

Forrester's ForecastView Citation Guidelines



* The following pertains to ForecastView data not found in syndicated reports.

Citation Process:

1. Please let us know the ForecastView data that you want to cite. We can help you write it up in a way that identifies bases properly and sources the forecast correctly in a source line.
2. Only the topline, or highest-level, data set of a forecast may be cited. Citations of the country- or category-level data set of a forecast are prohibited.
3. The source should include the forecast title name, Forrester Analytics, as well as the posting date from the website (e.g., Forrester Analytics: Online Retail Forecast, 2018 To 2023 (US), May 7, 2018).

Internal Citation:

- No approval is needed; we just ask that the forecast title (see below) be sourced.

External Citation:

- We must have context of use before submitting for citation approval.
- Forecasts are usually updated annually. The most recent data point must always be cited. Data older than 18 months may not be cited.
- For Global/EU/APAC/LATAM forecasts, only topline, or regional-level, data can be cited. Country-level data may not be cited.

Verbal Only:

- We ask that Forrester's ForecastView and the forecast title, or report title (if appropriate), be mentioned as the source as per the guidelines stated above.

Social Media:

- We encourage the use of our data on social media platforms but ask to review the use of ForecastView data through our citations process.
- Twitter — Please tag @Forrester as your source in the tweet and #ForresterAnalytics.
- LinkedIn/Facebook — Please use proper sourcing for ForecastView data (see above).

Things To Keep In Mind:

- Forrester clients who purchase a forecast may cite topline* data only.
- Non-Forrester clients who purchase a forecast must also purchase reprint rights in order to cite the forecast, and only topline data may be cited.

* Forrester defines "topline" as the highest level of data in bold font. Compound annual growth rates (CAGR) at the category level are also considered topline. However, category-level market sizing, channel share, etc. citations are prohibited.