# CRM Media
**A Division of Information Today, Inc.**

*CRM* magazine | destinationCRM.com | SmartCustomerService.com
Webcasts | Lead-Generation Programs | CPL Programs | Conferences

## 2023 MEDIA KIT

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## CONNECT

f **CRM** Magazine

🐦 @CRM @destinationCRM

in **CRM** Magazine - Sales | Marketing | Customer Service

# WWW.DESTINATIONCRM.COM

# ABOUT **CRM MEDIA**

## ⮕ CRM MEDIA EXECUTIVE SUMMARY

### CRM Media

> CRM Media launched in 1997 and has served the customer relationship management field through its growth for 25 years.

> 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 audience is self-selected, attracted, and engaged by our business technology content in print, online, webcasts, and in-person conferences.

### *CRM* Magazine

> *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.

> *CRM* magazine began publication in 1997 and launched destinationCRM.com the following year.

### Online

> **destinationCRM.com** is *CRM* magazine's website and online presence. New and unique original content posted daily including news, analysis, and case studies.

> **SmartCustomerService.com** is focused exclusively on customer service.

> **Solo and Roundtable Webcast** opportunities are offered every Wednesday since 1998. See our schedule beginning on page 10 for topics and available dates.

### CRM Conference

> **CX Connect Virtual Conference** offers attendees a wide range of current topics and sponsors the opportunity to address our audience with a keynote, case study, or panel discussion format. Streaming audio and video.

### Information Today, Inc.

> Our parent company is Information Today. Inc. (ITI), a privately held, B2B publishing, conference, and exhibition company founded in 1980. ITI has grown to include expert content domain coverage including magazines, websites, and conferences, in speech technology, customer relationship management, customer experience, database trends and technologies, streaming media, and other related business technologies.

> *CRM magazine is the **'GO TO' for all customer service and contact center solutions**. It proves to be the most reliable source for all systems, processes, and options in the CRM world."*
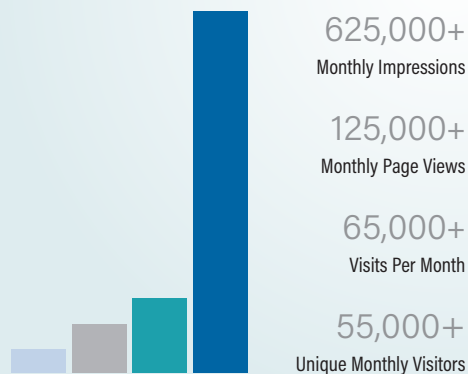> TELECOM DIRECTOR
> **VALLEY HEALTH SYSTEM**

# HOW TO **REACH OUR AUDIENCE** —
## ONLINE, PRINT, WEBCASTS, CONFERENCE, CPL

## destinationCRM.com and SmartCustomerService.com

➡ Launched: *1999*

| | Circulation |
|---|---|
| ➡ *CRM eWeekly* Newsletter | 34,100 |
| *CRM Bulletin* **Email Blast** | 26,700 |
| *Smart Customer Service eWeekly* Newsletter | 4,800 |
| *Smart Customer Service Bulletin Email Blast* | 3,400 |

**625,000+**
Monthly Impressions

**125,000+**
Monthly Page Views

**65,000+**
Visits Per Month

**55,000+**
Unique Monthly Visitors

### Social Networks

**26K Twitter** followers

**3.1K LinkedIn** followers

**3.1K Facebook** followers

## *CRM* Magazine

➡ **21,000 Qualified Subscribers**

> ❯ Publishing since *1997*

➡ *Engaged Readers*

> ❯ *9 out of 10 subscribers* report that they are regular or **avid readers** of *CRM* magazine.
> ❯ *8 out of 10* readers have **saved an article for future reference** or sent it to a colleague for discussion.
> ❯ More than *4 out of 10* have **shared an article** on social media.
> ❯ More than *1/3 of our readers* have **initiated a change** in their own company's CRM process after reading *CRM* magazine.

➡ *How **Important** is CRM magazine to our readers?*

> ❯ **96%** say that *CRM* is an **important source** of information they **can't find anywhere else**.
> ❯ **99%** cite that it helps them professionally.
> ❯ **95%** say that *CRM* magazine is their **favorite** CRM-related publication.

➡ *Working From **Home***

> ❯ **41%** expect to work from home for the foreseeable future.
> ❯ **40%** have already returned to the office.
> ❯ **6%** were expecting to return to the office later in 2022.
> ❯ **5%** expect to return to the office in early 2023.
> ❯ **7%** have no idea when they will return to the office.

