## Top 20 External Usage Guidelines

"Top 20" includes all Top 20 reports produced by Capterra: Most Popular, Most Affordable, and Most User-Friendly. Providers must abide by the following when referencing Top 20:

When using Top 20 in promotional materials, you must include a link to the provided URL, so users can see the full and proper context.

You may quote or display the most recent Top 20 report, provided it is used in its entirety and presented exactly as the original. No edits or changes to the graphic are allowed.

You may quote your company's Top 20 scores (for example, "with a Market score of 93 out of 100" or "scored a perfect 50/50 for usability").

## Do not:

- Quote or display the Top 20 scores of any other provider
- Compare your company's position or scores against any other provider
- Use Top 20 content to criticize a competitor.

The Top 20 badge may be used in perpetuity, provided the required disclaimer appears along with the Badge image, proper attribution, and a link to the provided URL.

The content for the Top 20 report is derived from independent research and user testing; end-user reviews and ratings; and vendor-supplied and publicly available product and company information applied against a documented methodology. The results do not constitute an endorsement by Gartner or any of its affiliates.

Top 20 content is based on product data, independent Capterra research and testing, and user reviews. Therefore you may not imply that Top 20 is the result of Gartner Research evaluation (Research Analysts do not contribute to Top 20).

Except in digital media with character limitations (e.g., Twitter), the following disclaimer MUST appear with any/all Top 20 reference(s) and graphic use:

The content for the Top 20 report is derived from independent research and user testing; end-user reviews and ratings; and vendor-supplied and publicly available product and company information that is applied against a documented methodology. The results do not constitute an endorsement by Gartner or any of its affiliates.

