

# WHO READS CRM MAGAZINE?

## ➔ HOW BIG IS THE CRM MARKET?

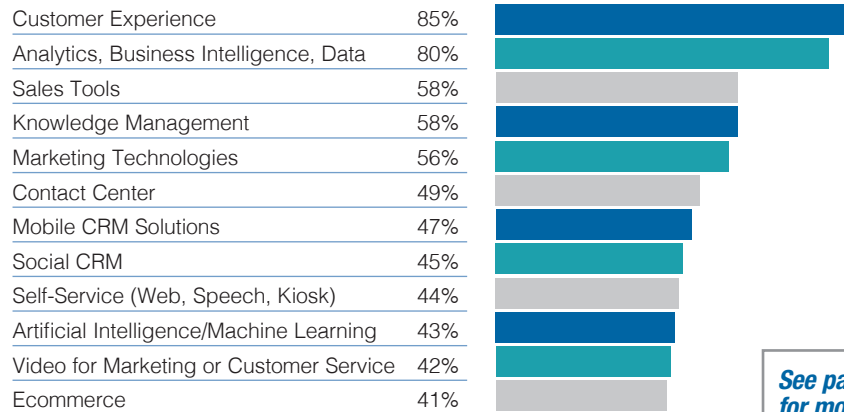
- The global customer relationship management market is expected to reach **\$81.9 billion** by 2025, according to a new report by Grand View Research, Inc.
- “In 2018, CRM software revenue will continue to take the lead of all software markets and be the fastest growing software market with a growth rate of **16%**,” according to Julian Poulter, research director at Gartner. And with revenues expected to reach over **\$40 billion** in 2018, it’s no surprise that CRM is the fastest growing software market.
- CRM software leads technology investment, with **49%** of businesses planning to increase spending.

## ➔ EXECUTIVE SUMMARY

CRM magazine is the publication of record covering the field of CRM. 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.

## ➔ Our readers’ TOP PRIORITIES in the next 12 months



See page 20 for more demographics.

## ➔ WHO SUBSCRIBES TO CRM MAGAZINE?

### By job level:

C Level	21%
Vice President	10%
Director	17%
Manager	35%
Supervisor	3%
Staff	5%
Technical	9%

### By job area:

Sales	10%
Marketing	22%
Customer Service	18%
CRM Professional	17%
Technical	17%
Corporate/General Management	15%

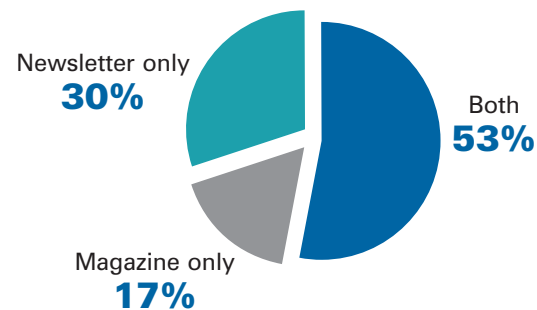
- **81%** are involved in the decision-making process, and **28%** of our readers cite themselves as their companies’ final decision makers for CRM-related products and services.
- **82%** of our readers view themselves as their companies’ champions/advocates for CRM implementations.

## ➔ How our readers view their purchasing role

- **22%** Business decision maker
- **15%** Technical decision maker
- **36%** Both

Total Magazine Circulation  
**20,000**  
Plus **55,000** Unique Online Monthly Visitors

## ➔ HOW TO REACH OUR AUDIENCE

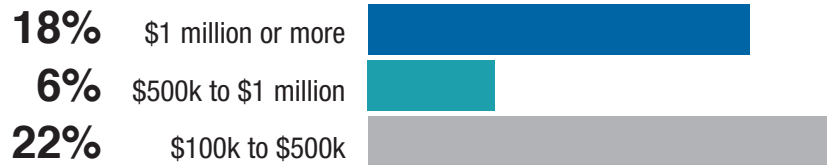


“I really appreciate the CRM & marketing case studies, especially when there are metrics proving the use cases.”

VICE PRESIDENT  
SHUTTERFLY, INC.

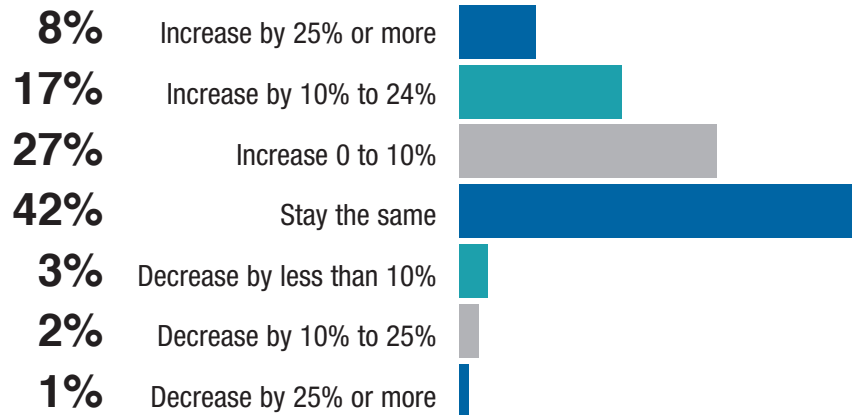
# CRM MAGAZINE DATA POINTS

## CRM Budgets for 2019



Average expected CRM budget for 2019 is \$323,600, up slightly from 2018.

