



EXAMPLE ASSET PDF

White Papers for You

A September 2011 study conducted by Eccolo Media entitled “The 2011 B2B Technology Collateral Survey”, showed that white papers were considered THE most influential form of business collateral across ten different categories polled in the study. Among the 500 survey participants (58 percent identified themselves as technology purchase decision makers; the remaining 42 percent identified themselves as purchase influencers.), 65 percent rated white papers as “very” to “extremely influential” during the past six month period. This compares to 42 percent of similar respondents from the previous year’s study, or a 35 percent increase!

