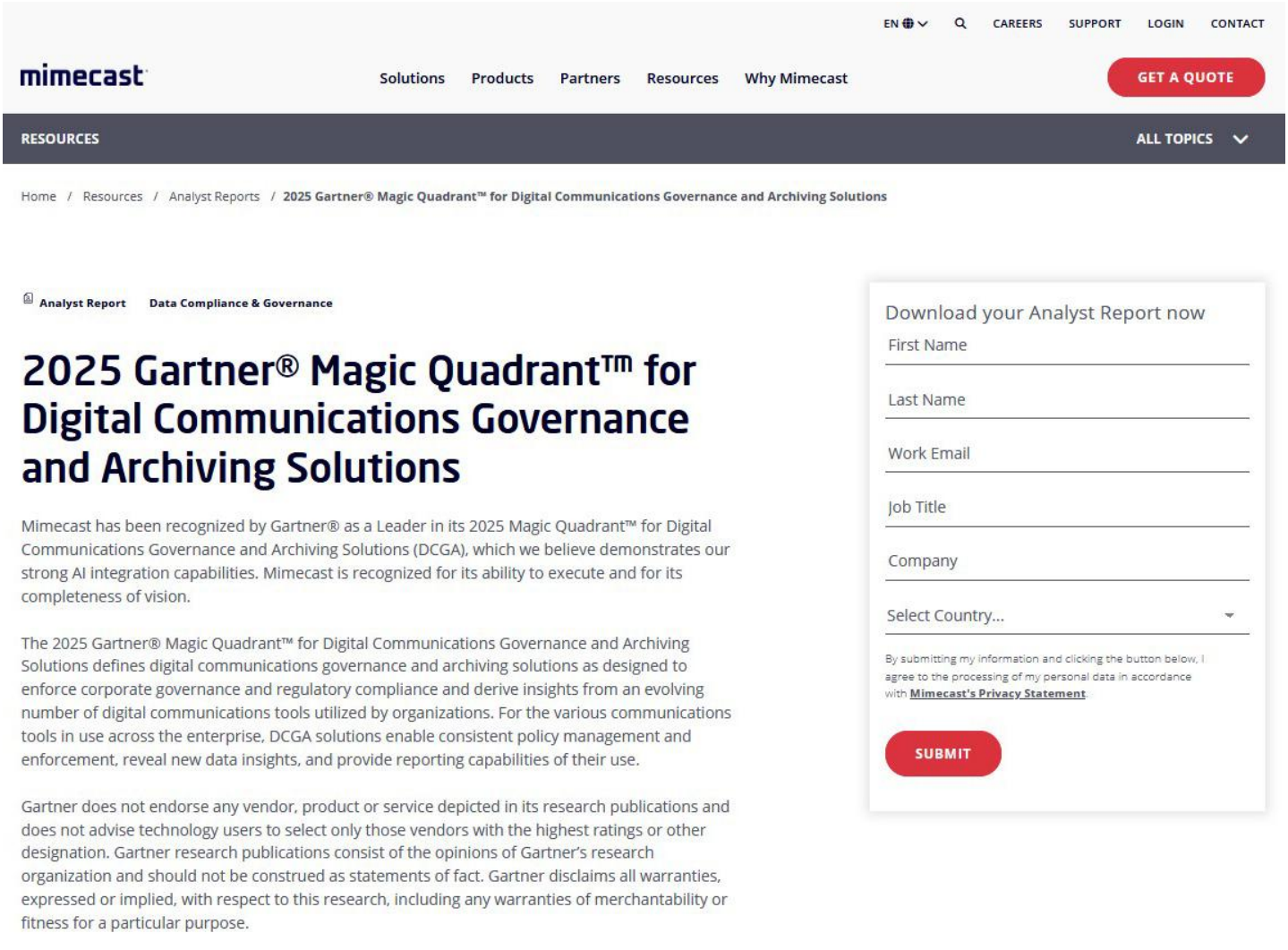
Analyst Report Marketing

Analyst reports from firms like Gartner and Forrester are important to cybersecurity companies like Mimecast because they directly shape buyer decisions and build market credibility. Maintaining a relationship with analysts at these firms can make or break a new product. So can properly promoting when a company and its products and services appear favorably in analyst research reports. Each time Mimecast appears favorably in analyst research, I review the research and determine the best way to promote it, working with senior management to ensure our efforts are on course with current company directives.

