

WHO READS CRM MAGAZINE?

➔ The growth of customer relationship management (CRM) spending continues to be strong, with no signs of slowing down. According to a recent report by Gartner, the CRM market will hit \$37 billion in 2017.

According to another report, "Global Customer Experience Management (CEM) Market—Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025," the global customer experience management market is expected to grow at a register CAGR of around 22% during the forecast period 2017–2025.

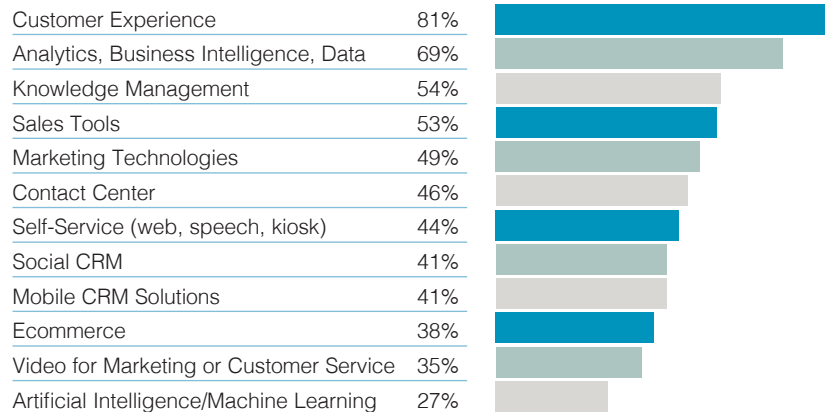
With 20 years of publishing excellence serving the market, *CRM* magazine is at the forefront of the CRM movement and related customer focused business strategies and technologies.

➔ Executive Summary

CRM magazine is the publication of record covering the field of CRM. The magazine—written, edited, and produced by our award-winning staff of journalists and designers—offers executives a unique blend of strategic business information, case studies, and in-depth analysis.

Our editorial and circulation strategy targets five main categories of readers—all important at different stages of a CRM program's lifecycle: executive management, sales, marketing, customer service management, and IT management.

Our readers' TOP PRIORITIES in the next 12 months



➔ WHO SUBSCRIBES TO CRM MAGAZINE?

By job level:

C Level	13%
Vice President	9%
Director	16%
Manager	30%
Supervisor	7%
Staff	14%
Technical	11%

By job area:

Sales	11%
Marketing	18%
Customer Service	20%
CRM Professional	14%
Corporate	13%
IT/Web/Technical	24%

- **89%** are involved in the decision-making process, and **26%** of our readers cite themselves as their companies' final decision makers for CRM-related products and services.

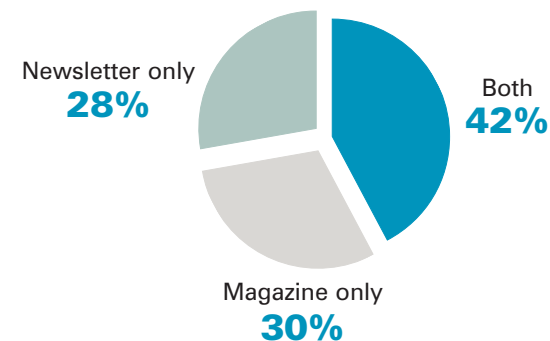
- **74%** of our readers view themselves as their companies' champions/advocates for CRM implementations.

How our readers view their purchasing role

- **27%** Business decision maker
- **24%** Technical decision maker
- **49%** Both

