

The Forrester Wave™: B2B Marketing Data Providers, Q2 2021

The 11 Providers That Matter Most And How They Stack Up

by Steven Casey

April 13, 2021

Why Read This Report

In our 24-criterion evaluation of B2B marketing data providers, we identified the 11 most significant vendors — Data Axle, Dun & Bradstreet, Enlyft, Global Database, InsideView, Leadspace, Oracle, SMARTe, Spiceworks Ziff Davis, TechTarget, and ZoomInfo Technologies — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2B marketing professionals select the right one for their needs.

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by [Steven Casey](#)
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Comprehensiveness And Connectedness Matter Most

The trends we highlighted as the drivers of increasing demand for B2B marketing data in our last [evaluation](#) of this market — the increasing adoption of account-based marketing (ABM), a renewed focus on customer marketing, and the realization that customer obsession is the key to long-term growth — are even more important today, given the impact of social distancing and the [digitization](#) of the B2B buying journey. At the same time, an explosion of third-party data sources and collection methodologies has commoditized many firmographic, demographic, and behavioral data types, a trend accelerated by the data providers themselves as they aggressively license their data to each other. To increase their appeal to B2B marketers, most vendors in this evaluation continue to expand their capabilities with a wide range of value-added tools and services.

As a result of these trends, B2B marketing data provider customers should look for a solution that:

- **Offers the widest, deepest, and highest-quality data.** Alas, there is still no silver bullet for B2B marketing data. Our ongoing conversations with B2B marketers, including more than 30 reference customers for this evaluation, indicate that most firms are still working with multiple data providers. Many B2B organizations are consolidating, however, around a primary data provider complemented by specialist firms focused on a specific data type, vertical market, or geography. This strategy requires selecting a core vendor with the breadth, depth, and quality of data required to serve successfully in that role.
- **Seamlessly integrates into existing workflows or enables new ones.** The ability to easily build a tightly defined target list and export it directly into a marketing automation or ABM platform for activation is now table stakes among the Leaders in this market. Much of the recent product development among vendors has focused on supporting sales — with enhancements such as real-time alerts in the CRM and browser extensions that highlight the data available to sellers as they research target accounts and contacts. B2B marketers choosing a comprehensive data solution should focus on the vendors with the strongest connections to their key systems.

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- **Includes the right mix of complementary components, applications, and/or services.** The leading vendors in this market offer a variety of value-added solutions for specific use cases and user personas. B2B marketers can use this evaluation to determine which vendors offer the right mix for their specific business needs. They should also keep an eye out for new developments in this area. A few vendors have already started, and we expect more B2B marketing data providers to offer increasingly sophisticated and comprehensive applications — built on their core data assets — that begin to compete with solutions in established marketing and sales technology categories such as marketing automation, sales engagement, and data management.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our reports on [B2B marketing data providers](#).

