

Technology Provided Funded Gift Card Program

Market Fund Allocation



Market Allocation feature will allow you to allocate and manage your funds in Technology Provider Funded Gift Card account at a market level. With this your teams will be able to restrict access of their respective funds within their markets for issuing gift cards.

Vendors who can avail this feature:

- Have products/services in more than one market
- Have claimed their Technology Provider Funded Gift Card account and have unused funds that they can allocate

Getting Started:

[Email us](#) to enable market allocation for your Technology Provider Funded Gift card account. In the email, add details on which markets you want to allocate your funds in and the corresponding fund distribution.

Note: Please ensure there is no unallocated funds in the account after you have allocated funds in your markets. The unallocated funds will not be used to provide gift cards to your reviewers in any market.

Track Allocated Funds :

Once you have allocated funds in your markets, you can track them on your TPT dashboard [here](#).

Note: If you add funds in your account, please ensure to allocate all your funds amongst your markets by reaching out to [us](#).

Incentive Balance Account Summary for 2021
Last updated February 26, 2021 20:30 (EST)

Search Market	Allocation	Available
	\$4050	\$4000 (\$50 used)
	\$2500	\$2475 (\$25 used)
	\$2500	\$2425 (\$75 used)
	\$0	\$0 (\$0 used)
	\$0	\$0 (\$0 used)

Market Limit: You can allocate upto US \$5000 in a market per calendar year. [Learn more](#)

Frequently Asked Questions:

➔ Is it mandatory to allocate incentives by market?

This is an optional feature of our existing vendor funded gift card program. Tech providers that have products listed in more than one market can opt-in to manage their funds by market through this feature.

➔ Why should I opt-in for market allocation of funds?

Tech Providers only need to opt-in if they have products listed in more than one market on Peer Insights and want to manage, distribute or restrict certain funds usage to specific markets.

➔ How do I opt-in?

If you would like to allocate your funds to specific market/s, please reach out to your Program Manager directly. If you do not know who your aligned Program Manager is, please email us at PeerInsightsVendorSuccess@gartner.com.

➔ Can any tech provider opt-in for this?

Any tech provider that is enrolled with our [Technology Provider Funded Gift Card Program](#), can opt-in for allocating funds by market/s.

➔ Does this apply to Gartner Funded Incentives also?

The market allocation of funds is only applicable to vendor funded incentives and does not extend to Gartner funded ones.

➔ Do I have to opt-in every time I add funds?

No, you just have to opt-in once. However, every time to add funds (the first time or subsequent transactions), you will have to confirm the market allocation of those funds each time. **Important:** Until confirmation - the funds would not be available for issuing gift cards.

➔ How many markets can I opt-in for?

You can allocate funds to any/all markets you feature in on Gartner Peer Insights.

➔ If I operate only in one market - do I still have to opt-in?

If you have a presence in only one market, you do not need to opt-in as your funds can only be used against that one market.

➔ What happens if I allocate funds to only a few of the markets I operate in?

Incentives will only be issued for approved reviews in markets that you have provided funds for while opting in for the program and have a funds balance.

Let's say you operate in 5 markets on Gartner Peer Insights and you have allocated funds to 2 of those markets. The incentives will only be provided for approved and published vendor-invited reviews in those 2 markets ONLY.

➔ **Do I have to allocate all the funds in my account to specific markets?**

If you opt-in, it is important to have all the funds allocated to specific markets.. Approved reviews in markets with no directly allocated funds will not be incentivized, even if unallocated funds are available.

Let's say you have \$4,000 in your funded account and you have a presence in 5 markets. You allocate \$1,000 for Market A and \$1,000 for Market B. The balance \$2,000 continues to remain in your account unused until allocated.

➔ **What are the maximum funds I can allocate to a market?**

Our current yearly "per market" limit is \$5,000/market/year.

➔ **What is the minimum amount I can allocate to a market?**

You will need to add a minimum of \$25 USD.

➔ **How can I change the allocation of funds for the specific market/s?**

Please reach out to your Program Manager directly. If you do not know who your aligned Program Manager is, please email us at PeerInsightsVendorSuccess@gartner.com.

➔ **How often can I change the allocation of funds for the specific market/s?**

There is no restriction. Anytime you feel there is a change required - please reach out to your Program Manager directly. If you do not know who your aligned Program Manager is, please email us at PeerInsightsVendorSuccess@gartner.com.

➔ **Will I be able to monitor the funds allocated and the funds used for specific market/s?**

Yes, your [Gartner Peer Insights | Dashboard](#) will display all the details.

➔ **What happens if I add funds through the Technology Provider Funded Gift Cards account, but do not allocate funds to specific market/s?**

If you have opted-in, every time your account is funded, it is important to allocate funds to be able to start using the new funds for incentivizing reviewers. If the funds have not been allocated to any market - those funds are not used for incentivizing reviews, until allocated.

➔ **Once the funds have been allocated – how can I control other TPT Users from my organization from using the funds?**

Anyone who is a TPT User and has access to your [Gartner Peer Insights | Dashboard](#), will have the access to create a review campaign link using the funds also. The incentives will be issued for published reviews in the same market. The restriction of funds is ONLY at the market level and not at the access level of the TPT User.

➔ **Who will have the rights to allocate the funds and make changes to it, if required?**

For new or addition to existing allocation - Users who load/add additional funds to the account, can ask for the funds to be allocated to the markets of their choice.

For reallocation of existing allocated funds - Gartner will need confirmation from the user who originally allocated the funds to these markets.

Still have questions? Just reach out to your Peer Insights Program Manager or [Email Us](#)