

LEAD-GEN OPPORTUNITIES

➤ CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of *CRM* magazine preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24x7.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Published in *CRM* magazine (22,000 print & online subscribers)
- 42,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (58,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Receive a custom PDF of the section for your website
- Editorial and production services included—copy editing, layout, and design

Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

Sponsorship rates

Standard — 1 page (750 words) \$7,500 net.

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➤ SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format

- One to three sponsors and a moderator from *CRM* magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

What you get

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event logon; and registration to the archived event for 90 days, with leads delivered every Monday.
- **Extensive Event Registration:** A program offering multiple marketing touchpoints.
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **Managed Process:** We take care of all of the details—advertising materials, marketing, registration, technology, and, follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 1,400 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

Our action list

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 42,000-name database
- A full-page, 4-color, on-demand event advertisement in *CRM* magazine (post-event) and on-site banner advertising on destinationCRM.com
- Three advertisements in *CRM*'s *eWeekly* HTML newsletter with a circulation of 58,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Registration reports, including post-event registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

Solo Sponsorship Rate — Call for details

Roundtable Sponsorship Rate — \$8,500

2018 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts		
JANUARY Space Close: 11/8/17 Ads/Copy: 11/15/17 Mail Date: 12/14/17	2018 Megatrends: CRM Predictions From Top Industry Experts	Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents	The CIO's Role in CRM: Indispensable Partners in Business Decisions <i>Roundtable Date: January 17, 2018</i>	Customer Communications Management: The Cornerstone of Customer Interactions <i>Roundtable Date: January 31, 2018</i>	
FEBRUARY Space Close: 12/22/17 Ads/Copy: 12/22/17 March Mail Date: 2/15/18	Voice of the Customer Programs: From Listening to Action	The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving	2018 Megatrends: CRM Predictions From Top Industry Experts <i>Roundtable Date: February 14, 2018</i>	Call Centers to Customer Engagement Centers <i>Roundtable Date: February 28, 2018</i>	
MARCH Space Close: 1/12/18 Ads/Copy: 1/19/18 Mail Date: 2/15/18	Intelligent Contact Centers in 2018: An Industry Update	Actionable Insights With Predictive Analytics for Marketers	The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving <i>Roundtable Date: March 14, 2018</i>	Smooth Customer Journeys Deliver Smooth Customer Experiences <i>Roundtable Date: March 21, 2018</i>	
APRIL Space Close: 2/9/18 Ads/Copy: 2/16/18 Mail Date: 3/15/18	Knowledge Management: Crucial for Customer Service Success	The CIO's Role in CRM: Indispensable Partners in Business Decisions	Intelligent Contact Centers in 2018: An Industry Update <i>Roundtable Date: April 4, 2018</i>	Getting Big Data in Shape: Quality, Cleansing, and Data Management <i>Roundtable Date: April 25, 2018</i>	
MAY Space Close: 3/13/18 Ads/Copy: 3/20/18 Mail Date: 4/17/18	Smooth Customer Journeys Deliver Smooth Customer Experiences	What's Hot in Sales Enablement	Mobile Customer Service: The First Line of Service <i>Roundtable Date: May 2, 2018</i>	Actionable Insights With Predictive Analytics for Marketers <i>Roundtable Date: May 9, 2018</i>	The Fundamentals of B2B Marketing <i>Roundtable Date: May 23, 2018</i>
JUNE Space Close: 4/11/18 Ads/Copy: 4/18/18 Mail Date: 5/15/18	Smart Customer Service That Wows Customers	Getting Big Data in Shape: Quality, Cleansing, and Data Management	Knowledge Management: Crucial for Customer Service Success <i>Roundtable Date: June 6, 2018</i>	Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents <i>Roundtable Date: June 20, 2018</i>	

Schedule is subject to change.



DestinationCRM presents great webinars on current topics and has whitepapers/articles to explain information in a clear way."

