

## Effective Marketing is About Measuring Results

KnowledgeStorm's Results360™ tools and services provides you with the visibility you need to know what's working with your online campaigns on KnowledgeStorm. Now you can gain even greater insight into how the market is responding to your content and how you can improve the results of your online marketing programs and strategies.

### KnowledgeStorm's Results360™ Content Intelligence will show you:

- Which demographic segments respond best to your message
- If your listings (Solutions and/or Research) attract your intended target audience
- How your lead generation efforts compare to the competition and other content in your space
- Which of your listings have the best conversion ratio and if one listing significantly outperforms another
- What the cross-marketing opportunities are with related offerings
- What other listings your prospects are viewing
- How your listings compare, overall, to other vendors in your space

### Results 360™ Content Intelligence includes the following reports:

#### Demographic Benchmarking

Compare the demographics of your Web leads to the overall demographics across KnowledgeStorm's user base for the same reporting period, and drill down to see the performance and activity for each of your KnowledgeStorm Listings.

#### Peer Benchmarking

Analyze and compare the performance of your listings to your peers on KnowledgeStorm, and see which categories perform best for your target markets.

#### Behavioral and Competitive Overlap

Find out what competitive and complementary solutions your prospects are researching on KnowledgeStorm, and understand which competitors are most successful at reaching your customers and prospects.

## Make Better Business Decisions

KnowledgeStorm's Results360™ Content Intelligence provides you with extensive data on prospect behavior and demographics, competitive overlap and your performance on KnowledgeStorm. This data can be used to influence your product and marketing strategies, helping you to make better business decisions.

ABC Software Inc. **Benchmark Report**  
03/01/2007 - 05/31/2007

Geography - International    Geography - Domestic    Business Size    Industry    Job Title / Function    Purchasing Involvement

	March, 2007	April, 2007	May, 2007	Past 3 Months
<a href="#">The Case for Business Process Management (BPM)</a>	127	84	42	253
<a href="#">ABC Business Process Management (BPM) Software Suite</a>	47	32	20	99
<a href="#">Event-Driven Service-Oriented Architecture (SOA)</a>	36	44	15	95
<a href="#">Strategy for Growth, Efficiency and Compliance in Retail Banking</a>	26	38	10	74
<a href="#">ABC's Proven Solution for Service-Oriented Architecture (SOA)</a>	30	31	11	72
<a href="#">Driving Efficiency in the Life Insurance Office</a>	24	22	6	52
<a href="#">The Role of an Enterprise Service Bus (ESB) in a Service Oriented...</a>	19	20	12	51
<a href="#">Achieving Customer Centricity in Retail Banking</a>	19	26	3	48
<a href="#">Using SOA to Catch up on Multi-Channel Integration</a>	13	26	6	45
<a href="#">Retail Banking Solutions - Achieving Greater Customer Centricity</a>	14	20	6	40
<b>Total</b>	<b>355</b>	<b>343</b>	<b>139</b>	<b>837</b>

These are your top listings. Order is based on total gross leads during the most recent 3 month period.

The information in this report is based on the above set of content listings. Custom Reporting is available if you would like to see this type of data for all of your listings. Please contact your KnowledgeStorm Account Manager for details and pricing.

