Retrospective references

- You may use descriptions such as "consecutive" "again" "three years running" which acknowledge previous evaluations.

"consecutive"	*"ABC Company has been named a leader for three consecutive years."* *"This was the third consecutive year for ABC Company to be recognized as a leader in this report."*
"again"	*"We did it again! Gartner named us a Magic Quadrant leader."* *"A Gartner Leader…Again!"*
"in a row" **"running"** **"back to back"**	*"Gartner named us a leader for three years in a row."* *"For three years running we've been recognized by Gartner as a leader in the Magic Quadrant for XYZ."* *"Recognized a LEADER by Gartner three years back-to-back in ABC Magic Quadrant."*

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Comparative references

- You may use words such as "furthest" and "highest" when comparing your placement on the "x" and "y" axes.

"Highest / Execution"	"Furthest / Completeness"
*"ABC Company is positioned **highest** for **execution** in the leaders' quadrant."*	*"ABC Company is positioned **furthest** for **completeness** in the leaders' quadrant."*
*"ABC Company achieves **highest placement** for its **ability to execute** in the challengers' quadrant."*	*"ABC Company achieves **furthest placement** for its **completeness of vision** in the challengers' quadrant."*
*"ABC Company achieves the **highest overall position** for its **ability to execute** in XWZ Magic Quadrant."*	*"ABC Company achieves the **furthest overall position** for its **completeness of vision** in XWZ Magic Quadrant."*

"Highest / Execution" and "Furthest / Completeness"
*"ABC Company positioned **highest and furthest** for its **ability to execute** and **completeness of vision** in the Leaders' quadrant."*
*"ABC Company achieves the **highest and furthest overall position** for its **ability to execute** and **completeness of vision** in XWZ Magic Quadrant."*

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