**TECHNICAL SERVICE SPECIALIST
WELLS FARGO BANK**

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2018 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts		
JULY Space Close: 5/10/18 Ads/Copy: 5/17/18 Mail Date: 6/14/18	Transforming Customer Service With Artificial Intelligence	Customer Communications Management: The Cornerstone of Customer Interactions	Smart Customer Service That Wows Customers <i>Roundtable Date: July 11, 2018</i>	Choosing the Right Marketing Technology Stack <i>Roundtable Date: July 25, 2018</i>	
AUGUST Space Close: 6/10/18 Ads/Copy: 6/17/18 Sept Mail Date: 8/15/18	Mobile Customer Service: The First Line of Service	Advanced Analytics for Better Customer Experiences	Business Intelligence and Analytics: A CRM Perspective <i>Roundtable Date: August 1, 2018</i>	Highly Effective Customer Experience Strategies <i>Roundtable Date: August 15, 2018</i>	AI-Powered Sales Teams <i>Roundtable Date: August 29, 2018</i>
SEPTEMBER Space Close: 7/12/18 Ads/Copy: 7/19/18 Mail Date: 8/15/18	2018 Contact Center Innovations	Business Intelligence and Analytics: A CRM Perspective	What's Hot in Sales Enablement <i>Roundtable Date: September 12, 2018</i>	Transforming Customer Service With Artificial Intelligence <i>Roundtable Date: September 26, 2018</i>	
OCTOBER Space Close: 8/10/18 Ads/ Copy: 8/17/18 Mail Date: 9/14/18	Proactive Customer Service: Anticipating Customer Needs	CRM and Ecommerce: A Winning Combination	2018 Contact Center Innovations <i>Roundtable Date: October 10, 2018</i>	Advanced Analytics for Better Customer Experiences <i>Roundtable Date: October 24, 2018</i>	
NOVEMBER Space Close: 9/11/18 Ads/Copy: 9/18/18 Mail Date: 10/15/18	Choosing the Right Marketing Technology Stack	Highly Effective Customer Experience Strategies	Voice of the Customer Programs: From Listening to Action <i>Roundtable Date: November 7, 2018</i>	CRM and Ecommerce: A Winning Combination <i>Roundtable Date: November 14, 2018</i>	
DECEMBER Space Close: 10/12/18 Ads/Copy: 10/19/18 Mail Date: 11/15/18	Call Centers to Customer Engagement Centers—Make the Transition Now	AI-Powered Sales Teams	Proactive Customer Service: Anticipating Customer Needs <i>Roundtable Date: December 5, 2018</i>	Top 2018 Innovations in CRM <i>Roundtable Date: December 12, 2018</i>	

Schedule is subject to change.



CRM magazine keeps me up-to-date on the technology and business use cases.”

**CRM AND REPORTING
MANAGER
AUTOZONE**

2018 BEST PRACTICES DEEP DIVES

JANUARY 2018

➤ 2018 Megatrends: CRM Predictions From Top Industry Experts

Every January, *CRM* magazine offers industry experts the chance to make their predictions for the upcoming year and discuss what they anticipate will be the major trends and themes and how they are positioning their solutions to leverage the market's direction. This special installment of *CRM's* Best Practices series is a perennial favorite among our readers and provides them with an insider's preview of what will be the driving trends in the ensuing 12 months.

Roundtable Date: February 14, 2018

➤ Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents

Creating good customer experiences in a contact center environment should really start with creating great agent and supervisor experiences. More effective training and coaching, combined with easier access to tools and information to help agents do their jobs better and more efficiently, create better customer experiences, more productive agents, and less agent turnover. Join us in this month's Best Practices section and give our readers your recommendations for more intelligent WFO solutions.

Roundtable Date: June 20, 2018

FEBRUARY 2018

➤ Voice of the Customer Programs: From Listening to Action

According to Gartner Group, nearly 89% of companies are primarily competing based on the level of customer experience (CX) they provide. Voice of the customer programs are critical for helping businesses gauge their level of success or failure, enabling them to make adjustments and improve CX. Join us in this month's Best Practices installment and give your best advice to readers grappling with these issues.

Roundtable Date: November 7, 2018

➤ The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving

The backbone of many organizations' customer service has been their interactive voice response (IVR) systems, whose customer-serving contributions may have been overlooked as new channels were added. But IVR still accounts for much of the heavy lifting when it comes to self-service, and that won't change anytime soon. Join us in this month's Best Practices installment, where we present our readers with reasons to continue investing in IVR as the cornerstone of customer experience initiatives.

Roundtable Date: March 14, 2018

MARCH 2018

➤ Intelligent Contact Centers in 2018: An Industry Update

Intelligent contact centers are a reality in 2018. Big Data, artificial intelligence, smart call routing, omnichannel service, and operational excellence are not only possible but demanded by discerning clients. In this installment of *CRM's* Best Practices, we offer our readers guidance on how to create an intelligent contact center in 2018.

Roundtable Date: April 4, 2018

➤ Actionable Insights With Predictive Analytics for Marketers

Traditional marketing analytics or scoreboards are essential for evaluating the success or failure of past marketing activities. But today's marketers want to be able to predict how future programs will fare before they are launched. Enter predictive marketing techniques, like predictive modeling for customer behavior, predictive lead scoring, and all sorts of marketing strategies based on predictive analytics insights. Join us for this Best Practices topic and provide forward-thinking marketers with the information they need to meet the promise of predictive analytics.

Roundtable Date: May 9, 2018

APRIL 2018

➤ Knowledge Management: Crucial for Customer Service Success

Knowledge management (KM) can make or break your organization's delivery of customer service. Not only can it impact productivity and profit, it can also affect customer and agent satisfaction. KM done right in customer service can increase customer (and employee) satisfaction, reduce costs, and improve all sorts of efficiencies when dealing with customers. Creating a KM culture within an organization is dependent on the tools and strategies you select and their ability to drive true business impact with ease and accuracy. Join us in this month's Best Practices installment and give your best insights to our loyal readership.

Roundtable Date: June 6, 2018

➤ The CIO's Role in CRM: Indispensable Partners in Business Decisions

In many ways, the CIO's role has changed dramatically in the past few years as more cloud-based technology has come online in sales, marketing, and customer service departments. The traditional role of ensuring technology is deployed on time and on budget has been expanded to include creating value from investments in CRM technologies and related infrastructure. Join us in this month's installment and share your perspective on how CIOs can partner with their counterparts in sales, marketing, and service to derive more value from customer-facing technologies.

