

Gartner Digital Markets Best Badge Program

This exclusive program shines a spotlight on our highest-rated products based on verified user reviews in specific software categories.

Software companies whose products receive strong customer ratings and reviews on the Gartner Digital Markets network of sites — Capterra, GetApp and Software Advice — receive badges that can be used in marketing materials and campaigns. Best badges will also be highlighted on a company's product spotlight page, readily visible to all page visitors and software buyers.

How will this badge help my brand?

The Best badge is a great way to show how your product compares to your competitors — all based on positive, verified reviews and strong feedback from your users. Reviews badges serve as a strong trust-building element from a reputable third-party website, and help you build buyer confidence throughout customers' buying process. Software companies and SaaS providers often use badges on a company blog, in newsletters, press releases, social media, websites, and other marketing collateral.

What are Best badges?

Finding the right software is difficult. Reviews help throughout the purchase process, but buyers often have trouble finding the right reviews to help them find their best software solutions. End users could use more help to identify the highest rated software when it comes to the specific features and attributes they care about the most.

The Gartner Digital Markets network has more than 2 million verified user reviews spanning its 1,000+ software categories. Our sites' Best badges synthesize those reviews to recognize users' most highly-rated products in a given software category.

Badges are based on select review ratings fields, and fall under the following categories:

- Capterra Best Ease of Use and Capterra Best Value
- GetApp Best Functionality and Features
- Software Advice Best Customer Support and Software Advice Most Recommended

The Best badges aid in end users' software research and help them make more informed purchase decisions.

Questions?

Log in to your portal settings to contact us.

Get Started

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