Gartner Digital Markets

Badge Program Methodology

Methodology for our Best badge program for the highest-rated products based on verified user reviews in specific software categories.

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Qualifications

Category Fit

Products must be confirmed by our research analysts as relevant and applicable to the respective categories.

Review Rating Count

In order for a product to qualify for a Best badge, it must have a minimum of 10 published review rating scores (i.e. for the rating field that the specific badge represents), within the submission period — defined as the 12 months prior to the badge eligibility cut-off date. Badge eligibility cut-off dates vary by category.

Published Reviews

The Best badge's applicable review rating count criteria will only consider published reviews. To be published each review must pass our validation, quality, and non-duplication processes.

Please see our reviews guidelines here.

Recognition Calculation

Badges are given to software companies and SaaS providers whose products reach an average review rating score greater than 4.5 across all of the products' published reviews within the submission period. Only the ratings of the review field that the specific badge represents will be considered. For example, Best Value will consider only the user ratings for the Value for Money rating field.

The program aims to provide badges to the top 25% of qualified products in a given category for each Best badge recognition; however, the number of products that receive badges may fluctuate given category fit confirmation, as described above.

The calculation includes the average score for a particular field (Ease of Use, Value for Money, etc.), and calculates the top 25% of all qualified products. Since the cutoff is fixed, no more than the top 25% of products receive badges. Sometimes, badges may be given to fewer than the top 25%.

- If a product is in the top 25%, but the average score is less than 4.5, the product is not eligible to receive a badge.
- If a product is considered "not a fit" for a category in which they placed in the top 25%, the product won't receive a badge.

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