Roundtable Date: January 17, 2018

Continued on next page >>

2018 BEST PRACTICES DEEP DIVES *(cont.)*

MAY 2018

➤ Smooth Customer Journeys Deliver Smooth Customer Experiences

Creating smooth customer journeys starts with mapping the various stages that customers must follow on the passage from prospect to customer to service client or repeat customer. These journeys can be simple or quite complex, but every customer journey needs to be carefully examined and scripted to ensure the experience is smooth and customer momentum is sustained. Join our Best Practices installment and share your insights, case studies, or experiences on improving and refining customer journey efforts.

Roundtable Date: March 21, 2018

➤ What's Hot in Sales Enablement

Sales enablement tools have had a huge impact on productivity and revenue in recent years. Many companies have done a much better job of providing salespeople with the tools to spot opportunities and the information to close deals. Searching for marketing content, cobbling together contracts, and looking for the most promising prospects can be accelerated with stronger sales enablement strategies and technologies. If your company has a sales enablement solution, tell our readers how they can speed revenue growth and close bigger deals using your solutions and processes.

Roundtable Date: September 12, 2018

➤ The Fundamentals of B2B Marketing (Roundtable Only)

Join us on this roundtable webcast, where we go over the fundamentals of business-to-business marketing. We are covering everything from account-based marketing and content marketing for lead generation to SEO and sales and marketing alignment.

Roundtable Date: May 23, 2018

JUNE 2018

➤ Smart Customer Service That Wows Customers

Great customer service starts with viewing all touchpoints through the perspective of your customers. Any process or technology gaps need to be identified and addressed. In this month's Best Practices installment we look at how organizations can scan their customer service efforts and plan for improvements that will fix the gaps and wow their customers.

Roundtable Date: July 11, 2018

➤ Getting Big Data in Shape: Quality, Cleansing, and Data Management

What shape is your data in? Is it ready to support the business analytics initiatives you're planning in 2018? In this Best Practices topic, we are looking for recommendations that our readers can use to prepare their data to provide relevant insights. What are the issues that need to be addressed when improving data quality, cleansing imperfect or incomplete data, and creating a master data management strategy that will yield meaningful results? This installment focuses on all of the issues affecting data quality.

Roundtable Date: April 25, 2018

JULY 2018

➤ Transforming Customer Service With Artificial Intelligence

Artificial intelligence and machine learning technologies in customer service and other customer-facing departments have attracted a lot of attention in the past year and a half. One study shows that 80% of companies plan to incorporate AI into their customer service departments by 2020. Whether it's AI-powered bots or AI assisting a human agent, the technology promises vast improvements in everything from first-call resolution to shorter handling times, leading, of course, to resulting improvements in service and experiences. Join us for this new Best Practices topic and advise our readers on making the transition to incorporating AI in customer service.

Roundtable Date: September 26, 2018

➤ Customer Communications Management: The Cornerstone of Customer Interactions

Communicating with customers is the goal behind most of the large initiatives organizations have started in the past few years. Customer experience, omnichannel support, and all manner of relationship building happen through good solid communications. But managing the process of delivering personalized, consistent, and compliant communications to customers through many channels and devices can be extremely difficult. In this new addition to *CRM* magazine's monthly Best Practices topics, we take a look at how and why a comprehensive CCM solution can improve all customer relationships.

Roundtable Date: January 31, 2018

Continued on next page >>

2018 BEST PRACTICES DEEP DIVES *(cont.)*

AUGUST 2018

➤ **Mobile Customer Service: The First Line of Service**

As smartphones have clearly become the preeminent mode of communications, the notion of delivering customer service via mobile devices has really taken off. Searches on mobile devices will exceed those on desktop computers by 28 billion inquiries in 2017. Sixty-three percent of U.S. adults use mobile devices at least several times per month to seek customer support, and 90% have had poor experiences doing so. Clearly, there is much work to be done in improving the mobile customer service channel. Join us in this Best Practices installment and present your case studies, recommendations, and strategies for delivering amazing customer experiences on mobile devices.

Roundtable Date: May 2, 2018

➤ **Advanced Analytics for Better Customer Experiences**

Can delivering better customer experiences improve revenue and shareholder value? You bet. But how can companies target areas for improving customer experiences and stay on course while continually improving CX at every stage in the customer journey? That's where analytics solutions become crucial. Join us in this month's Best Practices installment and make your case to our readers on how analytics can help them reach their strategic goals and differentiate themselves with continuous CX improvement.

Roundtable Date: October 24, 2018

SEPTEMBER 2018

➤ **2018 Contact Center Innovations**

Our contact center innovations installment is perennially one of our readers' favorite Best Practices topics and a great opportunity to alert our audience to all of the breakthroughs occurring in contact centers during the previous year. Past innovations have spotlighted social customer support, WebRTC, the move to omnichannel support, and many other efforts that have driven better customer experiences.

Roundtable Date: October 10, 2018

➤ **Business Intelligence and Analytics: A CRM Perspective**

The proliferation of data tools has made their use far more widespread throughout an organization—and made them less intimidating to non-technical employees. The result is a higher level of data literacy across the board as more employees see the value in access to information. This Best Practices installment focuses on business intelligence and analytics tools and their practical applications for CRM.

