



CRM Media offers custom research of our audience to companies and organizations that need specific, in-depth market information to better align their products, services, and marketing messages to our universe of customer relationship management practitioners.

OUR CUSTOM RESEARCH PROGRAM INCLUDES:

- One (1) dedicated email blast to more than 70,000 of our opt-in subscribers
- On-site promotion on destinationCRM.com for (1) one month
- Inclusion in eight (8) *eWeekly* newsletters (70,000 circulation)
- Survey design
- Capture, cross-indexing, and raw data from the online survey tool
- A complete report with analysis and take-aways developed by an industry writer working with your company
- An Executive Overview of the findings
- Anonymity as the survey sponsor, if desired
- An incentive to help drive responses



ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESULTS AND ANALYSIS CAN BE USED AS THE BASIS FOR:

- Download offers to drive lead generation
- Competitive intelligence
- A series of information news releases to add to your website's content
- Further development of case studies, success stories, or white papers

BASIC COST: \$13,000

CONTACT

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