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

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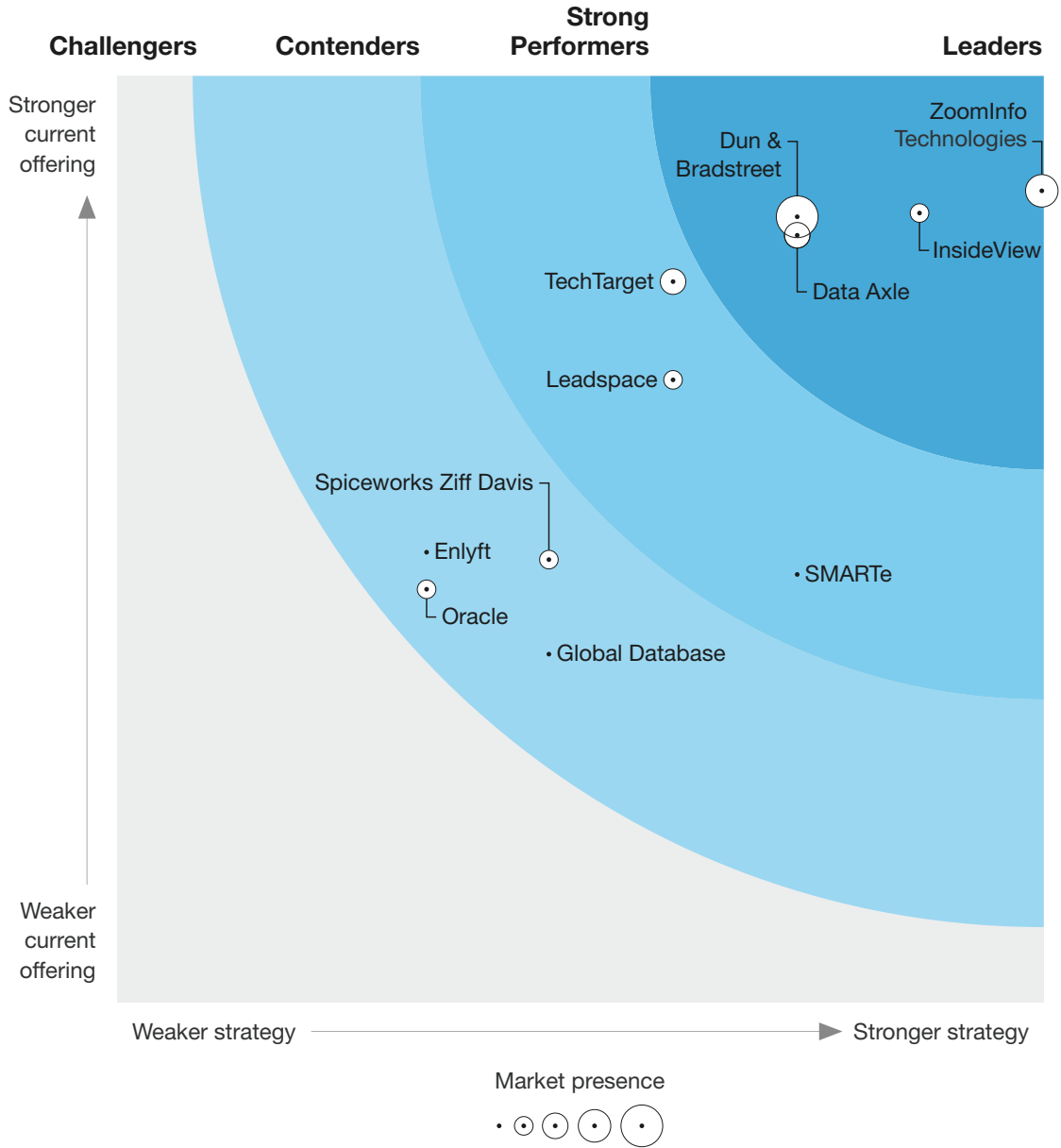
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FIGURE 1 Forrester Wave™: B2B Marketing Data Providers, Q2 2021

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FIGURE 2 Forrester Wave™: B2B Marketing Data Providers Scorecard, Q2 2021