Roundtable Date: August 1, 2018

OCTOBER 2018

➤ **Proactive Customer Service: Anticipating Customer Needs**

There are many reasons to provide superb customer care, but getting noticed for your efforts can be difficult. Shifting from purely reactive to more proactive customer care can get the attention, in a good way, of customers. Proactive customer care is a visible differentiator that translates into better customer experiences, loyalty, and positive attitudes toward your brand. Join us in this month's Best Practices installment and share your expertise and recommendations with our readers.

Roundtable Date: December 5, 2018

➤ **CRM and Ecommerce: A Winning Combination**

Every online store spends an enormous amount of effort trying to attract new customers while retaining previous ones, or at least trying to entice them to purchase again. This is where a CRM strategy and solution can help. An ecommerce CRM system can provide online stores with information about customer habits, interests, and shipping preferences, and even help to create a clear customer journey map for developing better marketing strategies and increasing sales. With so many options available to consumers, a strong CRM and ecommerce strategy is crucial to online merchants. Join us in this month's Best Practices installment and share your wisdom with our readership.

Roundtable Date: November 14, 2018

NOVEMBER 2018

➤ **Choosing the Right Marketing Technology Stack**

Investment in marketing technologies has exploded in the past few years. Amazingly, CMOs have outspent CIOs in 2017, according to a report by Gartner. Separate solutions are applied to each stage in the customer journey—awareness, acquisition, conversion, retention, advocacy, data collection, and analysis. The majority of businesses now have more than two dozen applications in their marketing technology stacks, and integrating the components is no easy task. In this month's Best Practices installment, we will take a look at the issues to be considered when building a well-planned marketing technology infrastructure.

Roundtable Date: July 25, 2018

➤ **Highly Effective Customer Experience Strategies**

According to a recent report by Grand View Research, the global customer experience management (CEM) market is expected to grow at a compound annual growth rate of 22 percent between 2017 and 2025. Another report, by Econsultancy, found that 72 percent of business leaders pointed to customer experience as the single most exciting opportunity; it topped the list for the third straight year. But what are the best strategies for creating highly effective customer experiences? This Best Practices installment will offer our readers your expert guidance for improving their own CX initiatives.

Roundtable Date: August 15, 2018

Continued on next page >>

2018 BEST PRACTICES DEEP DIVES *(cont.)*

DECEMBER 2018

➤ **Call Centers to Customer Engagement Centers— Make the Transition Now**

Providing seamless customer support across all channels is the goal of most organizations. Unfortunately, many organizations still have not been able to create a true customer engagement model. Agents don't have the information they need; information is still in separate silos and out of reach; and the customers' journeys are still interrupted when they change channels. But some organizations have managed to make the transition, despite facing all of these obstacles. How did they do it? That's the topic of this month's Best Practices installment, where our readers look to experts who have seen what works and how to make that transition.

Roundtable Date: February 28, 2018

➤ **AI-Powered Sales Teams**

According to a report by McKinsey Global Institute, 40% of the time spent on sales activities can be automated if companies would just adopt current AI technologies. And AI can do far more than just automate routine administrative tasks; it can also uncover better leads; provide stronger, more relevant information; shorten sales cycles; and assist salespeople with closing deals. Join us in this Best Practices installment and show our readers how to help their revenue producers be more successful with AI sales tools.

Roundtable Date: August 29, 2019

➤ **Top 2018 Innovations in CRM (Roundtable Webcast only)**

What innovations have been produced in the world of customer relationship management in 2018? Join us on this final roundtable webcast of the year, where we ask participants to give us their take on the significant breakthroughs of 2018 and how they contributed to their customers' successes throughout the year.

Roundtable Date: December 12, 2018

REPRINTS

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2,500	\$550	\$800	\$1,390	\$2,200
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5,000	\$890	\$1,315	\$1,975	\$3,300
10,000	\$1,595	\$2,195	\$3,400	\$4,300

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1,000	\$1,250	\$1,450	\$2,250	\$3,650
2,000	\$1,400	\$1,695	\$2,650	\$4,000
2,500	\$1,550	\$1,850	\$2,850	\$4,150
3,000	\$1,650	\$2,000	\$3,000	\$4,300
5,000	\$1,995	\$2,450	\$3,800	\$4,950
10,000	\$2,550	\$3,100	\$5,200	\$6,500

REPRINT ORDER FORM

➤ CUSTOM REPRINTS

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SITE OVERVIEW

- **destinationCRM.com** is the leading online news and research center for senior-level decision makers in sales, marketing, customer service, and information technology departments. Our content is written by the editors of *CRM* magazine, the award-winning, leading magazine in the field of customer relationship management.
- **destinationCRM.com** helps drive targeted and quality lead generation by offering readers an enormous amount of original, unbiased, third-party editorial content that is complemented by sponsored content—not replaced by it.
- **Daily News** – More than 15 original news items, features, and articles are posted weekly, driving our traffic and continuous growth. No other online or offline CRM publisher produces as much original content as **destinationCRM.com** and *CRM* magazine.
- **Viewpoints** – The articles discuss emerging and important trends in CRM.
- **CRM Buyer's Guide** – This is the largest and most comprehensive online listing of CRM companies, products, services, solutions, and contact information.
- **CRM magazine's eWeekly** – An HTML electronic newsletter produced by the editors of *CRM* magazine and mailed directly to more than 58,000 opt-in subscribers, *eWeekly* delivers timely and useful CRM news twice a week.
- **CRM magazine's Cloud Dashboard Newsletters** – Focused newsletters report on the latest trends and news produced by the editors of *CRM* magazine. Circulation 37,000.

