

Model of Excellence

Company:

Business Model:

KnowledgeStorm Inc.
Alpharetta, Georgia
www.knowledgestorm.com

**Advertising and Transaction Supported:
 Sales Leads**

Overview of General Business Model Characteristics

The Advertising and Transaction Supported: Sales Leads business model is the newest one to appear on the Infocommerce Business Model Matrix. It reflects the convergence of capabilities (the ability to capture and report user activity) with necessity (providing demonstrable value to advertisers pressured by an economic downturn and still less than certain about the value of online advertising).

While there are variants of this model, the most prevalent and accepted approach is the one adopted by **KnowledgeStorm**. Visitors to the site are required to register, and their registration data is forwarded to the advertising company. The publisher is paid some combination of a base fee, and an additional fee for each lead that is delivered. The publisher gains rock-solid proof of performance, and a sales advantage, because it's much easier to sell sales leads than advertising impressions. The advertiser gets concrete value for their advertising investment, with little if any risk by paying on a "per inquiry" basis.

Models of Excellence Benchmarks

KnowledgeStorm focuses on the very large and very Web-oriented information technology (IT) market, and has done a very intelligent and sophisticated job of translating the traditional print buying guide to an online environment. Specific items worthy of note:

- The user interface is extremely clean and intuitive
- The site utilizes a categorical, drill-down approach to searching, much in keeping with its print counterparts, but the implementation is smooth and streamlined
- Registration is not required until the user requests specific information, so the user has high confidence that the time and effort involved in registration will be worth it
- Again mirroring the traditional print product, the search results screen is designed to offer a number of listing enhancement opportunities to advertisers, but implemented in such a way that it does not detract from search functionality
- A strong syndication program provides extended and impressive audience reach