

## ***COST-PER-LEAD (CPL) PROGRAMS***

➤ For more than 2 decades, KMWorld has helped IT marketers generate quality sales leads through its Best Practices white paper program, turnkey webinars, and dedicated email blast offerings. We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

### ➤ **How does it work?**

Your white papers/case studies/ebooks are posted in a special section on the KMWorld.com website and marketed to qualified candidates in the KMWorld subscriber and affiliate network of more than 50,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

- Standard contact capture fields include full name, job title, company name, postal address, phone numbers, and email address. Custom fields are available too.
- Basic screening eliminates false entries, incomplete forms, students, and leads outside of North America. Global leads can be delivered as well to companies that choose to take advantage of KMWorld's unique international positioning, at no additional charge.

### ➤ **Why try this program?**

- The KMWorld syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your content and that match your campaign criteria..
- The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.
- Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to KMWorld for relevant content.
- You only need a logo, headline, 75-word description, and PDF to get started.

### ➤ **Contact us**

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