- **CRM-Sponsored Solo Web Events and Roundtables** – Complete custom, turnkey Web Events and our topic-specific Roundtables.
- **CRM Custom Research** – Let us create a custom research program for you and summarize the findings.

TOPIC CENTERS

- | | |
|---|--|
| ■ Analytics | ■ Integration |
| ■ Big Data | ■ Marketing Automation |
| ■ Channel Management | ■ Mobile |
| ■ Cloud-Based CRM | ■ Sales Automation |
| ■ Customer Service/Call Centers | ■ SMB/Mid-Market CRM |
| ■ Enterprise CRM | ■ Social CRM |



DestinationCRM keeps me up-to-date on trends and new products."

SENIOR DIRECTOR GLOBAL ALLIANCES
DUN & BRADSTREET

SITE STATS/DEMOGRAPHICS

Primary Job Function

Sales	15%
Marketing	18%
Customer Service	17%
CRM Professional	16%
Technical	22%
General Management	12%

Job Level

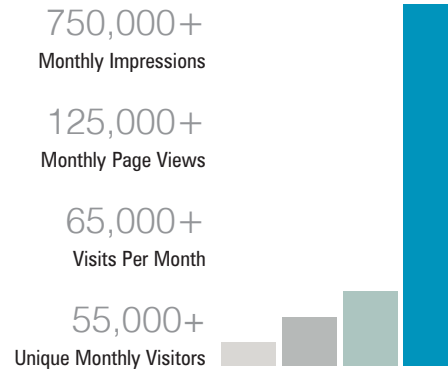
C Level	13%
VP	9%
Director	17%
Manager	31%
Supervisor	4%
Staff	15%
Technical	11%

Decision Maker

Business Decision Maker	27%
Technical Decision Maker	24%
Both	49%

By Region

Americas	51%
Asia	29%
Europe	14%
Oceania	3%
Africa	3%



BUDGETS for CRM-related products and services this year

10%	More than \$1 million
10%	\$500,000 to \$1 million
18%	\$100,000 to \$499,999

Average CRM budget is more than \$265,000.

“DestinationCRM is a valuable source of industry data/research, and strategic insights.”
DEMAND GENERATION STRATEGIST LEAD
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What's your company's PRIORITY in 2018?

Analytics, Business Intelligence, Data	69%
Artificial Intelligence/Machine Learning	27%
Contact Center	46%
Customer Experience	81%
Ecommerce	38%
Knowledge Management	54%
Marketing Technologies	49%
Mobile CRM Solutions	41%
Sales Tools	53%
Self-Service (web, speech, kiosk)	44%
Social CRM	41%
Video for Marketing or Customer Service	35%

Company's Primary Industry*

Advertising Agency/Public Relations – 1%	3% – Media/Publishing
Automotive – 2%	6% – Medical/Healthcare
Banking/Finance – 9%	3% – Nonprofit
Call Center – 2%	1% – Pharmaceutical
Consulting/Integrator/Var – 7%	4% – Professional Services
Consumer Product Goods – 3%	6% – Retail/Etail
CRM Solution Provider – 1%	8% – Technology
Education/Training – 6%	2% – Telecommunication
Government–Federal, State, Local – 2%	2% – Travel/Hospitality
Insurance – 6%	2% – Utility/Energy
Manufacturing – 11%	4% – Wholesale/Distribution
Marketing – 2%	6% – Other

*Percentages may not total 100 due to rounding

Source: August 2017 Audience Survey

EMAIL OPPORTUNITIES

CRM magazine's eWeekly email newsletter is written by the same award-winning editorial staff who produce *CRM* magazine.

- **Circulation:** 60,000
- **Frequency:** Monday & Wednesday

CRM MAGAZINE'S EWEEKLY

Sponsorships are sold on a first-come, first-served basis. All sponsorships are exclusive.

- 1X \$2,000 per issue
- 4X \$1,750 per issue
- 8X \$1,500 per issue
- 12X \$1,250 per issue

EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

- 75-word text description
- 300x250 pixel web banner (.gif or .jpg format) – *product photo optional*
- Linking URL
- We track click-throughs on all links and banners. Reports provided at advertiser's request.

Cancellation of all online advertising without 14 days' notice will result in 50% charge.



CRM magazine's Cloud Dashboard Newsletter Sponsorships

- **Circulation:** 40,000
- **Frequency:** 2X month
- 1X \$2,000 per issue
- 4X \$1,750 per issue
- 8X \$1,500 per issue
- 12X \$1,250 per issue

CRM Bulletin Email Blast

- **Circulation:** 45,000
- **Frequency:** Tuesday & Friday

Send your custom HTML email to the subscribers of **CRM magazine's** email list. You assign the subject line.