| | Forrester's weighting | Data Axle | Dun & Bradstreet | Enlyft | Global Database | InsideView | Leadspace | Oracle | SMARTe | Spiceworks Ziff Davis | TechTarget | ZoomInfo |
|--------------------------------------|-----------------------|-----------|------------------|--------|-----------------|------------|-----------|--------|--------|-----------------------|------------|----------|
| Current offering | 50% | 4.14 | 4.24 | 2.43 | 1.88 | 4.26 | 3.36 | 2.23 | 2.31 | 2.39 | 3.89 | 4.38 |
| Data coverage | 20% | 4.20 | 3.80 | 2.80 | 1.20 | 4.20 | 3.40 | 2.00 | 3.00 | 3.00 | 4.20 | 4.20 |
| Data acquisition and processing | 10% | 5.00 | 5.00 | 3.00 | 3.00 | 4.00 | 3.00 | 3.00 | 3.00 | 3.00 | 4.00 | 5.00 |
| Data security and privacy | 10% | 4.00 | 4.00 | 1.50 | 1.00 | 4.00 | 2.00 | 3.00 | 2.00 | 1.50 | 3.00 | 5.00 |
| Data management | 10% | 5.00 | 5.00 | 3.00 | 1.00 | 5.00 | 5.00 | 3.00 | 3.00 | 1.00 | 3.00 | 3.00 |
| Analytics, reports, and dashboards | 10% | 3.00 | 5.00 | 1.00 | 0.00 | 5.00 | 3.00 | 1.00 | 1.00 | 3.00 | 5.00 | 3.00 |
| Integrations, APIs, and applications | 10% | 3.00 | 5.00 | 1.00 | 5.00 | 3.00 | 5.00 | 3.00 | 1.00 | 1.00 | 3.00 | 5.00 |
| Marketing support | 15% | 5.00 | 4.20 | 1.80 | 2.60 | 3.80 | 4.20 | 1.20 | 2.40 | 2.60 | 4.00 | 4.60 |
| Sales support | 15% | 3.67 | 3.00 | 4.33 | 1.67 | 5.00 | 1.67 | 2.33 | 2.33 | 3.00 | 4.33 | 5.00 |
| Strategy | 50% | 3.67 | 3.67 | 1.67 | 2.33 | 4.33 | 3.00 | 1.67 | 3.67 | 2.33 | 3.00 | 5.00 |
| Go-to-market | 33% | 3.00 | 3.00 | 1.00 | 1.00 | 3.00 | 3.00 | 1.00 | 3.00 | 1.00 | 3.00 | 5.00 |
| Solution packaging and pricing | 33% | 5.00 | 3.00 | 3.00 | 3.00 | 5.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 5.00 |
| Product roadmap and vision | 33% | 3.00 | 5.00 | 1.00 | 3.00 | 5.00 | 3.00 | 1.00 | 5.00 | 3.00 | 3.00 | 5.00 |
| Market presence | 0% | 3.00 | 5.00 | 1.00 | 1.00 | 2.00 | 2.00 | 2.00 | 1.00 | 2.00 | 3.00 | 4.00 |
| Revenue | 100% | 3.00 | 5.00 | 1.00 | 1.00 | 2.00 | 2.00 | 2.00 | 1.00 | 2.00 | 3.00 | 4.00 |

All scores are based on a scale of 0 (weak) to 5 (strong).

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Vendor Offerings

Forrester included 11 vendors in this assessment: Data Axle, Dun & Bradstreet, Enlyft, Global Database, InsideView, Leadspace, Oracle, SMARTe, Spiceworks Ziff Davis, TechTarget, and ZoomInfo Technologies (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

| Vendor | Product evaluated | Product version evaluated |
|-----------------------|---|---------------------------|
| Data Axle | Data Axle | 5 |
| Dun & Bradstreet | Lattice, ABM, Connect/Optimizer, Hoovers, Direct | |
| Enlyft | Enlyft | |
| Global Database | Global Database | V3 |
| InsideView | Data Integrity, Apex, Insights | V183 |
| Leadspace | B2B Customer Data Platform | |
| Oracle | DataFox | |
| SMARTe | InfoGenie, DataGenie | |
| Spiceworks Ziff Davis | B2B Intent | |
| TechTarget | Priority Engine, Priority Engine Express, Qualified Sales Opportunities/Confirmed Projects, Deal Data, Lead Generation, Oceanos Data Services, BrightTALK Platform/Demand Solutions | |
| ZoomInfo Technologies | ZoomInfo | |

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- **ZoomInfo Technologies offers a comprehensive, expanding solution.** Since our evaluation of this market in 2018, ZoomInfo has transformed its business and continues to expand aggressively. DiscoverOrg bought ZoomInfo in 2019, taking on the acquired company's brand, and has bolstered its capabilities with acquisitions such as EverString to extend the breadth of its company and

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contact data and Clickagy to add its proprietary source of behavioral/intent data. ZoomInfo also introduced a complementary sales engagement solution Engage in 2020 and has aggressive plans to expand its application portfolio to support additional marketing, sales, and data management use cases. The company issued an IPO in 2020.

