

# Avoid endorsement and criticism.



**We are an up-and-coming startup and we're included in Gartner research for the first time! This is a huge accomplishment for us, and we want to promote it as much as possible. May we do so?**

We understand how excited you are that a Gartner analyst included you in her latest research. You may state in your promotional materials that you were included, but in a neutral, innocuous way. Avoid phrases such as "Gartner thinks we are great!" or implying that inclusion is an award. Doing so could appear as an endorsement and compromise Gartner's ability to write objective research.



**Our competitor's product is cited in Gartner research; we would like to use that content to compare it to our own product to show that our product is better. May we do that?**

No, we do not permit Gartner research to be used as a "competitive weapon" or to shine a negative light on a competitor's product or service.



**We partnered with a company recognized in Gartner research. May we cite their recognition in our promotional material?**

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