- 1X (\$5,000)
- 3X (\$4,500)
- 6X (\$4,000)
- 12X (\$3,500)
- 24X+ (\$3,000)

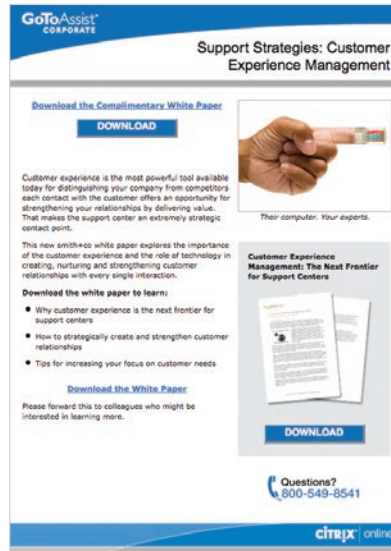
De-duplicating against suppression lists, plus \$500

Digital CRM Invitation Email

*(included with digital edition magazine sponsorship)
Email invitation sent to 30,000 subscribers*

- 468x60 banner with link
- 75 words of text
- 1X \$1,000 per insertion
- 3X \$950 per insertion
- 6X \$900 per insertion
- 9X \$850 per insertion
- 12X \$800 per insertion

72% of readers prefer getting the digital version of *CRM* magazine or getting both the print and digital versions.



ONLINE RATE CARD

ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
728x90	top or bottom position	\$75 CPM	\$65 CPM
120x600	right or left side	\$75 CPM	\$65 CPM
160x600	right or left side	\$75 CPM	\$65 CPM
336x280	within articles/homepage	\$75 CPM	\$65 CPM
text ads	within articles	\$75 CPM	\$65 CPM
welcome banners	before homepage	\$100 CPM	—

Topic Center targeting, plus 10% premium; Road Block, plus 25% premium

Sponsored Content Listings —

(white papers, case studies, research reports, video content)

1–2 months	\$1,000 per month
3–5 months	\$750 per month
6+ months	\$500 per month

- 1 month Homepage Exposure (150,000 impressions)
- Eight editions of newsletter exposure (560,000 impressions)

Online Buyer's Guide Premium Listing

(integrated with all online content)

Online only	\$2,000/year
with 1/2-page print listing	\$2,900
with full page print listing	\$5,900

Marketplace Text Ads

(bottom of every page of destinationCRM.com; 175,000 page views)

1–5 months	\$1,000/month
6–9 months	\$750/month
9+ months	\$500/month

Event Listings

(trade shows, conferences, user groups)

\$200 per event
\$1,000 per year, unlimited

- Events Page (25,000 impressions per month)
- Promoted eight editions of newsletter per month (480,000 monthly impressions)



Ask about retargeting campaigns.

Social Media Sponsorship

\$600 per week

- 2 tweets a day for 5 days
- 3 Facebook and LinkedIn posts

Twitter	25,000 followers
Facebook	2,542 followers
LinkedIn	2,600 members



[CRM provides] one-stop shopping for trends and ideas to explore and share with office mates and customers."

**SALES EXECUTIVE
INET PROCESS**

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
Advertising Director
(203) 445-9178
dennis@infotoday.com

Eastern & Central
Adrienne Snyder
Advertising Director
(201) 327-2773
adrienne@infotoday.com

Bob Fernekees,
VP/Group Publisher
(212) 251-0608, ext. 106
bfernekees@infotoday.com

DESTINATIONCRM.COM MATERIAL SPECS

OTHER ONLINE CREATIVE SPECIFICATIONS AND INSTRUCTIONS

➤ Newsletters

Includes 300x250 GIF or JPEG banner, 75 words of text, and a linking URL. (No HTML, no Flash.)

➤ White Paper Postings

Includes title of white paper, GIF or JPEG logo (135 pixels wide), three-paragraph synopsis, and linking URL. If we are hosting your content, make sure to send us the PDF of the white paper.

➤ Online Premium Buyer's Guide Listing

Email two GIF or JPEG logos to your sales representative (250 pixels wide by 120 pixels wide). Fill out your online, self-service web form, and make sure to keep the password. Add 10 links and descriptions to your listing.

➤ Run-of-Site Marketplace Text Ads

Includes 50 words of text including subject line and linking URL.

➤ In-Article Text Ads

Includes 35 words of text and linking URL.

➤ Event Listings

Includes event name, dates, location, hotel or specific location, city and state, phone, website/URL, body of text (300-word maximum), and any other contact information you want published.

➤ Email Bulletins

Includes a complete HTML email document with embedded URL links and the subject line.

➤ Submission Instructions

Submit banner creative to your sales representative:

dennis@infotoday.com

Mountain/Pacific

adrienne@infotoday.com

Eastern/Midwest

destinationCRM.com requires ALL online creative to be submitted 5 business days prior to launch to enable proper testing and approvals.



BANNER SPECIFICATIONS

- ➔ The destinationCRM.com site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager). All banners must conform to the following specifications:
 - › Maximum file size is the same for either static, animated, or rich media creative.
 - › All ads are served through DoubleClick for Publishers (DFP).

