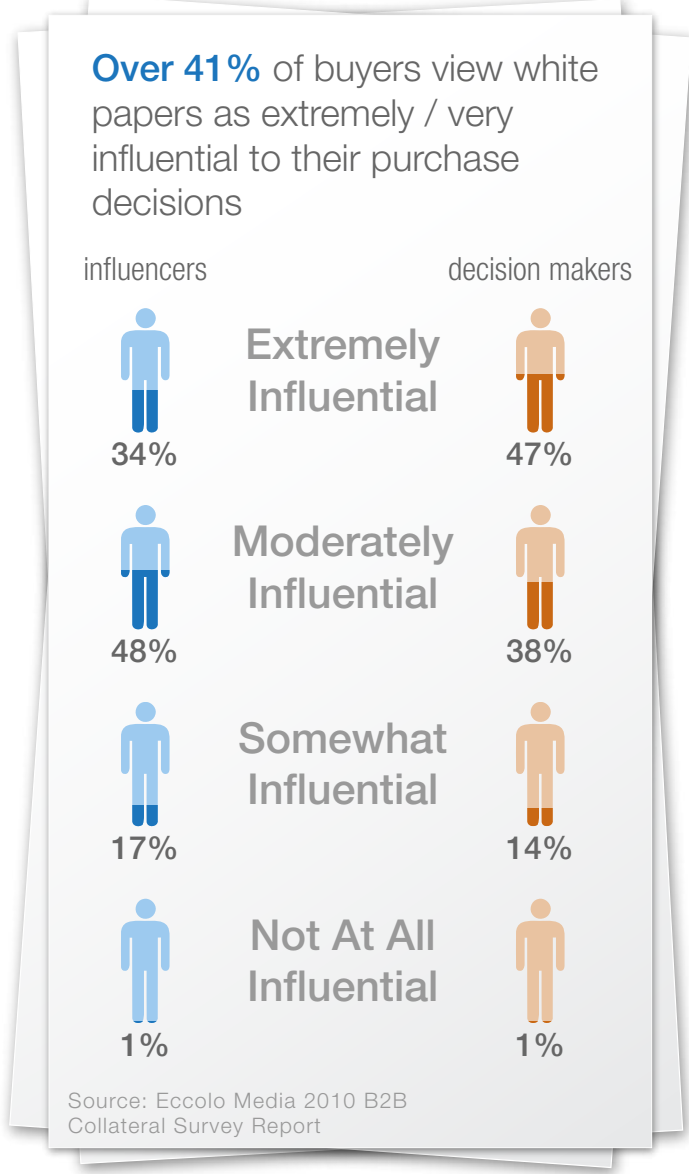
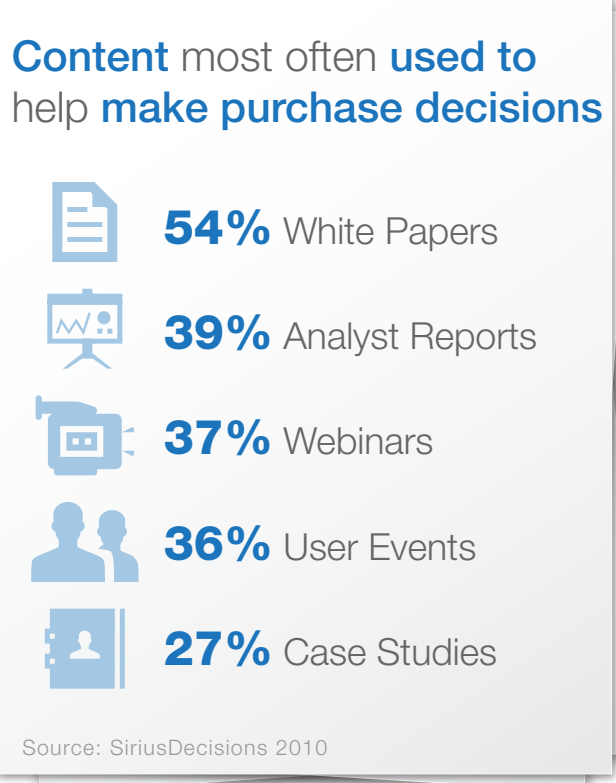




