(A) Our company’s marketing campaigns would be strengthened by including a lot of Gartner research. Is this allowed?

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(B) I understand how including an overabundance of Gartner expert-opinion research could be perceived as an endorsement, but are there any exceptions to the rule?

Yes, press releases, website banners and registration pages linking to reprints, blog posts and other social media are exceptions to this rule.

(C) What about user-generated content, such as Gartner Peer Insights or Gartner Digital Markets content? Does the 70/30 rule apply or is it different since Gartner experts do not contribute to them?

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The 70/30 rule

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The 70/30 rule

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