

Best Practices



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

Published in **March 2018** CRM magazine

Content Due: **January 20, 2018**

■ Also in March: INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

2018 ROUNDTABLES

February 2018

2018 MEGATRENDS:

CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

Roundtable Date: February 14, 2018

CALL CENTER TO CUSTOMER ENGAGEMENT CENTER

Roundtable Date: February 28, 2018

March 2018

THE STATE OF IVRS IN 2018:

SPEECH ENABLED IVRS ARE THRIVING

Roundtable Date: March 14, 2018

SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES

Roundtable Date: March 21, 2018

April 2018

INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

Roundtable Date: April 4, 2018

GETTING BIG DATA IN SHAPE — QUALITY, CLEANSING, DATA MANAGEMENT

Roundtable Date: April 25, 2018

May 2018

MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE

Roundtable Date: May 2, 2018

ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS

Roundtable Date: May 9, 2018

THE FUNDAMENTALS OF B2B MARKETING

Roundtable Date: May 23, 2018

June 2018

KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS

Roundtable Date: June 6, 2018

SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING

Roundtable Date: June 13, 2018

OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS

Roundtable Date: June 20, 2018

July 2018

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & 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, www.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 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (45,000 subscribers)
- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice) – you get the leads
- 1 month of homepage promotion on www.destinationCRM.com (150,000 visitors per month)
- Social media campaign on Twitter (23,000 followers), Facebook, and LinkedIn
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on destinationCRM.com for 1 year
- More than 920,000 total impressions
- Receive a custom PDF of the section for your website
- Editorial and production services included – copyediting, 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

ADVERTISING CONTACTS

Mountain & Pacific

Dennis Sullivan
Advertising Director
203-445-9178
dennis@destinationCRM.com

Eastern & Central

Adrienne Snyder
Advertising Director
201-327-2773
adrienne@destinationCRM.com



2018 SCHEDULE & RATES	2018 ROUNDTABLE SCHEDULE
<p>Standard – 1 page (750 words) \$7,500 net Silver – 2 pages (1,500 words) \$10,500 net Gold – 3 pages (2,250 words) \$14,000 net Platinum – 4 pages (3,000 words) \$16,500 net</p> <p>February 2018 VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING Reservations Due: 12/22/17 • Content Due: 12/22/17</p>	<p>Participation in Webinar Roundtable – \$8,500</p> <p>February 2018 2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS Roundtable Date: February 14, 2018 CALL CENTER TO CUSTOMER ENGAGEMENT CENTER Roundtable Date: February 28, 2018</p>
<p>March 2018 INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS Reservations Due: 1/12/18 • Content Due: 1/19/18</p>	<p>March 2018 THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING Roundtable Date: March 14, 2018 SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES Roundtable Date: March 21, 2018</p>
<p>April 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING Reservations Due: 2/9/18 • Content Due: 2/16/18</p>	<p>April 2018 INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE Roundtable Date: April 4, 2018 GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Roundtable Date: April 25, 2018</p>
<p>May 2018 SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES WHAT'S HOT IN SALES ENABLEMENT Reservations Due: 3/13/18 • Content Due: 3/20/18</p>	<p>May 2018 MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE Roundtable Date: May 2, 2018 ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS Roundtable Date: May 9, 2018 THE FUNDAMENTALS OF B2B MARKETING Roundtable Date: May 23, 2018</p>
<p>June 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Reservations Due: 4/11/18 • Content Due: 4/18/18</p>	<p>June 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS Roundtable Date: June 6, 2018 SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING Roundtable Date: June 13, 2018 OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS Roundtable Date: June 20, 2018</p>
<p>July 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS Reservations Due: 5/10/18 • Content Due: 5/17/18</p>	<p>July 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS Roundtable Date: July 11, 2018 CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK Roundtable Date: July 25, 2018</p>
<p>August 2018 MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES Reservations Due: 6/10/18 • Content Due: 6/17/18</p>	<p>August 2018 BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE Roundtable Date: August 1, 2018 HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES Roundtable Date: August 15, 2018 AI-POWERED SALES TEAMS Roundtable Date: August 29, 2018</p>