White Papers Are Influence Kings But Need Personalization to Retain the Crown

The white paper is still one of the most important pieces of marketing content



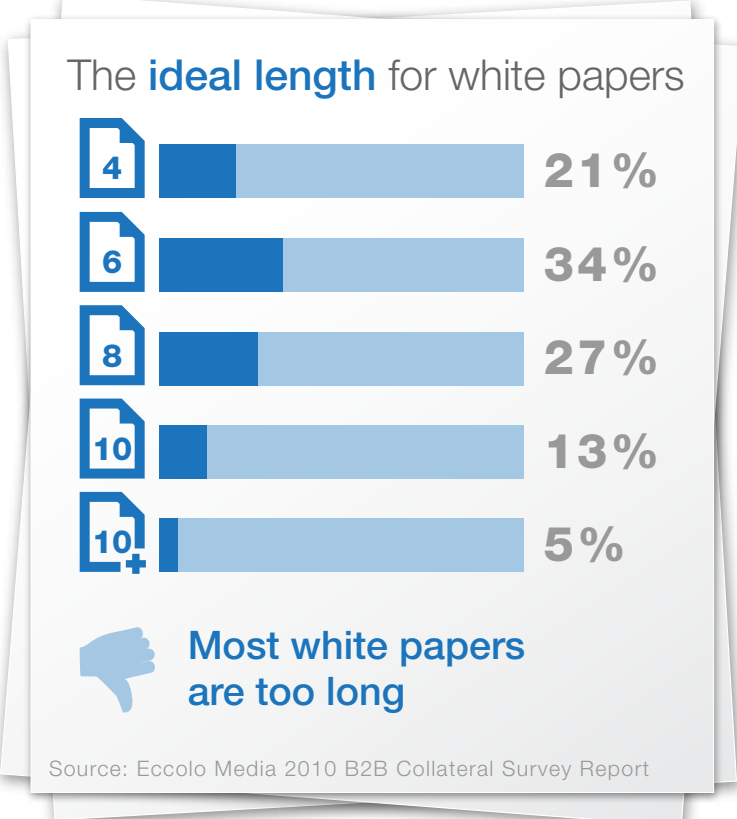
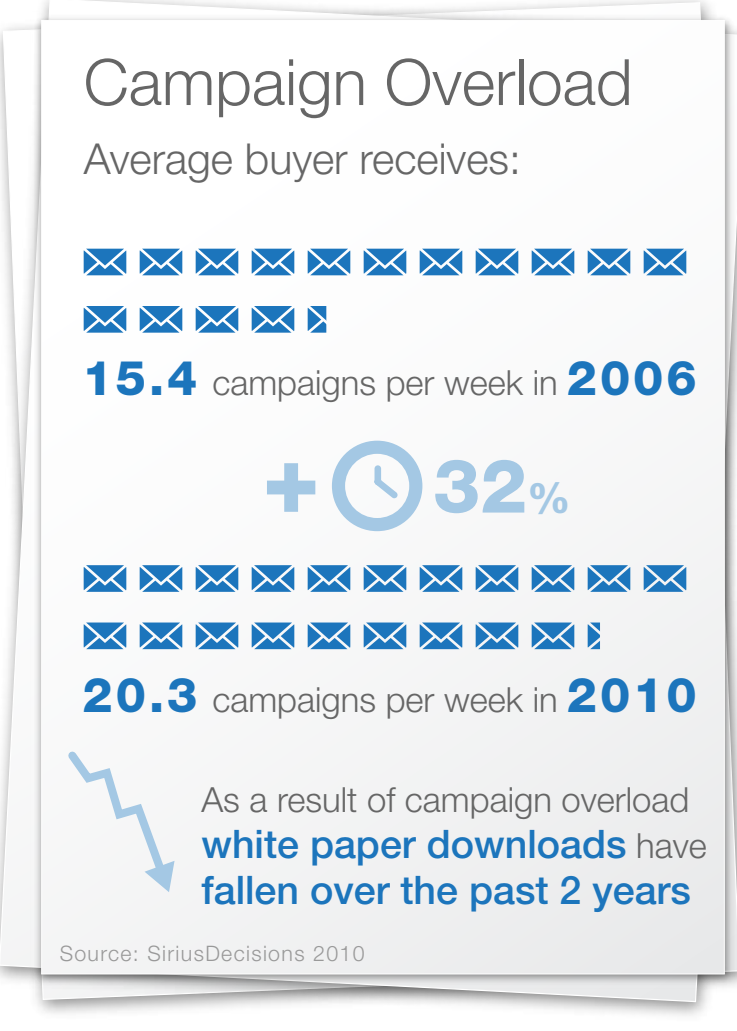
White papers are used throughout the buyer's journey

Source: Ziff Davis Enterprise 2010



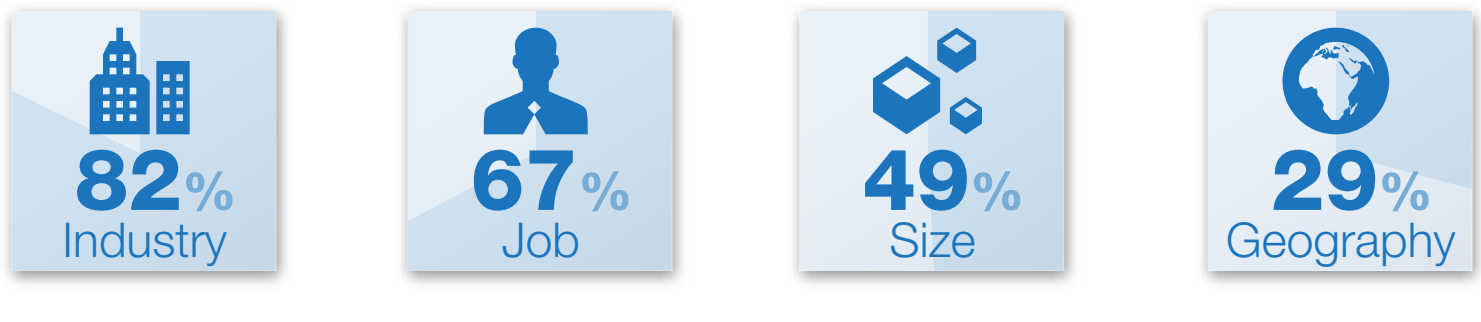
One Size Fits All Content Is Not Relevant Enough For Today's Buyer

Short Attention Span Theater – Buyers inundated with more campaigns than ever... demand concise/relevant content.



Personalized Content Has Proven To Be Much More Effective

Research from MarketingSherpa and KnowledgeStorm shows that targeted content is **more effective when customized for:**



Interactive White Papers: Optimizing white papers for today's buyer

Relevance, Personalization, One-on-one communication.



More information on **Interactive White Papers**
http://alinean.com/value_marketing/interactive_white_papers