

SMART **CustomerService**

ONLINE MEDIA KIT

2018

From the editors of *CRM* and *Speech Technology* magazines

SMARTCUSTOMERSERVICE.COM

FOCUSED CONTENT

About Us

SmartCustomerService.com's mission is to help organizations improve their customer service efforts.

SmartCustomerService.com aims to help customer service and support departments improve the speed, sophistication, agility, accuracy, relevance, and breadth and depth of their customer service and support efforts. Topics include, but are not limited to, the following:

- The Cloud/Hosted Contact Centers
- Social Media Strategies
- Mobile Technology Strategies
- Multichannel/Cross-Channel Strategies
- Analytics
- Big Data
- Automated Support
- Live Support
- CRM/CX
- Infrastructure/Hardware
- Voice of the Customer Strategies
- Workforce Optimization
- Quality Monitoring
- Training
- Data Security and Privacy



GREAT CONTRIBUTORS



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ONSITE RATE CARD

ONSITE ADVERTISING

Ad Size Location (Run-of-Site (ROS))

728x90 top or bottom position	\$75 CPM
336x280 within articles/homepage	\$75 CPM
Text ads within articles	\$75 CPM
Welcome banners before homepage	\$100 CPM
Featured video/homepage	\$1,000 per month
Topic Center targeting, plus 10% premium; road block, plus 25% premium	

ADVERTISING CONTACTS

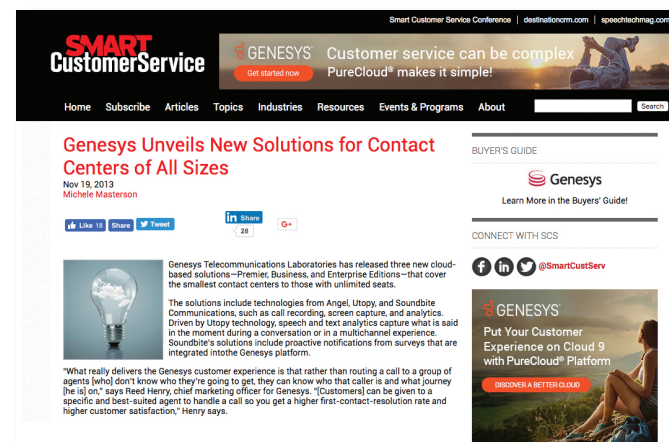
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Bob Fernekees
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Sample

Multichannel Support and Proactive Notifications

Aimed at small contact centers, the Genesys Premier Edition is a pure cloud offering that delivers a routing system and IVR capabilities and also offers Angel's virtual contact center solutions. Capabilities include:

- Scalability up to 250 seats
- Multichannel support
- Unlimited IVR ports
- Intuitive and visual solution configuration
- Proactive notifications and surveys
- Business Intelligence Analytics
- Workforce Optimization (WFO)
- Stand-alone agent and administrative support or native support within Salesforce.com Service Cloud
- Bundled telecommunications services

Sponsor text:

Watch how the Salesforce Effect can help your sales soar
[View Demo](#)

ONSITE RATE CARD

Smart Customer Service Buyer's Guide



Sample

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

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Smart Customer Service White Papers

Survey: Online Shoppers Want Better Delivery and Return Options

Retailers that remove obstacles can improve their sales and marketing efforts

What matters most to online shoppers? Hint: It's all about the shopping experience, and that includes shipping and returns. A UPS/comScore survey conducted with more than 3100 online shoppers reveals insights into what makes online shoppers buy more. Learn more about the comScore findings in this White Paper.



Why Is Customer Experience Management so important?

Strategies & Solutions for Improving Customer Experiences - An Enhouse Interactive White Paper

As the market for goods and services saturates, commoditization eliminates price as a differentiation, and as the customers become more and more sophisticated, how do companies compete for new business and retain existing ones. They must differentiate themselves by innovating, offering great customer service, and by providing exceptional customer experience. Customer experience covers all phases of a customer's lifecycle, from awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy. Great customer experience cannot only cultivate loyalty for your products it can also develop your most loyal customers into strong advocates for your brand.

