

# Copyright and Quote Policy

## Gartner Cool Vendor Press Release Example

### ABC Company named a Cool Vendor by Gartner

*Leading analyst firm selects “innovative companies in digital commerce market,” report says*

**STAMFORD, CT – 1 November 2018:** ABC Company, the cloud-based predictive marketing company, today announced that it has been named a Cool Vendor based on the 16 May 2018 report titled, Cool Vendors in Digital Commerce by Christina Klock, Jason Daigler, et al., at Gartner. The report states, “Customer centricity pushes digital marketers to focus on delivering personalized commerce experiences to entice buyers.”<sup>1</sup>

Gartner’s Cool Vendor research is “designed to highlight interesting, new and innovative vendors, products and services.” The report also provides recommendations for digital marketers to take their strategies forward including the following:

- “Digital marketers with constrained budgets or seeking quick market entry for new products should consider a hosted delivery ecosystem.
- Users of email and search marketing should consider improving the performance of their customer touchpoints through the use of advanced clustering, predictive analytics and recommendation engines.”

“We are delighted to be named a Gartner Cool Vendor,” said John Doe, founder and CEO of ABC Company. “Hands down, predictive marketing is the best way for digital commerce marketers to deliver a highly personalized customer experience. Watching our customers bring back more first-time buyers, retain more customers, increase margins and grow overall revenue with ABC Company is extremely rewarding. We believe this designation validates our commitment to deliver upon our mission of putting meaningful data in the hands of everyday marketers so they can engage with buyers more effectively.”

From our view, the information provided in the report is of value to all digital commerce professionals who are seeking new ways to transform their digital commerce tactics.

<sup>1</sup> Gartner, “Cool Vendors in Digital Commerce,” Christina Klock, Jason Daigler, Mike Lowndes, Sandy Shen, Penny Gillespie, Mark Lewis, 16 May 2018.

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## **About ABC Company**

ABC Company is a cloud-based predictive marketing platform. It is used by brands including BRAND 1, BRAND 2, BRAND 3 and BRAND 4. ABC Company helps marketers connect with the individual in every customer. ABC Company prescribes exactly the right marketing offer, makes each relationship more profitable, and simplifies the science of marketing. Based on a data scientist approach, ABC Product makes big customer data clean and smart. Then, ABC Company recommends what immediate actions to take to increase revenue. ABC Company is based in City, State. The company has been featured in well-respected publications and news programs including CNN, NPR's Marketplace, Forbes, Internet Retailer, Analyics.com and DMarketing.com. For more information, please visit <http://www.abccompany.com>.

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- Industry-general excerpts from the report are permitted (e.g., evaluation criteria);
- Company-, product-, and service-specific excerpts are not permitted as they may appear endorsing;
- Vendor company information and marketing material may be included provided it is clearly differentiated from analysis found in the Gartner report;
- The Gartner disclaimer (if applicable) and report attribution must be placed above your company boilerplate and press release end mark;
- “Gartner” may not be used as the first word in your press release headline or subheadline;
- Graphics from Gartner “branded” research, such as Cool Vendor research, may not be applied in press releases;
- The full, up-to-date version of the Copyright and Quote Policy can be found at: <http://www.gartner.com/technology/about/policies/copyright.jsp>

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  - Attach the original Gartner report as a PDF or a hyperlink to the report;
  - Provide the exact location of the quotes (Page # and header, if relevant) and the quotes themselves in the email text to Quote Requests;
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