- ➔ **Testing**
destinationCRM.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

- ➔ **Reporting**
Reports detailing campaign performance are available.

- ➔ **Submission Instructions**
Submit banner creative to your sales representative:
 - › **Eastern & Central:** adrienne@infotoday.com
 - › **Mountain & Pacific:** dennis@infotoday.com
 Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)

- ➔ **Banner Size**

Standard Creative Units	Max File Size	Banner Location
728x90	200K	top or bottom position
120x600	200K	right or left side
160x600	200K	right or left side
336x280	200K	within articles/homepage
text ads	30-35 words	within articles
640x480 (welcome banners)	200K	before homepage

- ➔ **Creative Specifications**

- › File size: maximum of 200K for any creative unit.
- › Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media, including Flash.
- › Flash files (.SWF) must be in Flash 10 (or earlier) format and can use Action Script 3 (or earlier versions).
- › Flash 11 is NOT acceptable.

- ➔ **clickTAG Code**

On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible “action button,” the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets re-directed to the click-through URL.

There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel for Action Script 2:

```
on (release)
{
  getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change ‘Link_1’ to the instance name of your clickTAG button):

```
Link_1.addEventListener(MouseEvent.CLICK, function(event:MouseEvent):
void {
  var sURL: String;
  if ((sURL = root.loaderInfo.parameters.clickTAG)) {
    navigateToURL(new URLRequest(sURL), "_blank");
  }
}
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DFP, and is specified in that code as the “clickTAG” variable.

N.B. “clickTAG” must be spelled exactly as above (“click” in lower case, and “TAG” in capital letters).

- ➔ **Counting Impressions & Clicks**

DoubleClick for Publishers counts impressions only when a creative is viewable in a user’s browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

NEW DIGITAL CRM SPONSORSHIP

➔ Digital CRM magazine's responsive design looks great on any device because it allows text, graphics, photos, or video to flow according to the device. Fonts automatically resize on small screens and resize again on larger devices.

New Sponsor Opportunities

Our audience's reading experience just got much better, and so have the options for our advertisers and sponsors. You'll be able to add interactive webpages from your site to:

- > capture leads
- > launch surveys
- > view videos, demos, white papers

Featuring – Landing Page (LP) Sponsor Insertions

Just insert a landing page directly into the issue and take our readers to your registration form, video, or any other of your custom or pre-built landing pages.

Landing Page Insertion Rate

- 1X — \$450 per insertion
- 3X — \$400 per insertion
- 6X — \$350 per insertion
- 9X — \$300 per insertion
- 12X — \$250 per insertion

Action Item

Just give us the link of the landing page you'd like to insert, and that's it.

72% of our readers prefer getting CRM magazine or getting both the print and digital versions.

Get creative, add video, audio, web forms, or surveys. You can even stream content directly into the digital magazine. Make the most of the digital format.

Featuring — Premium Issue Sponsorship

A Complete Marketing Program

Specifically, as the issue sponsor of digital CRM magazine, your company will receive:

- > **Exclusive Email Invitation** – Acknowledgment as the Premium issue sponsor in an email invitation we will send to more than 61,000 of our magazine and newsletter subscribers promoting the issue
- > **Newsletter Exposure** – Digital CRM will be promoted in every issue of CRM magazine's eWeekly newsletter for the entire month (eight issues with a circulation of 58,000 per issue). The sponsor will be recognized with a logo and up to 75 words under the issue cover.
- > **destinationCRM.com** – Homepage exposure (150,000 page views)
- > **Digital CRM Exposure** – A Landing Page insertion after the table of contents
- > **Posts to All of CRM's Social Networks** – Twitter, Facebook, LinkedIn, Google+

Premium Issue Sponsorship

- 1X — \$1,200 per insertion
- 3X — \$1,100 per insertion
- 6X — \$1,000 per insertion
- 9X — \$900 per insertion
- 12X — \$750 per insertion



Great source of consolidated information on CRM systems and trends."

DIRECTOR PRODUCT OPERATION
MANAGEMENT
ACT, INC.

2018 ULTIMATE DIRECTORY OF CRM SOLUTIONS AND SERVICES

CRM magazine's Short List and Online Directory

Over 2,000 solutions and services represented, but you can be at the top!

Online for One Year, Print Directory in July!

- Published in CRM magazine—40,000 subscribers
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July/August issue of CRM magazine in a special section
- Your listing is totally integrated throughout all content within destinationCRM.com.
- Lead generation: five links to your white papers, case studies, or landing pages that you control 24x7
- All print advertisers automatically become Premium Partners on destinationCRM.com for 1 full year.
- Act now and have your online status begin immediately.
- Any editorial content we've ever written about your company will automatically be pulled into your listing
- Add your social networks in your online listing

Deadline for print listings (July/Aug issue) is May 20, 2018. (Online listings go live immediately.)

Get Listed!

1. Check to see if your company is currently listed in destinationCRM.com's database of FREE listings. All of our lead-generation programs require advertisers to be listed in our directory.
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 9/1/16.
3. Call your representative to upgrade your FREE listing to a Premium Listing in online for as little as just \$1,000 net.
4. Begin your Premium Partnership with the No. 1 CRM publication and website.