ZoomInfo reference customers expressed very high satisfaction not only with the company's traditionally strong contact data but also with its company data. Multiple references indicated they do not use ZoomInfo data outside of the US because of privacy concerns, but others had deployed it successfully in Europe and Central America. ZoomInfo is a best fit for organizations looking for a comprehensive data solution with an expanding array of complementary applications built on a shared data foundation.

- **InsideView takes a practical approach to delivering focused and connected solutions.**

InsideView's portfolio of data offerings provide strong capabilities for key marketing, sales, and data management use cases. Since our evaluation in 2018, the company has developed a practical data management solution that solves critical data quality problems (without the challenges associated with deploying a customer data platform [CDP]), expanded its data set with strategic partnerships (most notably for behavioral/intent data), and added native integrations with key marketing technology solutions. InsideView's legacy of sales support is evident in its capabilities for territory planning and management, prospecting, and engagement. Its Apex offering provides advanced functionality for go-to-market planning and ABM modeling and reporting.

InsideView's customer references were all using multiple offerings from its portfolio and expressed high levels of satisfaction with the quality of the company's data (especially for midmarket and small and medium-size businesses [SMBs]) and its commitment to customer success. They also noted that InsideView's data was stronger in North America than other regions, which is an area of focus for the company's product roadmap. InsideView is a best fit for B2B marketers who need a pragmatic, cohesive solution that can address their expanding marketing, sales, and data maintenance use cases.

- **Dun & Bradstreet rationalized its solution to align more closely with key user personas.**

Dun & Bradstreet is a leading provider of firmographic data, anchored to its near-ubiquitous Data Universal Numbering System (DUNS) number, which it uses as a unique identifier throughout its marketing, sales, and data management offerings. Dun & Bradstreet has been very active since our last evaluation in 2018, issuing an IPO, making several strategic acquisitions (most notably the Lattice Engines CDP and the European data and analytics firm Bisnode), introducing a proprietary behavioral/intent data solution and a comprehensive ABM platform (based on Lattice Engines), and rationalizing its sales and marketing product portfolio to address specific buyer personas.

Customer references noted that Dun & Bradstreet's contact data was not as strong as its company data, the quality and depth of its data were notably stronger in North America than other regions, and work remains to be done updating the UI of legacy products and integrating new products —

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all of which are key initiatives on the company's product roadmap. Dun & Bradstreet is a best fit for B2B marketers with the resources, skills, and experience to take advantage of the company's broad portfolio of complementary products and services.

- **Data Axle offers a differentiated data set and wide array of tools and services.** Data Axle leverages its comprehensive data set across a broad set of solutions for B2B marketing, sales, and data management use cases. Since our last evaluation in 2018, the company has added focused ABM capabilities and proprietary behavioral data offerings and beefed up its support for AI-enabled marketing and sales motions. A big part of Data Axle's value proposition is its ability to integrate personal and professional buyer identities, which enables more precise targeting and deeper personalization. Data Axle has also invested in a deep bench of human researchers gathering and validating data. Data Axle's offerings provide strong support for sales use cases, with direct in-tool engagement functionality, and the company offers a wide range of complementary data science/modeling, lead generation/qualification, and creative services.

Data Axle has traditional strengths in data from the US and Canada but has been expanding its international reach. Data Axle is a best fit for marketers at organizations with both B2B and B2C offerings or at companies and agencies with the data science maturity to take advantage of its unique ID resolution capabilities.

