

**Best Value**  
Year-Long Marketing Partnership  
Get Involved With CRM Media

Coming in July

**2012 Annual**

# Buyer's GUIDE

Reservation Date: May 6, 2012

Copy Due: May 13, 2012

# CRM

## ADVERTISING CONTACTS

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## CRM magazine's BUYER'S GUIDE and Online Premium Partnership

Two ways to promote your company in  
PRINT AND ONLINE, all year long!

- Link to your Twitter, LinkedIn, and Facebook accounts
- Polybagged with CRM magazine's 70,000 print subscribers
- Marketed in all 94 eWeeklies
- 20,000 average online page views (12 months)
- Printed in the July 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 increased to Premium Partner immediately.

**Deadline for print listings (July issue) is  
May 6, 2012**  
(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 9/1/11.
3. Call your representative to upgrade your FREE listing to a Premium Listing online for as little as just \$2,900 net.
4. Begin your Premium Partnership with the No.1 CRM publication and website.

# Advertise in the 2012 CRM Buyer's Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- Sales Force Automation
- Marketing Automation
- Customer Service/Contact Center
- Analytics
- Vertical CRM
- Channel Management
- Integration
- SMB/Midmarket CRM
- Enterprise CRM
- Social CRM

## RATES

### One-Half-Page Profile — \$2,900

Includes Online Listing for 1 Year:

Logo, company name, address, phone, fax, email, five online links, website 150-word Corporate Description and/or Product Description

PLUS: Company listing in unlimited categories

### Full-Page Profile — \$5,900

Includes Online Listing for 1 Year:

Logo, graphic — product or screen shot, company name, address, phone, fax, email, website, 10 online links, 300-word Corporate Description and/or Product Description

PLUS: Company listing in unlimited categories

### Online Only Profile (1 Year)— \$2,000

- Link to your Twitter, LinkedIn, and Facebook accounts
- Company statement – up to 150 words
- Products & services – up to 300 words
- Unlimited Topic Centers Selection
- Editable Live Links to your case studies, white papers, or special landing pages



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>



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#### COUNT ON VERINT

**Verint® Witness Actionable Solutions®** is the leader in enterprise workforce optimization software and services. Our solutions are designed to help organizations of all sizes capture customer intelligence, uncover business trends, discover the root cause of employee and customer behavior, and optimize the customer experience across contact center, branch, and back-office operations.

#### THE IMPACT 360 SUITE

Verint's next-generation **Impact 360® Workforce Optimization** suite is comprised of unified, analytics-driven, and enterprise-enabled solutions designed to address such critical customer service functions as:

- Quality Monitoring
- Full-Time Recording
- Customer Interaction Analytics—including Speech and Data Analytics
- Customer Feedback Surveys
- Workforce Management
- Desktop and Process Analytics
- Performance Management
- eLearning and Coaching

With Impact 360, you can capture and analyze valuable information from customer interactions and related operational data; gain an unprecedented level of visibility into customer service processes, workforce performance, and customer intelligence; and benefit from a more holistic view of operations across your organization for faster, enhanced decision-making.

#### THE IMPACT360® WORKFORCE OPTIMIZATION SUITE



#### EXPERIENCE THE IMPACT 360 ADVANTAGE

Although many enterprises work hard to deliver a quality customer experience, they're often hampered by the different systems, applications, people, and processes that play a role in delivering service. While the contact center, branch, or remote office is typically the focal point of customer frustration when things go wrong, in reality, a break or disconnect anywhere in the customer service value chain can adversely impact the customer experience.

**Impact 360** helps improve the entire customer service delivery network with the ability to:

- Capture, analyze, and learn from customer interactions.
- Support quality assurance, as well as compliance requirements.
- Improve workforce planning, staffing, and performance.

- Uncover business trends and competitive intelligence.
- Discover the root cause of customer and employee behavior.
- Gauge business process effectiveness.
- Gain insight into workflow.
- Advance employee skills and proficiencies through coaching, training, and development.
- Make more informed decisions faster.
- Connect customer care operations enterprise-wide.

Used by more than 10,000 organizations, including over 80 percent of Fortune 100 companies, find out how Verint solutions can work for you.

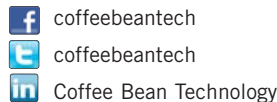
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**ABOUT COFFEEBEAN TECHNOLOGY**

**CoffeeBean Technology** brings the effects of collaboration, customer participation and real time to medium-sized companies. We call that Turning You into a Click Company.

**Our System delivers Social CRM and Business Initiatives through an integrated solution.** It revolves around Streams, People and Tools. Streams are dynamic workplaces where

knowledge meets people when they need it. Streams capture the flow of your work and all conversations to generate knowledge in real time. People includes everyone inside and outside of your company. Tools are the applications you need to do your job.

**Our Social CRM** delivers collaboration across the organization. It brings social

network information from prospects and customers into the sales process—creating participation that better enables sales and marketing pros to get business done.

**Business Initiatives** let managers drive progress in real time, analyze the market, measure performance, make sound decisions and share results because business is about growth.

destinationCRM.com — CRM Buyer's Guide

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**Profile**

CRM Media is a division of Information Today, Inc., a leading publisher of business technology content, and conferences in the United States and Europe.

**Whitepapers, Archived Webcasts and Sponsored Content**

- <http://www.destinationCRM.com/BestPractices/>  
CRM Best Practices Series - Guides for success written by leading industry authorities.
- <http://www.destinationCRM.com/Webinars/>  
CRM Webinars Series - The latest in educational webcasts covering customer relationship management.
- <http://www.destinationCRM.com/conferences/2011/Default.aspx>  
CRM Evolution 2011, NY Hilton August, August 8-10, 2011
- [http://www.destinationCRM.com/About/How\\_to\\_Advertise](http://www.destinationCRM.com/About/How_to_Advertise)  
Sponsorship information for CRM vendors.
- [http://www.destinationCRM.com/CRM\\_Magazine](http://www.destinationCRM.com/CRM_Magazine)  
Get your FREE subscription to award winning CRM magazine, the number one source for CRM professionals.

**This company is listed in the following categories:**

Analytics	Channel Management	Customer Service/Call Centers	Enterprise CRM
Integration	Marketing Automation	Sales Automation	SMB/Mid-market CRM
Social CRM			

**Articles Mentioned**

CRM Magazine Announces Winners of 2010 CRM Market Awards  
CRM Evolution '10: As CRM magazine's annual conference gets under way, the ninth annual awards honor companies, customers, and industry visionaries for successes in the CRM marketplace over the previous 12 months.  
Posted 02 Aug 2010

Popular Articles

- Applying the Eight Building Blocks of CRM to Social Media
- IBM Unveils Social and Email Optimization Suite
- Social Media Interaction a Challenge for Web 2.0 Sites, Too
- Neolane Launches Social Marketing App
- Astute Launches Social Media Management Solution

inContact. Cloud-Based Contact Center Solutions