Go to our online self-service Buyer's Guide input form to add or update your company's listing.

- ⊕ **To ADD a listing:**
<http://www.destinationcrm.com/directory/addlisting>
- ⚙ **To EDIT a listing:**
<http://www.destinationcrm.com/directory/editlisting>

Got video content? Embed it right into your listing!



Check out some of the great listing examples we have created.

Advertise in the 2018 CRM Buyer's Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- | | | | |
|----------------------|---------------------------------|------------------------|----------------------|
| ■ Analytics | ■ Cloud-Based CRM | ■ Integration | ■ Sales Automation |
| ■ Big Data | ■ Customer Service/Call Centers | ■ Marketing Automation | ■ SMB/Mid-Market CRM |
| ■ Channel Management | ■ Enterprise CRM | ■ Mobile | ■ Social CRM |

RATES

Online Only Premium Profile (1 Year) — \$1,000

- Link to your Twitter, LinkedIn, and Facebook accounts
- Company Profile
- Products & Services Descriptions
- Unlimited Topic Centers Selection
- Editable Live Links to your case studies, white papers, Webcasts, demos, or special landing pages
- Ability to embed video
- Automatically pulls in all editorial mentions from destinationCRM.com or CRM magazine into your listing
- Your listing is fully integrated throughout destinationCRM.com content
- Your logo is displayed next to any article that mentions your company
- Your logo is displayed next to all categories of content that you have chosen
- Premium Partner listings are at the top of every Topic Category

>> See this example of a well-crafted online listing:
<http://www.destinationcrm.com/BuyersGuide/bpmonline-3307.aspx>

Upgrade and get a print listing in CRM magazine's July/August Issue:

Print and PDF — Quarter-Page Profile — \$1,250

Includes Online Premium Partner Listing for 1 Year

Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 75-word Corporate Description and/or Product Description.

Print and PDF — Half-Page Profile — \$1,750

Includes Online Premium Partner Listing for 1 Year

Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 150-word Corporate Description and/or Product Description.

Print and PDF — Full-Page Profile — \$2,250

Includes Online Premium Partner Listing for 1 Year

Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 300-word Corporate Description and/or Product Description.

SOLO WEB EVENTS

➤ What are *CRM* magazine Web Events?

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- › Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio.
- › Web Events are fully interactive: Live polling, survey, and Q&A sessions make compelling content.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

➤ What You Get

- › **Highly qualified, actionable leads**—from preregistration, live event logon, and post-event registration and logon to the archived event.
- › **Extensive event registration program** with multiple marketing touchpoints.
- › **Sponsor exclusivity** – Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.
- › **Brand leverage** – Use the strength of our CRM brand. Moderated by a senior *CRM* editor and marketed under the CRM brand.
- › **A managed process** – We take care of all of the details: marketing, registration, technology, follow-up.

➤ We Take Care of All the Details

CRM magazine will produce, market, and broadcast your 1-hour audio Web Event.

Visit destinationCRM.com/Webinars for a complete schedule of events.

➤ Action List

Our aggressive online and print advertising campaign includes the following:

- › HTML email invitation of your best customers and prospects to our 65,000-name database
- › A full-page, 4-color ad in *CRM* magazine prior to event
- › Banner advertising on destinationCRM.com
- › Posts to all of *CRM*'s social networks: Twitter, Facebook, LinkedIn, and Google+
- › 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 58,000 circulation
- › A reminder email to all registrants prior to event
- › Phone call reminder to all registrants
- › Collaboration with other Information Today, Inc. media properties where applicable
- › Complete registration of attendees with sponsors' customized qualifying questions
- › Confirmation emails with Outlook iCalendar reminder
- › Reminder email with registration information
- › Post-event thank you email with links to archive for both attendees and nonattending registrants
- › Optional post-event survey of registration list
- › Access to all registrations, including post-event registration for the archived version
- › Searchable on destinationCRM.com for extended lead generation
- › Complete production and management of the technology
- › Sponsored webcast archived on destinationCRM.com

CRM CUSTOM RESEARCH

⇒ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

- › Survey design and creation.
- › Capture, cross-indexing, and raw data from the online survey tool.
- › A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- › Final Report also includes an Executive Summary and a full Respondent Profile.
- › Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor’s discretion.
- › Competitive intelligence—Each survey may include up to five proprietary questions.
- › Vendor owns rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

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

PHASE 2: Lead-Generation: Marketing the Findings

- › Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
 - › Dedicated Email Promotion (65,000 subscribers)
 - › Newsletter Sponsorships (58,000 subscribers)
 - › Sponsored Content Listing (homepage and newsletters) (600,000 imprints/month).

- › CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- › Print distribution of “single page takeaway” in *CRM* magazine (22,000 subscribers)

⇒ USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

- › Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › Extensive event registration program with multiple marketing touchpoints.
- › Sponsor exclusivity—Enjoy 100% attentive and exclusive mind-share in a single-sponsored event.
- › Brand leverage—Use the strength of the CRM Media brand. Moderated by *CRM*’s publisher and marketed under the CRM brand.
- › A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)

⇒ CONTACT

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(201) 327-2773
adrienne@infotoday.com

Pacific & Mountain
Dennis Sullivan
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