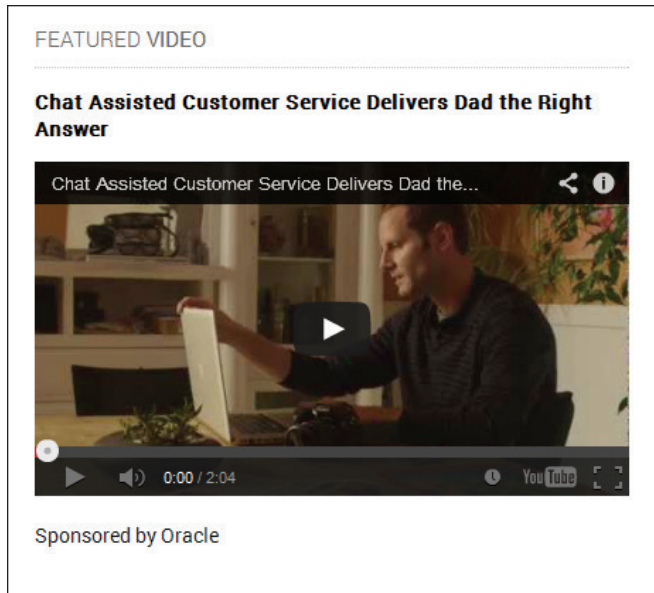


Sample

Sponsored Content Listings— (white papers, case studies, research reports)

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

ONSITE RATE CARD



Sample

Featured Video/homepage

\$1,000 per month

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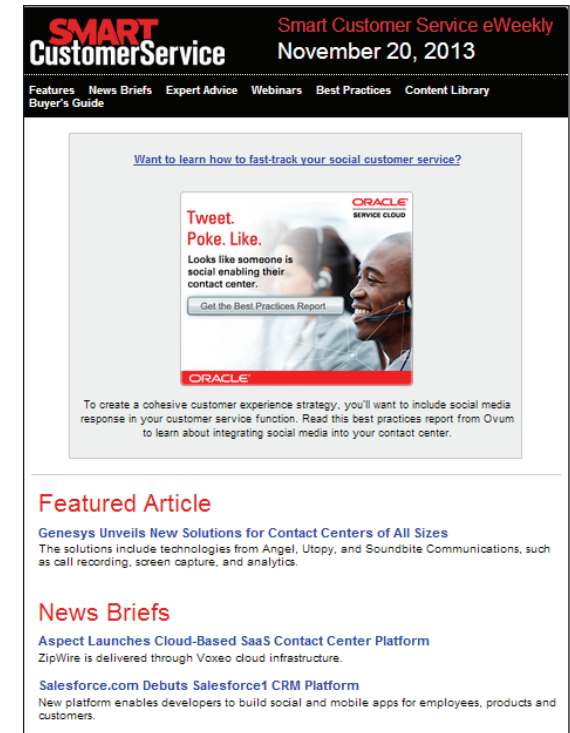
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Video Specs

The file size limit is 2GB.

1280x720; progressive (not interlaced); H.264/MP4, FLV, F4V, or MOV; 5Mbps (megabits per second)-10Mbps.

1920x1080, 960x540, 640x360, 720x480, and 640x480 are acceptable as frame sizes, but 1280x720 is preferable.



Sample

eNewsletter

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

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

Email RATE CARD

eWeekly Newsletter

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

- **Circulation:** 9,000
- **Frequency:** Every Thursday

EWEEKLY RATES

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

1X	4X	8X	12X
\$850	\$800	\$750	\$700

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.

Bulletin (Email Blast)

SmartCustomerService Bulletin Email Blast

- **Circulation:** 5,600
- **Frequency:** Monday, Tuesday, Wednesday, Friday

BULLETIN RATES

Send your custom HTML email to the opt-in subscribers of the **SmartCustomerService** email list. You assign the subject line.

