

Awareness. Validation. Results.

Drive successful marketing campaigns with Gartner-branded research



Produce greater marketing ROI for your business by leveraging the power of our trusted research and insights. A simple subscription-based program, Gartner Flex Reprints enables you to react quickly to shifting priorities and campaign performance to meet specific marketing goals.

- ✓ **Choose from a large and growing variety of research and document types.**
- ✓ **Host and replace your reprint by marketing need, not on a set schedule.**
- ✓ **Align reprints to specific campaigns, improving return on your marketing investments.**

How it works

Select your content (delivered via HTML)

Gartner Peer Insights Voice of the Customer report

Key research, including:

- Gartner Best Practices
- Gartner Cool Vendors
- Gartner Critical Capabilities
- Gartner Hype Cycles
- Gartner Magic Quadrants
- Gartner Market Guides
- Gartner Market Trends

Host your reprint

- Post to your website for lead generation
- Add to your sales enablement tools
- Strengthen client relationships
- Boost campaigns
- Engage channel and sales partners
- Support targeted campaigns

Track, measure, adjust

As needed, swap your reprints to align to evolving marketing goals.

Contact your account executive to learn more.

How to maximize your success

Proven best practices for driving ROI



Pick the right content

- Identify your primary goal (awareness, lead generation, nurture, credibility ...).
- Select the document type that supports the goal and your company's positioning versus competitors.
- Make sure the content validates your overall story.



Craft a message that drives engagement

- Gain attention with a compelling message, along with highlighting the Gartner name.
- Extract a key finding/recommendation and quote it on your website and other channels.



Run multichannel campaigns

- Do more than post on your website and send emails.
- Utilize high-visibility real estate on your homepage.
- Link to a landing page that offers context and collects information.
- Leverage social media and search engine optimization.



Support sales

- Guide your sales reps, sales development reps and partners in using media products (e.g., conduct a webinar).
- Develop specific messaging for these emails and phone calls.
- Address any sales-related questions/concerns to ensure that all sales personnel are comfortable sharing the content with clients and prospects.

Add to your marketing firepower with a flexible solution.

Contact your account executive to learn more.