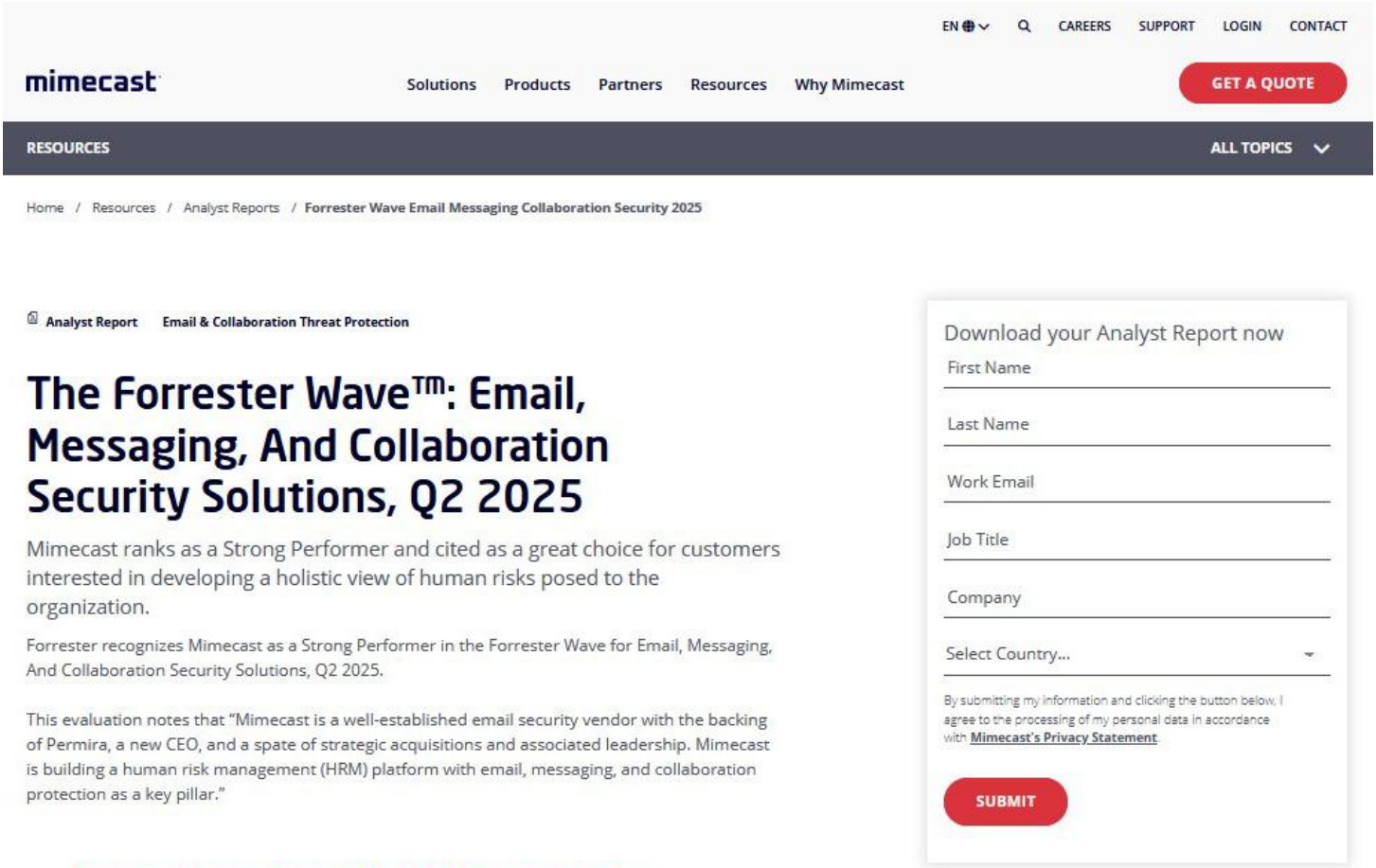
Once a direction is determined, I then create any needed content and obtain approval from the analyst as required for that content. I then work with other marketing team members on ensuring our new analyst content is being promoted properly. A blog is written about the content, the licensed report itself is added to the website resource center, and then the blog and report are promoted on social media, in company emails, through social channels, and also through internal company resources.

The following pages contain five examples of analyst reports and the copy I drafted to promoted them in the Resource Center at Mimecast.com.

In this analyst report, Mimecast is recognized as a Leader in the 2025 Gartner® Magic Quadrant™ for Digital Communications Governance and Archiving Solutions (DCGA), praised for its ability to execute and completeness of vision. This recognition is due to Mimecast's strong AI integration. Mimecast DCGA solutions help organizations enforce corporate governance, meet regulatory compliance, manage consistent policies, and extract data insights.

