Customer Data Platforms for a Unified View of the Customer

Organizations have done a great job of collecting customer data from all sorts of inputs: contact info, transactional data, demographic and behavioral data, and all the data flowing from websites and third-party providers. But there is so much data, with much of it always changing, that it’s become even more difficult for companies to provide consistent customer experiences across the various channels and consumer devices.

Participate in this Best Practices installment and show our readers how customer data platforms can help their organization create a unified view of their customers in a way that was all but impossible just a few years ago. Instruct them how to improve their customer experience, marketing, and operational efficiencies by achieving a single view of their customers.

Published in May 2020 CRM magazine
Content Due: March 20, 2020

Also in May: ■ HOW DO YOU MEASURE CUSTOMER EXPERIENCE?
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.

Enormous distribution, reach, and frequency
■ Published in CRM magazine (21,000 subscribers)
■ Inclusion in digital version of CRM magazine
■ 32,000 email invitations to download a PDF of this special section (twice) — you get the leads
■ 1 month of homepage promotion on www.destinationCRM.com (70,000 visitors per month)
■ Social media campaign on Twitter (26,500 followers), Facebook (2,729), and LinkedIn (2,766)
■ Distributed on all of CRM magazine’s social networks throughout the month
■ Inclusion in all eight eWeekly newsletters (45,000 per issue — 360,000 total)
■ Archived on destinationCRM.com for 1 year
■ 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
201-327-2173
adrienne@destinationCRM.com