Total Circulation
22,000

➔ HOW TO REACH OUR AUDIENCE



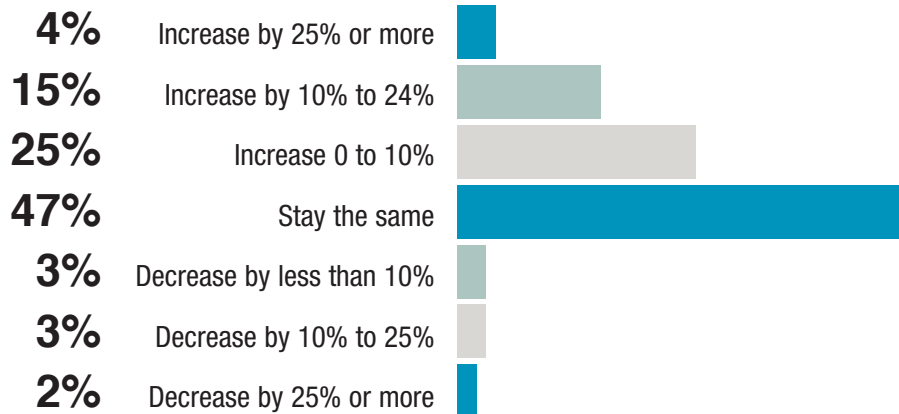
CRM MAGAZINE DATA POINTS

CRM Budgets for 2018



Average expected CRM budget for 2018 is more than \$322,000, up from \$265,000 in 2017.

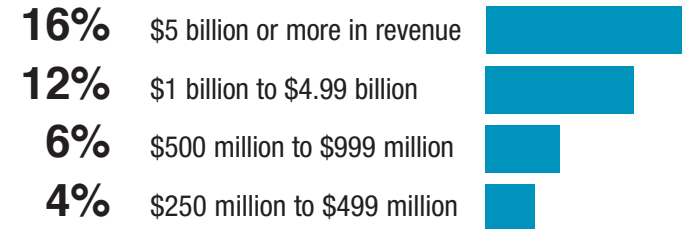
Expected CRM Budget Changes in 2018



Average CRM budget is expected to be up 4% from 2017.

Source: Survey Methods, August 2017

Company Size by Sales Revenue



Average sales revenue is more than \$1.237 billion.

Company Size by Number of Employees



Average number of employees is 4,968.



You have some IVR information that isn't even in Speech Technology, which is very valuable to me."

SENIOR IVR ENGINEER
EMMI

CRM MAGAZINE DATA POINTS

How engaged are CRM magazine readers?

- **80%** report that they are regular or **avid readers** of CRM magazine.
- **71%** of readers have **saved an article for future reference** or sent it to a colleague for discussion.
- **More than 22%** have **shared an article** on social media.
- **More than 22%** have **initiated a change** in their own company's CRM process after reading CRM magazine.

How important is CRM magazine to our readers?

- **87%** say that CRM is an **important source of information** they can't find anywhere else.
- **93%** cite that it helps them professionally.
- **85%** say that CRM magazine is their **favorite** CRM-related publication.

Contact Center Budgets

- **59%** of our readers' companies have in-house contact centers. More than **22%** will spend more than **\$500,000** on contact center-related products and services. The average company will spend more than **\$255,000** on contact center-related solutions.
- **33%** of readers' companies' in-house contact centers have more than 100 seats.

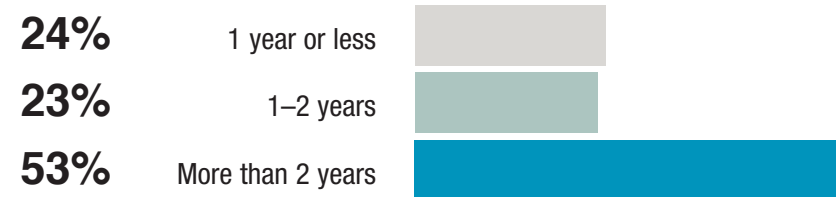
Sales Force Size

- **23%** of our readers' companies have sales forces in excess of **500** representatives. The average sales force size is **244** people.

Who makes CRM or Customer Experience purchasing decisions?

	Final Decision	Involved in Decision
I do	26%	79%
<i>Executive Management</i>	60%	90%
<i>Sales Management</i>	9%	78%
<i>Marketing Management</i>	14%	75%
<i>Customer Service Management</i>	15%	82%
<i>IT Management</i>	15%	85%

How long has our audience been reading CRM magazine?



Articles on new methods of attracting customers are my favorite."

DIRECTOR OF CRM AND DIGITAL MARKETING
VERA BRADLEY