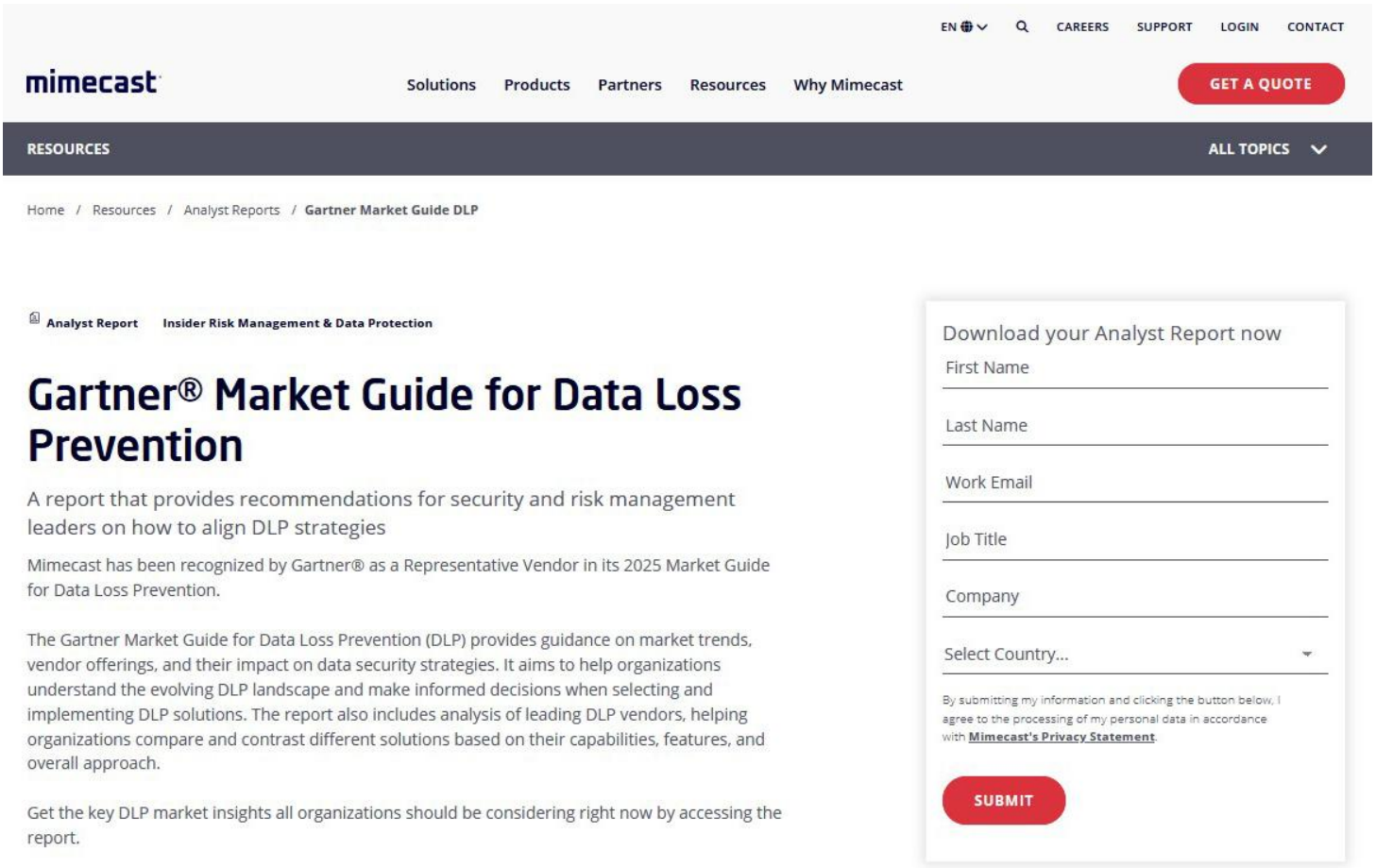


In this analyst report, the Forrester Wave™: Email, Messaging, And Collaboration Security Solutions, Q2 2025, Mimecast is named a Strong Performer. The report cites that Mimecast has leveraged strategic acquisitions to build a comprehensive human risk management platform. This HRM platform integrates email, messaging, and collaboration protection as a core pillar. Forrester highlights Mimecast as an excellent choice for a holistic view of human risks.

