

How Effective are White Papers?

White Papers are the format most used to view or evaluate new-technology information: (1)

- 63% White Papers
- 56% Software demos, trials
- 52% E-mail newsletters
- 46% Product literature

Top White Paper uses: (1)

- 60% Stay on top of new markets, technologies
- 58% Find solutions for problems
- 58% Obtain preliminary information about products and vendors
- 50% Identify features that apply to my situation

What people "always/almost always" do after viewing White Papers: (1)

- 66% Visit vendor's web site
- 44% Search for content from other vendors
- 35% Demo or download product
- 34% Forward White Paper to a colleague

White Papers Rated as Effective Media Buy

- 78% of large companies
- 67% of medium organization
- 59% of small companies

White Papers Registered for and Downloaded Frequently:

- 79% Would be willing to register for white papers (2)
- 62% Download 1 to 10 White Papers in previous 3 months (1)

Top White Paper disappointments: (1)

- 44% Gave product information instead of discussing business challenges
- 41% Not focused on problem solving
- 35% Too product oriented

Sources:

(1) 2007 Q2 Tech Target & CMO Council Technology Buying & Media Consumption Survey of 1,100 technology professionals

(2) May 2007 study White Papers vs. Web Casts by Knowledge Storm and Marketing Sherpa of 2,400 marketing professionals and users

(3) Marketing Sherpa "Business Technology Benchmark Guide 2006" survey of 633 business technology buyers.