

Best Practices



Advanced Analytics for Better Customer Experiences

Can delivering better customer experiences improve revenue and shareholder value? You bet.

But how can companies target areas for improving customer experiences and stay on course while continually improving CX at every stage in the customer journey? That's where analytical solutions become crucial.

Join us in this month's Best Practices installment and make your case to our readers on how analytics can help them reach their strategic goals and differentiate themselves with continuous CX improvement.

Roundtable Date: October 24, 2018

Published in **September 2018** CRM magazine | Marketed online in **August**
Content Due: **July 25, 2018**

Also in August (Online) and September (Print):

- MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE
- ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE

2018 ROUNDTABLES

July 2018

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

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

September 2018

WHAT'S HOT IN SALES ENABLEMENT

Roundtable Date: September 12, 2018

**TRANSFORMING CUSTOMER SERVICE
WITH ARTIFICIAL INTELLIGENCE**

Roundtable Date: September 26, 2018

October 2018

**ACCELERATE QUOTE-TO-CASH WITH CONTRACT
MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE**

Roundtable Date: October 3, 2018

2018 CONTACT CENTER INNOVATIONS

Roundtable Date: October 10, 2018

**ADVANCED ANALYTICS FOR BETTER
CUSTOMER EXPERIENCES**

Roundtable Date: October 24, 2018

November 2018

**VOICE OF THE CUSTOMER PROGRAMS:
FROM LISTENING TO ACTION**

Roundtable Date: November 7, 2018

CRM AND ECOMMERCE: A WINNING COMBINATION

Roundtable Date: November 14, 2018

December 2018

**PROACTIVE CUSTOMER SERVICE:
ANTICIPATING CUSTOMER NEEDS**

Roundtable Date: December 5, 2018

TOP 2018 INNOVATIONS IN CRM

Roundtable Date: December 12, 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>Participation in Webinar Roundtable – \$8,500</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>
<p>September 2018 2018 CONTACT CENTER INNOVATIONS BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES Reservations Due: 7/12/18 • Content Due: 7/19/18</p>	<p>September 2018 WHAT'S HOT IN SALES ENABLEMENT Roundtable Date: September 12, 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE Roundtable Date: September 26, 2018</p>
<p>October 2018 PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS CRM AND ECOMMERCE: A WINNING COMBINATION Reservations Due: 8/10/18 • Content Due: 8/17/18</p>	<p>October 2018 ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE Roundtable Date: October 3, 2018 2018 CONTACT CENTER INNOVATIONS Roundtable Date: October 10, 2018 ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES Roundtable Date: October 24, 2018</p>
<p>November 2018 CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES Reservations Due: 9/11/18 • Content Due: 9/18/18</p>	<p>November 2018 VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION Roundtable Date: November 7, 2018 CRM AND ECOMMERCE: A WINNING COMBINATION Roundtable Date: November 14, 2018</p>
<p>December 2018 CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS—MAKE THE TRANSITION NOW AI-POWERED SALES TEAMS Reservations Due: 10/11/18 • Content Due: 10/18/18</p>	<p>December 2018 PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS Roundtable Date: December 5, 2018 TOP 2018 INNOVATIONS IN CRM Roundtable Date: December 12, 2018</p>