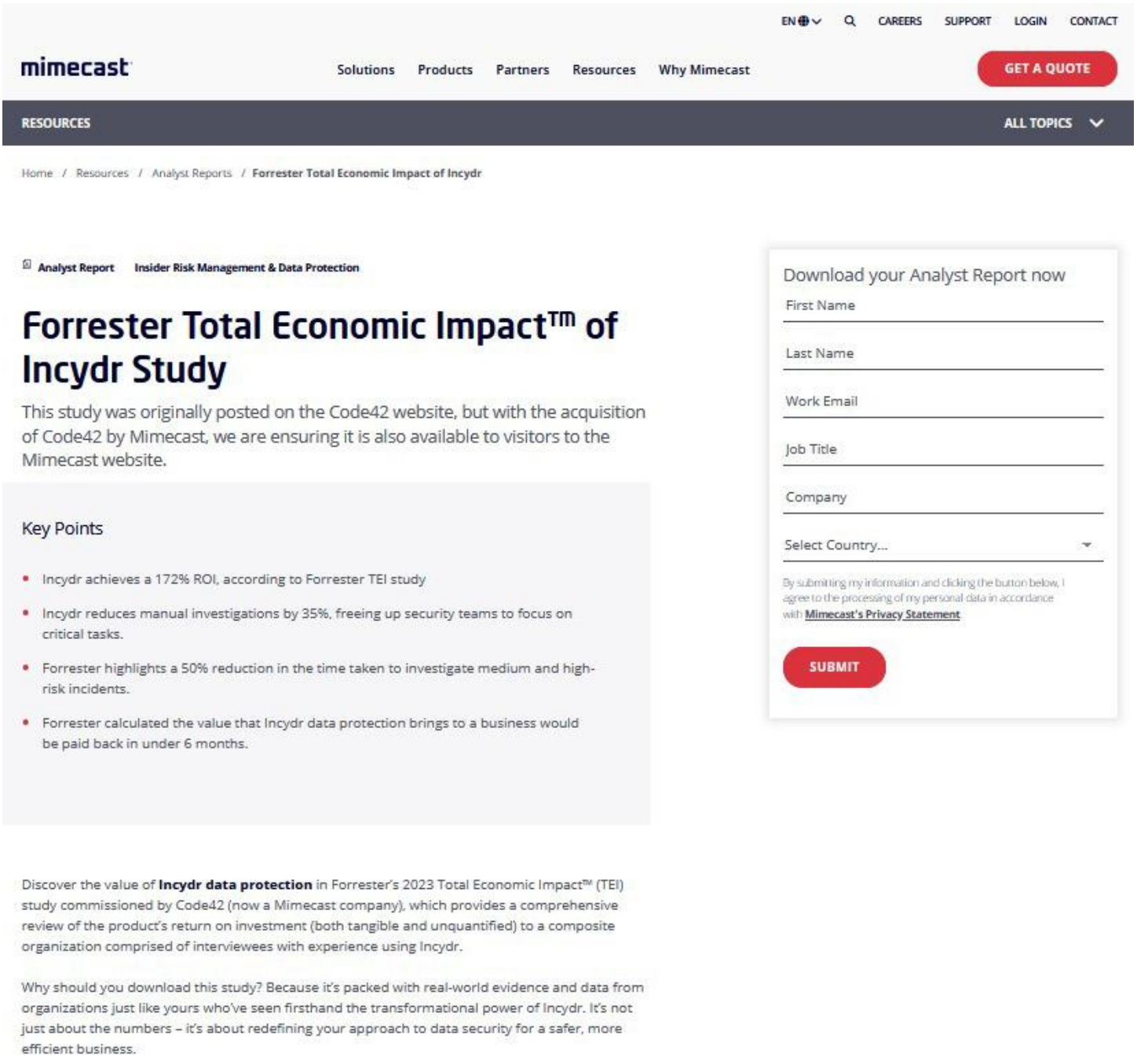


Forrester notes that Mimecast is a great choice for customers interested in developing a holistic view of human risks posed to the organization in addition to protecting the workforce in all the ways it communicates.

In this analyst report, the 2025 Gartner® Market Guide for Data Loss Prevention, Mimecast has been recognized as a Representative Vendor. The report offers security and risk management leaders critical guidance on market trends and vendor capabilities to help organizations align and refine their data security strategies.



This analyst report, a Forrester Total Economic Impact study, highlights that Mimecast Incydr achieves a 172% return on investment with a payback period of under six months. The report also indicates that Incydr reduces manual investigations by 35% and cuts the time required to address medium- and high-risk incidents in half.



In this analyst report, Mimecast is recognized as a Leader in the December 2025 Gartner Magic Quadrant for Email Security, citing its advanced platform capabilities and ongoing integration of recent acquisitions. The report also cites that Mimecast's offerings provide robust gateway and API integrations, archiving, and human risk management features suitable for diverse organizations.

