

WHO READS CRM MAGAZINE?

➤ According to a recent report by Gartner, the worldwide CRM market grew 13.3% in the last year, from \$20.4B in 2013 to \$23.2B in 2014. 47% of total CRM software revenue in 2014 was generated from SaaS-based CRM applications, with Salesforce leading the pack with a worldwide CRM market share of 18.4%.

The readers of *CRM* magazine are at the forefront of this marketplace, and 80% of them are advocates for CRM technology in their organizations. Any serious vendor of CRM-related solutions should be tapping into *CRM* magazine's focused audience.

➤ Executive Summary

CRM magazine is the publication of record covering the field of customer relationship management. 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.

Which of these areas are a **PRIORITY** for your company in the next 12 months?

	Priority	Not a priority
Business intelligence	78%	22%
Call Center	53%	47%
Customer Analytics	82%	18%
Customer Experience	88%	12%
Ecommerce	46%	54%
Help Desk	47%	53%
Knowledge Management	61%	39%
Marketing Automation	53%	47%
Mobile CRM Solutions	58%	42%
Sales Tools	62%	38%
Self-Service (web, speech, kiosk)	54%	46%
Social CRM	48%	52%

➤ WHO SUBSCRIBES TO CRM MAGAZINE?

By job level:

C Level	14%
Vice President	6%
Director	20%
Manager	36%
Staff	3%
Technical	10%
Supervisor	10%

By job area:

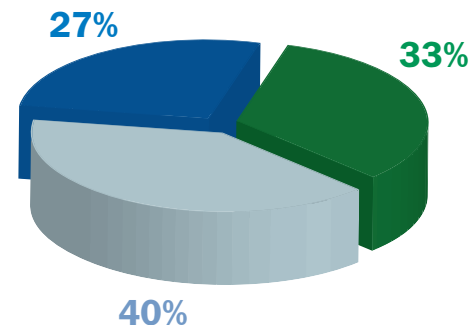
Sales	12%
Marketing	20%
Customer Service	13%
CRM Professional	18%
Corporate	16%
IT/Web/Technical	20%

- **80%** are involved in the decision-making process, and **25%** of our readers cite themselves as their companies' final decision makers for CRM-related products and services.
- **80%** of our readers view themselves as their companies' champions/advocates for CRM implementations.

How our readers view their purchasing role

- **34%** Business decision maker
- **34%** Technical decision maker
- **32%** Both

➤ HOW TO REACH OUR AUDIENCE



Total Circulation
70,000

CRM MAGAZINE DATA POINTS

“As a business intelligence manager, your publication helps me stay up to date on what is happening in the world of CRM and helps my business gain valuable customer insights.”

—Manager, Business Intelligence,
Brotherhood Mutual Insurance

How engaged are they as CRM magazine readers?

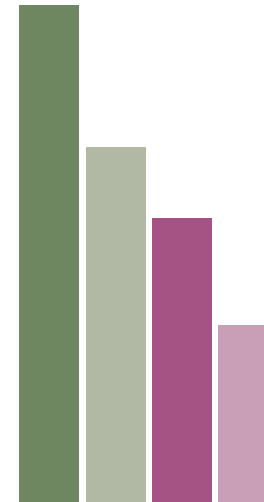
- **Two-thirds** read at least the last three out of four issues of *CRM* magazine.
- **Two-thirds** prefer reading the new digital version of the publication.
- **Almost half** read every single issue.
- **More than half** have downloaded content from destinationCRM.com.
- **61%** of readers have saved an article or issue for future reference.
- **63%** have given an article or issue to a co-worker.
- **90%** say that *CRM* is an important source of information they can't find anywhere else.
- **More than 87%** say that *CRM* magazine is their favorite CRM-related publication.
- **95%** cite that it helps them professionally.
- **82%** find *CRM* magazine and destinationCRM.com to be their favorite source of business information.

Contact Center Budgets

- **62%** of our readers' companies have in-house contact centers. More than **24%** will spend more than **\$500,000** on contact center-related products and services. The average company will spend more than **\$253,000** on contact center-related solutions.
- **31%** of readers' companies' in-house contact centers have more than 100 seats.

Sales Force Size

- **14%** of our readers' companies have sales forces in excess of **1,000** people. The average sales force size is **228** people.



Company Size by Sales Revenue

- 14%** \$5 billion or more in revenue
- 10%** \$1 billion to \$4.99 billion
- 8%** \$500 million to \$999 million
- 5%** \$250 million to \$499 million

Average sales revenue is more than \$1.17 billion.

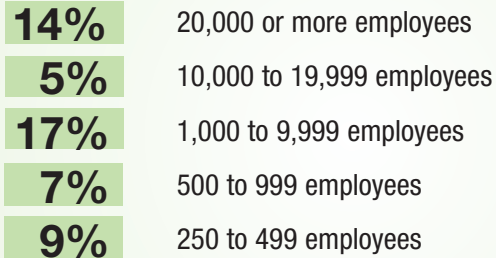
CRM Budgets for 2016



Average CRM budget is more than \$248,000.

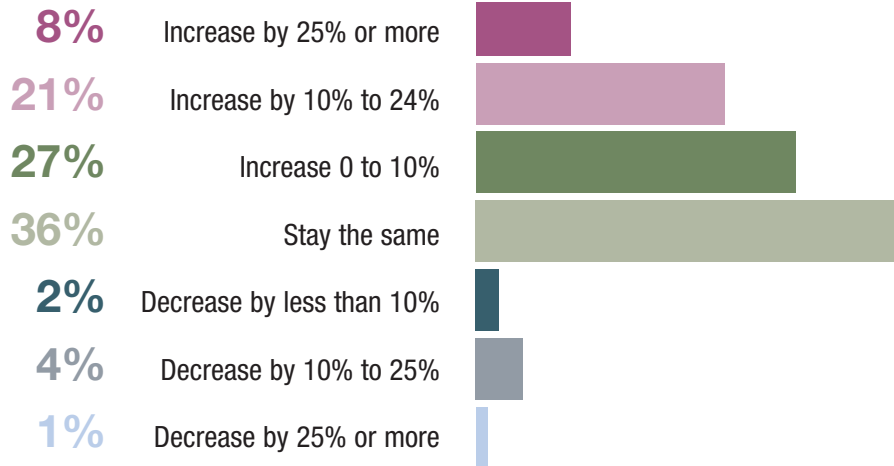
CRM MAGAZINE DATA POINTS

Company Size by Number of Employees



Average number of employees is 4,562.

Expected CRM Budget Changes in 2016



Average CRM budget is expected to be up 5.9% from 2015.

Source: Survey Methods, July 2015

Who makes CRM purchasing decisions?

	Final Decision	Involved in Decision	Not Involved
I do	25%	55%	20%
Senior Executive Management	56%	36%	8%
Senior Sales Management	15%	67%	18%
Senior Marketing Management	14%	66%	20%
Senior Customer Service Management	12%	65%	23%
Senior IT Management	20%	63%	17%

Magazines are still an important part of the mix.

What sources of information are MOST HELPFUL to you professionally?

