CONTENT SYNDICATION AND CPL PROGRAMS

Turn your existing content into a measurable lead-generation campaign. KMWorld promotes your assets to knowledge management, content, search, and enterprise AI professionals, then delivers screened contacts that match your campaign criteria.

50,000+
subscribers.

CLEAN LEADS
screened before delivery.

CPL PRICING
pay only for qualified downloads.

HOW THE PROGRAM WORKS

1
SUBMIT
Provide your content and campaign assets.

2
BUILD
KMWorld creates a dedicated registration page.

3
PROMOTE
Your content is marketed across digital channels.

4
DELIVER
Screened leads are sent to your team.

CAMPAIGN CAPABILITIES

- Syndicate white papers, ebooks, case studies, solution briefs, analyst reports, and other downloadable assets.
- Promote campaigns through KMWorld.com, email, and newsletter placements.
- Capture standard business contact information through a dedicated registration page.
- Add custom qualifying questions to support campaign targeting and follow-up.

STANDARD CONTACT FIELDS

Full name, job title, company, postal address, phone number, and email address. Custom fields are available.

LEAD QUALITY AND TARGETING

- False entries, incomplete forms, students, and contacts outside the agreed geography are removed.
- North American targeting is standard; global leads are available on request at no additional charge.
- Each campaign can be customized to reach the audiences most relevant to your content.
- You pay only for clean leads that download your content and meet the agreed campaign criteria.

WHAT YOU NEED TO GET STARTED

Company logo, campaign headline, 75-word description, and final PDF asset.

BUILD A CPL CAMPAIGN.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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