Strong Performers

- **TechTarget offers technology buying signals, powered by an opt-in data set.** TechTarget mines the content consumption behavior of B2B buyers visiting the company's network of more than 140 technology information websites to provide technology marketers with rich insights on prospective accounts and buyers. Since our evaluation in 2018, the company acquired the virtual event platform BrightTalk to expand its opted-in behavioral/intent data and Enterprise Strategy Group to extend its ability to deliver custom content for the complementary demand-gen services — an important component of TechTarget's overall value proposition.

Customer references expressed uniformly high satisfaction with TechTarget, noting the importance of having data that meets the highest privacy standards and the quality of the company's behavioral/intent data. But they also said coverage was better for enterprise organizations than midmarket and SMB ones. TechTarget is a best fit for B2B technology marketers with market(s) and prospects that tightly align with the content and buyers associated with websites in TechTarget's network.

- **Leadspace offers a robust data solution with an upgrade path to a sophisticated CDP.** Since our evaluation in 2018, Leadspace acquired Reachforce to beef up its form augmentation capabilities and expanded its data set through numerous partnerships to broaden its coverage and global reach. The company also rationalized its product portfolio to focus on specific operations and marketing buyer personas. Leadspace solutions now range from a traditional third-party-data-focused offering (the subject of this evaluation) to a comprehensive CDP that is also capable of unifying the customer's first- and third-party data. Leadspace offers strong capabilities for

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buying-center identification and insights, total addressable market (TAM) planning and analysis, and lookalike modeling for customers focused on new markets. The company raised \$40 million in venture capital in 2020.

Customer references said Leadspace was a great partner, quick to respond to feedback and customization requests, but they would like to see more transparency into how the solution arrives at data choices and rankings. Leadspace is a best fit for B2B marketers looking for a solution with a comprehensive global data set that also offers an easy upgrade path to the advanced data integration and management capabilities of a CDP.

- **SMARTe offers global data for a wide range of use cases.** SMARTe is a 15-year-old company that established a beachhead in North America and EMEA and has expanded into Asia Pacific (APAC). The company offers complementary solutions for marketing, sales, and data management and has a bold vision to become a top-tier vendor in this market. SMARTe already ticks most of the boxes for key capabilities — but its historical commitment to bootstrapping the business (rather than taking outside investment) may prolong its progress toward that goal and make it difficult to compete with more established and well-funded competitors.

SMARTe customer references were among the very few in this evaluation to express relatively high satisfaction with their vendor's global data coverage. Customer references also expressed high satisfaction with their ability to create custom audiences using the SMARTe Bespoke Contact solution, which complements real-time InfoGenie discovery and DataGenie enrichment. But they said they would like more granular control over filtering capabilities, which would allow them to set limits on the number of contacts with specific titles or roles returned in a segment, for example. SMARTe is a best fit for organizations that require their core data solution to have global reach.

Contenders

- **Spiceworks Ziff Davis is building a comprehensive behavioral/intent solution.** Spiceworks Ziff Davis offers a wide-ranging data solution that leverages insights gathered from opted-in members of the Spiceworks community of technology decision-makers and the behavioral/intent data of buyers in a broad range of markets compiled by its sister company Aberdeen. These offerings are largely separate products today, but they were recently integrated at the data level — Spiceworks customers now have access to Aberdeen data. The company plans to roll out a comprehensive offering that combines the Spiceworks and Aberdeen data and functionality before the end of 2021. The company also offers a wide range of complementary demand-gen services.

Spiceworks Ziff Davis customer references said that its technographics data was rich but could be more comprehensive and that its overall data coverage was stronger in the US and EMEA than in APAC. They also would like to see more integrations to make it easier to operationalize the data they receive. Spiceworks Ziff Davis is a best fit for technology marketers who need deep insights into their buyers and are willing to work with their vendor as they build out that solution.

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- **Global Database offers broad global coverage but needs to fill in the gaps.** Global Database is an early-stage startup that has compiled an impressively broad company and contact graph. The company does not offer behavioral/intent data and is developing its reporting capabilities and integrations. Customer references said that they rarely cannot find a company they are looking for in the Global Database solution but also said that the depth of that data is shallow and that they frequently encounter missing data and empty fields, most often for contacts and technographics. So customer references gave the company high marks for customer service — it responded quickly to any data requests with the information they were seeking — but were only moderately happy with the solution overall.

