

How To Use Forrester Consulting Commissioned Studies

Leveraging Forrester Consulting Thought Leadership Papers, Total Economic Impact™ Studies, And Opportunity Snapshots

This reference document provides information on the distribution and use of commissioned market research studies/data and content assets created by Forrester Consulting, including Thought Leadership Paper (TLP), Opportunity Snapshot, and Total Economic Impact™ (TEI) assets. This document includes information on leveraging the custom content as part of your marketing efforts and working with Forrester's Citations team.

Best Practice Uses Of Custom Market Research

Many Forrester clients leverage commissioned research studies, including TLPs, Opportunity Snapshots, and TEIs, to create market awareness, drive leads, and demonstrate value through an unbiased third-party study of their market.

Successful uses include:

- **Posting the final study on your website or linking from your website to your hosted study.** For instance, feature the study in a banner ad or direct email campaign to drive traffic to the asset, then capture prospect details by requiring registration to access or download the content.
- **Creating atomized content assets (e.g., social media content, executive summary, video, infographic) fit to multiple channels.** Maximize reach and visibility through the array of Forrester study extensions, or build assets in-house (with Forrester Citations approval).

- **Using the study's content in promotional events, such as speeches, podcasts, or webinars.** Use data from the commissioned study or have a Forrester analyst or consultant participate in a client-sponsored event to drive interest. The assets are great leave-behinds at conference booths as well.
- **Crafting press releases to attract media coverage.** Key findings from studies often capture media attention. Highlight research results in a press release to generate interest.

If you have questions about how to best use your research, contact your consultant to get more information.

Citation Guidelines For Publishing And Promoting Commissioned Research

If your study deliverables include a TLP, Opportunity Snapshot, or TEI asset (hosted study or PDF), that final asset is approved for external use and may be distributed or posted on your website using the preapproved language provided by Forrester.

All other references, representations, introductions, or characterizations of the study or materials intended for publication that cite quotes, data, or results from a commissioned study must be approved by Forrester's Citations team (citations@forrester.com). Please individually submit each request for promotion, and provide the final study materials you are citing with your request. Allow one to two business days to receive edits or approval for each submission.

Before you submit copy or material for approval, please consider [Forrester's Citation Policy \(Commissioned Research\)](#), [The Dos And Don'ts Of Forrester Commissioned Research](#), and the following guidelines.

Promotion And Publication Of Forrester Consulting Studies And Commissioned Data

All commissioned Forrester studies and data:

- **Must avoid cobranding.** No citation of the study or reference to Forrester’s name or research may be positioned to imply that Forrester is co-promoting the product with any other company or brand. For example, Forrester’s name may not be used in the header or subheader of a release; the lede of a press release may not give the impression that Forrester is issuing the release; and Forrester’s boilerplate may not be used. Forrester’s name also may not be used in an email subject line or in the company’s boilerplate.
- **May not endorse or discuss specific brands.** No citation of the non-TEI study may discuss any particular brand or product name; nor, for all assets, can the research be referenced in any material that makes negative or comparative references to specific companies, regardless of the sources involved. The study cannot be positioned to imply that Forrester is endorsing any particular product or brand, and Forrester will not approve any citation of data that mentions a specific brand or product (if collected, such data will be for internal use only) aside from the product covered in the TEI study.
- **Must have consistent attribution.** At all times, the study should be referred to as “a commissioned study conducted by Forrester Consulting on behalf of [your company]” and include the date of its publication.
- **May not be attributed to a Forrester analyst or consultant as the author.** Forrester Consulting is considered the author of this study/deliverable. The analysts and consultants who worked on the study may not be identified as the authors of the study in any promotional emails or other communications.
- **May only use quotes from the final document/deliverable text.** All quotations used in marketing or other published materials must be taken verbatim from the final study deliverable and attributed only to Forrester Consulting.
- **Require specific approvals for promotion across all media types.** All communications via social media applications, including but not limited to Facebook, LinkedIn, X, and blogs, are subject to the guidelines described in the Citation Policy. Marketing materials issued through social channels are subject to the same rules as any other marketing piece and need to be individually approved by Forrester.

- **Videos or recorded elements can be shared in clips pointing to the full recording, or shared in their entirety.** Statements made by Forrester analysts/consultants during client webinars, podcasts, videos, or other recorded presentations associated with commissioned research may not be cited, translated, or transcribed except for accessibility purposes, in which case the transcript can be made available alongside the full recording.
- **May use the Forrester logo and other branded attributes in accordance with [Forrester's Citation Policy \(Forrester Logo And Badges\)](#).** Client material cannot be cobranded, but the Forrester logo can appear in client materials if it is smaller and less prominent than the client logo and directly associated with the commissioned research.

Press Interactions Regarding Your Commissioned Study

A Forrester analyst or consultant is permitted to discuss the findings of the study with independent media outlets as an industry expert familiar with the research but cannot be identified as the author of the study, which should be attributed to Forrester Consulting. Interviews with press must be independent; the client cannot facilitate press interaction. Clients can refer press to Forrester PR (press@forrester.com) but cannot list Forrester as a PR contact on their materials.

Follow-Up And Contact Information

- **Using your study or data.** Contact the consultant who worked on your study.
- **Citing your study or Forrester research.** Contact citations@forrester.com.
- **Engaging with Forrester to evangelize the study results.** Contact the consultant who worked on your study, your account manager, or your solutions partner.

ABOUT FORRESTER CONSULTING

Forrester provides independent and objective [research-based consulting](#) to help leaders deliver key transformation outcomes. Fueled by our [customer-obsessed research](#), Forrester's seasoned consultants partner with leaders to execute their specific priorities using a unique engagement model that tailors to diverse needs and ensures lasting impact. For more information, visit forrester.com/consulting.

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