while end-user feedback is important, it is just one aspect in a vast area of criteria that are considered. For additional information, read [How Markets and Vendors Are Evaluated in Gartner Magic Quadrants](#) and [How Products and Services Are Evaluated in Gartner Critical Capabilities](#).

Where can I find the Lessons Learned document mentioned on the webinar?

- The Lessons Learned documents are available within Gartner.com

Gartner Digital Markets

How is Gartner Peer Insights related to Gartner Digital Markets? Will you share reviews across these sites?

- Gartner Digital Markets is made up of the Gartner-owned review platforms Capterra, Software Advice, and GetApp. While the Gartner Digital Markets focuses on serving the SMB buyer, Gartner Peer Insights focuses on the enterprise technology buyer. At this time, the reviews are not shared across Gartner Peer Insights and Gartner Digital Markets sites.

Do I have one point contact for both Gartner Peer Insights and Capterra, or do I work with different individuals?

- Technology Providers are aligned to specific specialists for each platform, Gartner Peer Insights and Gartner Digital Markets (Capterra, SoftwareAdvice, GetApp). Please reach out to your Program Manager directly with any questions.

Technology Provider Profile Pages

After reading about our product on Gartner Peer Insights and liking what they see, how do visitors click through to our site to engage with us? Are you considering an option where vendors can provide content such as reports, white papers, case studies, etc.?

- Currently on Gartner Peer Insights technology providers are not able to include links to their websites, or add in descriptions or other details onto the profile pages. However, as part of ongoing innovations on the end user site experience, we are in the process of developing different concepts based on end user feedback to introduce certain vendor-provided information onto the site that will help them better understand the vendor and the product listed on the site.