

## KMWORLD CUSTOM RESEARCH

### ➤ **A MULTICHANNEL CONTENT-CREATION AND LEAD-GENERATION PLAN**

Unisphere Research, KMWorld magazine's research arm, conducts ongoing proprietary and "for publication" research projects for select companies. Using its core subscriber database of 40,000-plus unduplicated knowledge and information management professionals, Unisphere Research conducts web-based surveys on information management topics covering a range of issues from knowledge management to business intelligence, virtualization and the cloud, information governance, adoption of new and emerging technologies, unstructured data, and IT priorities.

In addition to KMWorld subscribers, Unisphere Research conducts research in association with a number of user groups and publications. Unisphere can conduct research across the following memberships and subscriber bases.

- › Database Trends and Application subscribers
- › Customer Relationship Management (CRM) magazine subscribers
- › Big Data Quarterly Subscribers
- › The Independent Oracle Users Group (IOUG)
- › Oracle Applications Users Group (OAUG)

Unisphere assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere's survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the selected universe of professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings and then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Studies may remain completely proprietary, but most are used as a unique source of content for the sponsor, with full attribution to the survey sponsor.

### ➤ **Basic deliverables include:**

1. Survey Questionnaire Development
2. Survey participation solicitation from KMWorld's database of 40,000-plus information management professionals
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report (25–35 pages), which is attributed to the sponsor on the front cover

The basic cost of conducting a proprietary or "For Publication" study is \$15,000, including the cost of an incentive.

### ➤ **Program Extensions:**

White paper authorship: \$4,000

Turnkey one-hour webinar with analyst and sponsor participation: \$12,000

Pay-per-lead program on KMWorld: \$50 per lead (clean, North American leads)

For more details on Unisphere Research programs, please see [UnisphereResearch.com](http://UnisphereResearch.com).

### ➤ **Contact Information**

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