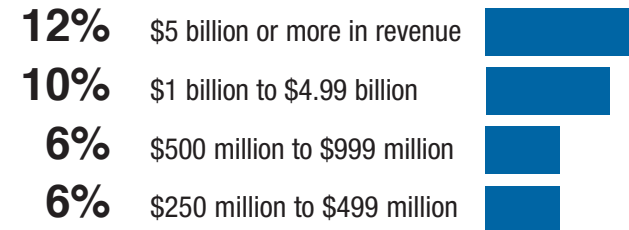
## Expected CRM Budget Changes in 2019



Average CRM budget is expected to be up 6% from 2018.

Source: Survey Methods, August 2018

## Company Size by Sales Revenue



Average sales revenue is more than \$1.022 billion.

## Company Size by Number of Employees



Average number of employees is 3,841.

# CRM MAGAZINE DATA POINTS

## How **engaged** are CRM magazine readers?

- **72%** report that they are regular or **avid readers** of CRM magazine.
- **49%** of readers have **saved an article for future reference** or sent it to a colleague for discussion.
- **More than 22%** have **shared an article** on social media.
- **More than 22%** have **initiated a change** in their own company's CRM process after reading CRM magazine.

## How **important** is CRM magazine to our readers?

- **90%** say that CRM is an **important source of information** they can't find anywhere else.
- **95%** cite that it helps them professionally.
- **82%** say that CRM magazine is their **favorite** CRM-related publication.

## Contact Center Budgets

- **55%** of our readers' companies have in-house contact centers. More than **28%** will spend more than **\$500,000** on contact center-related products and services. The average company will spend more than **\$288,000** on contact center-related solutions.
- **37%** of readers' companies' in-house contact centers have more than 100 seats.

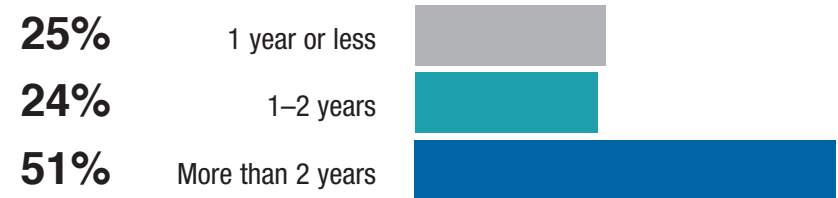
## Sales Force Size

- **31%** of our readers' companies have sales forces in excess of **100** representatives. The average sales force size is **191** people.

## Who makes CRM or Customer Experience purchasing decisions?

	Final Decision	Involved in Decision
<b>I do</b>	<b>28%</b>	<b>81%</b>
Executive Management	63%	93%
Sales Management	13%	76%
Marketing Management	11%	76%
Customer Service Management	13%	77%
IT Management	14%	80%

## How long has our audience been reading CRM magazine?



*Articles on new methods of attracting customers are my favorite."*

DIRECTOR OF CRM AND DIGITAL MARKETING  
**VERA BRADLEY**

# SITE OVERVIEW/DEMOGRAPHICS

## Primary Job Function

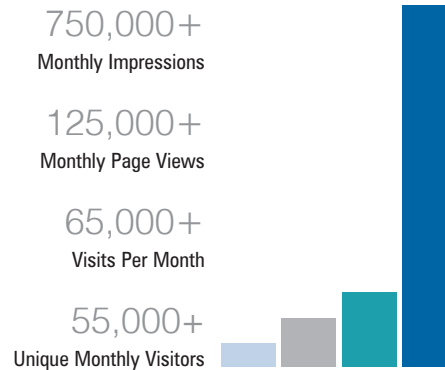
Sales	10%
Marketing	22%
Customer Service	18%
CRM Professional	17%
Technical	17%
General Management	15%

## Job Level

C Level	13%
VP	9%
Director	17%
Manager	31%
Supervisor	4%
Staff	15%
Technical	11%

## Decision Maker

Business Decision Maker	27%
Technical Decision Maker	24%
Both	49%



### BUDGETS for CRM-related products and services this year

<b>18%</b>	More than \$1 million
<b>6%</b>	\$500,000 to \$1 million
<b>22%</b>	\$100,000 to \$499,999

Average CRM budget is more than \$323,675.

### SOCIAL NETWORKS

<b>2,658</b>	<b>Facebook</b> followers
<b>2,584</b>	<b>LinkedIn</b> followers
<b>26.2k</b>	<b>Twitter</b> followers

### What's your company's PRIORITY in 2019?

Customer Experience	85%
Analytics, Business Intelligence, Data	80%
Sales Tools	58%
Knowledge Management	58%
Marketing Technologies	56%
Contact Center	49%
Mobile CRM Solutions	47%
Social CRM	45%
Self-Service (Web, Speech, Kiosk)	44%
Artificial Intelligence/Machine Learning	43%
Video for Marketing or Customer Service	42%
Ecommerce	41%

### Company's Primary Industry\*

Advertising Agency/Public Relations – 1%	Media/Publishing – 1%
Automotive – 1%	Medical/Healthcare – 4%
Banking/Finance – 7%	Nonprofit – 4%
Call Center – 5%	Professional Services – 5%
Consulting/Integrator/Var – 15%	Retail/Etail – 4%
Consumer Product Goods – 1%	Sports – 1%
CRM Solution Provider – 4%	Technology – 11%
Education/Training – 5%	Telecommunication – 3%
Government—Federal, State, Local – 4%	Travel/Hospitality – 2%
Insurance – 5%	Utility/Energy – 3%
Manufacturing – 10%	Wholesale/Distribution – 1%
Marketing – 3%	

\*Percentages may not total 100 due to rounding

See pages 2–5  
for more  
demographics.

Source: August 2018 Audience Survey

www.destinationCRM.com

“DestinationCRM keeps me up-to-date on trends and new products.”  
SENIOR DIRECTOR GLOBAL ALLIANCES  
DUN & BRADSTREET