Global Database is a best fit for organizations looking for an economical data solution with wide-ranging coverage and willing to work with their vendor as the solution matures and the data set expands.

- **Enlyft offers a predictive account and technographic intelligence solution.** The Enlyft solution is built on the latest data gathering technologies to compile a comprehensive company graph from a wide range of publicly available sources. Enlyft also leverages AI to deliver buying signal insights through custom-developed predictive models. One reference customer at a global technology company reported being very happy with the results of using Enlyft to develop custom models and analyze large volumes of data on target SMB accounts. A global consulting company said it had similarly positive results providing its salesforce with predictive insights on prospective technology purchases.

Overall, customer references praised Enlyft for the breadth of its firmographic data and its global coverage. But they would like to see deeper data on accounts, along with increased automation and improved integrations to reduce the amount of work currently required to move data between systems. References also appreciated the company's commitment to their success, which sometimes extended to involvement from the company's senior management, which (though admirable) is not a scalable model for growth. Enlyft is a best fit for organizations with the data science skills and experience to take advantage of its custom modeling capabilities and firmographic data set.

- **Oracle offers a specialized account data intelligence and management solution.** Shortly after our evaluation in 2018, Oracle acquired DataFox and has invested in expanding the solution's global firmographic data set and its API offering, integrating it directly into the company's marketing- and sales-related software-as-a-service (SaaS) applications. Oracle DataFox offers strong fit/lookalike functionality for ideal customer profile modeling and TAM analysis and uses natural language processing capabilities to analyze web-sourced signals such as technologies installed, news announcements, and job postings for additional granularity and to prioritize lookalike accounts. DataFox does not offer contact data such as email and phone numbers or behavioral/intent data derived from the actions of contacts. It does offer company-level behavioral/

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intent data such as news articles and press releases. Customer references said Oracle DataFox offered rich company data. They also expressed unhappiness with customer support, citing a lack of product knowledge and inflexible processes.

As a standalone offering, Oracle DataFox is a best fit for organizations focused on firmographic data, fit attributes, and company-related behavioral/intent data. For existing Oracle SaaS application customers, DataFox enhances the value of those solutions with easy access to rich company data and insights.

Evaluation Overview

We evaluated vendors against 24 criteria, which we grouped into three high-level categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include firmographics, demographics, geography, behavior/intent, technographics, sourcing, validation, certifications, the General Data Protection Regulation, data management, analytics, reporting, dashboards, integrations, APIs, applications, account selection, account insights, contact selection and insights, engagement, form augmentation, territory planning/management, prospecting, engagement, and access.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated go-to-market, solution packaging and pricing, and product roadmap and vision.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue.

Vendor Inclusion Criteria

Forrester included 11 vendors in the assessment: Data Axle, Dun & Bradstreet, Enlyft, Global Database, InsideView, Leadspace, Oracle, SMARTe, Spiceworks Ziff Davis, TechTarget, and ZoomInfo Technologies. Each of these vendors:

- **Offers a comprehensive, differentiated B2B data solution.** The vendors in the evaluation must offer a solution that meets the needs of marketers and sellers for key use cases and provide a wide range of data types. A majority of the vendor's revenue (or that of the controlling business unit or division) must come from sales to B2B organizations.
- **Offers a solution that is publicly available.** Forrester evaluated B2B marketing data solutions that were generally available and actively used by paying customers as of February 1, 2021.
- **Sparked client inquiries and/or has capabilities that put it on Forrester's radar.** Forrester clients often discuss the vendors and products through inquiries. Alternatively the vendor may, in Forrester's judgment, warrant inclusion or exclusion in this evaluation because of technology trends, market presence, or lack of client interest.

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Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

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In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by January 12, 2021, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ and New Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

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