KMWORLD CUSTOM RESEARCH SOLUTIONS

Create proprietary market intelligence your organization can use to shape strategy, support thought leadership, and engage prospective customers.

Unisphere Research, KMWorld's research arm, works with sponsors to develop original studies around knowledge management, enterprise AI, information strategy, and emerging technology priorities. Each program combines custom survey research, expert analysis, and a professionally produced report attributed to the sponsor.

50,000+	20-30 PAGES	3-4 MONTHS	$16,000
professionals	professionally produced report	typical program timeline	complete research program

TURN AUDIENCE INSIGHT INTO BUSINESS VALUE

- Validate market assumptions and uncover emerging needs.
- Benchmark buyer priorities, challenges, and investment plans.
- Create original data for thought leadership and content marketing.
- Develop an authoritative asset for sales and demand-generation campaigns.

FLEXIBLE USE

Keep the findings proprietary or publish the study with full sponsor attribution.

EXPAND THE RESEARCH AUDIENCE.

Selected studies may also draw from the following subscriber bases:

Database Trends and Applications	*CRM magazine*
Data & AI Quarterly	*Enterprise AI World*

1	**DEFINE** Set the topic, objectives, and questionnaire.
2	**SURVEY** Recruit qualified participants from the selected audience.
3	**ANALYZE** Aggregate responses and identify the key findings.
4	**PUBLISH** Write, edit, chart, and design the final report.

EVERY PROGRAM INCLUDES:

Questionnaire development, participant recruitment and incentive, data aggregation, expert analysis, writing, charts, design, and sponsor attribution on the report cover

BUILD A CUSTOM RESEARCH PROGRAM.

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

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