

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 50,000-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, the 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 Applications* subscribers
- *CRM* (customer relationship management) magazine subscribers
- *Speech Technology* magazine subscribers
- *Big Data Quarterly* subscribers

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 50,000-plus subscribers
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report (20–30 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, and generally takes 3–4 months to complete.

Add a custom single-sponsored webinar to share your findings with the audiences of *KMWorld* for an additional fee.

➤ **Contact Information**

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