1X	3X	6X	12X	24X
\$2,000	\$1,850	\$1,700	\$1,550	\$1,400

Deduplicating against suppression lists, plus \$250

EXCLUSIVE EMAIL BLAST INCLUDES:

- HTML, coding, links
- Images
- Custom subject line provided by sponsor

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BANNER SPECIFICATIONS

The **SmartCustomerService.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
336x280	200K	within articles/homepage
text ads	30-35 words	within articles
640x480 (welcome banner)	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 redirected 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, “_black”);
}
```

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.

SMARTCUSTOMERSERVICE.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 preferred.

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 complete HTML email document with embedded URL links, images, and subject line

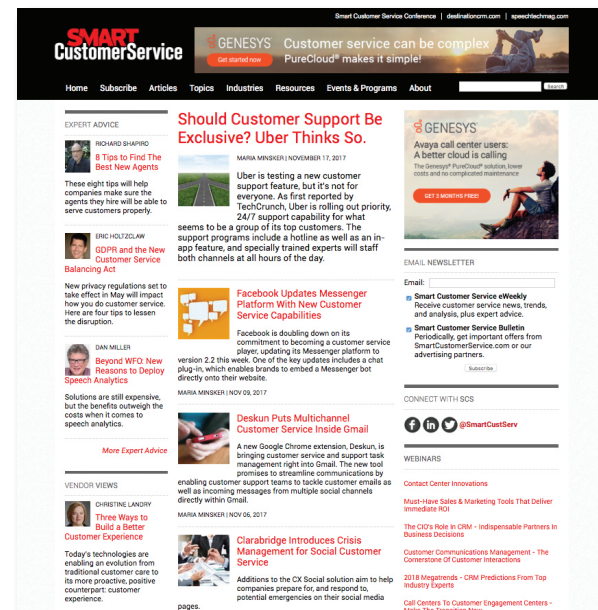
Submission Instructions

Submit banner creative to your sales representative:

Mountain/Pacific: dennis@infotoday.com

Eastern/Midwest: adrienne@infotoday.com

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



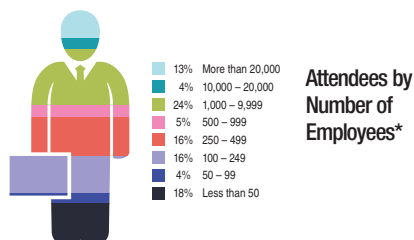
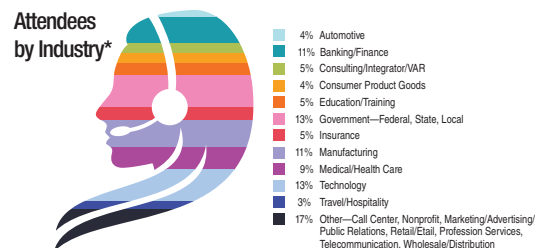
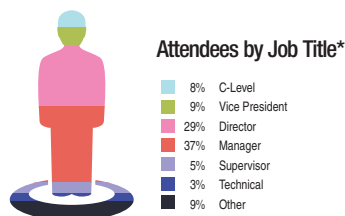
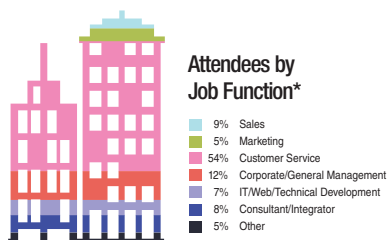
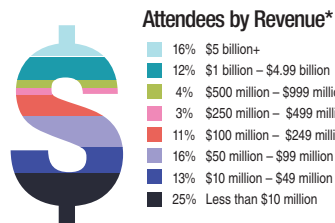
OUR CONFERENCE

SMART 2018 CustomerService

Attendee Profile

SMART 2018 CustomerService

83% of Smart Customer Service attendees are in decision-making positions.



Reach Customers at Three Events in One Location!

Smart Customer Service (formerly Customer Service Experience) is co-located with two closely integrated programs, CRM Evolution and SpeechTEK, in 2018. Attendees will be offered the opportunity to purchase a pass to one or all of these events, but your company can be front and center with all three conferences with a Diamond Sponsorship.

Co-located With:

CRM 2018
conference & exhibition
From the editors of CRM magazine

SpeechTEK 2018
THE SMART CUSTOMER INTERACTIONS EVENT

Featuring:

customer solutions expo

ORGANIZED AND PRODUCED BY:

Information Today, Inc.

RESERVE YOUR SPONSORSHIP TODAY!

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