## CRM Webcasts

- ▪ *More than 2,400* live webcasts since 1998
- ▪ Roundtable or solo events

## Conference

- ▪ **CX Connect Virtual Conference**

# CRM MEDIA **DEMOGRAPHICS**

## ➔ *Who Are Our* **Subscribers?**

### BY JOB LEVEL:

| | |
|---|---|
| C Level | **23%** |
| Vice President | **7%** |
| Director | **16%** |
| Manager | **28%** |
| Supervisor | **8%** |
| Staff | **7%** |
| Technical | **10%** |

### BY JOB AREA:

| | |
|---|---|
| Customer Service/Customer Experience | **30%** |
| Technical | **23%** |
| Corporate/General Management | **26%** |
| Marketing | **10%** |
| Sales | **12%** |

## ➔ *Company's* **Primary Industry**

| | | | |
|---|---|---|---|
| Advertising Agency/Public Relations | **3%** | Media/Publishing | **3%** |
| Automotive | **2%** | Medical/Healthcare | **5%** |
| Banking/Finance | **8%** | Nonprofit | **3%** |
| Call Center | **3%** | Pharmaceutical | **10%** |
| Consulting/Integrator/Var | **13%** | Professional Services | **1%** |
| Consumer Product Goods | **4%** | Retail | **2%** |
| CRM Solution Provider | **4%** | Technology | **11%** |
| Education/Training | **5%** | Telecommunication | **4%** |
| Government—Federal, State, Local | **4%** | Travel/Hospitality | **4%** |
| Insurance | **5%** | Utility/Energy | **1%** |
| Manufacturing | **7%** | Wholesale/Distribution | **1%** |
| Marketing | **2%** | | |

*Percentages may not total 100 due to rounding*

## ➔ *Contact Center* Size

- **79%** of our subscribers' companies have a contact center, outsource their contact center, or both.
- **24%** have more than 100 seats.
- **53** seats is the average.

## ➔ *Sales Force* Size

**24%** of our readers' companies have sales forces in excess of **250** representatives. The average sales force size is **196** people.

## ➔ *Company Size* by **Sales Revenue**

| | |
|---|---|
| **13%** | $5 billion or more in revenue |
| **6%** | $1 billion to $4.99 billion |
| **9%** | $500 million to $999 million |
| **12%** | $250 million to $499 million |
| **9%** | $100 million to $249 million |
| **11%** | $50 million to $99 million |
| **40%** | $49 million or less |

Average sales revenue is more than $977 million.

## ➔ *Company Size* by **Number of Employees**

| | |
|---|---|
| **10%** | 20,000 or more employees |
| **4%** | 10,000 to 19,999 employees |
| **19%** | 1,000 to 9,999 employees |
| **13%** | 500 to 999 employees |
| **12%** | 250 to 499 employees |
| **8%** | 100 to 249 employees |
| **34%** | 99 or less employees |
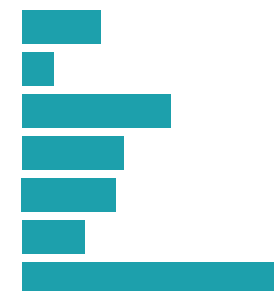
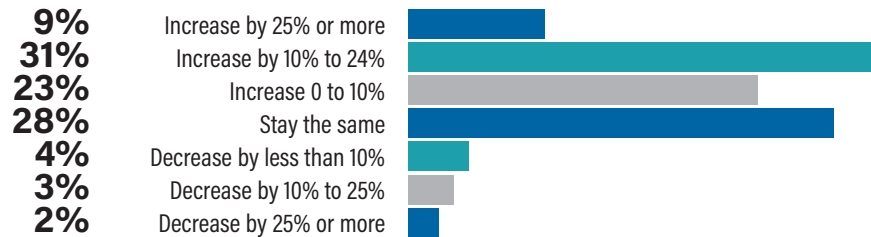Average number of employees is 3,900.

*Source: August 2022 Audience Survey*

# CRM MEDIA **AUDIENCE BUDGETS** AND **INFLUENCE**

## ➔ **CRM Budgets** for 2023

| | | |
|---|---|---|
| **18%** | $1 million or more | |
| **11%** | $500k to $1 million | |
| **19%** | $100k to $500k | |

Average expected CRM budget for 2023 is $273,000.

## ➔ Expected **CRM Budget Changes** in 2023

| | | |
|---|---|---|
| **9%** | Increase by 25% or more | |
| **31%** | Increase by 10% to 24% | |
| **23%** | Increase 0 to 10% | |
| **28%** | Stay the same | |
| **4%** | Decrease by less than 10% | |
| **3%** | Decrease by 10% to 25% | |
| **2%** | Decrease by 25% or more | |

Average 2023 CRM budget is expected to be **up 7.6%** from 2022.

## ➔ Our Readers' **Top Priorities** in the Next 12 Months

| | | | |
|---|---|---|---|
| Customer Experience | 81% | Marketing Technologies | 57% |
| Data Quality | 76% | Omni Channel | 56% |
| Analytics/Business Intelligence | 75% | Artificial Intelligence/Machine Learning | 56% |
| Customer Journey | 70% | Sales Technologies | 55% |
| Contact Center | 68% | Mobile Customer Service | 52% |
| Knowledge Management | 68% | Conversational Technologies | 52% |
| CRM Platform | 65% | Ecommerce | 51% |
| Customer Data Platforms | 64% | Speech or Voice Technologies | 51% |
| Self-Service (Web, Speech, Kiosk) | 58% | Field Service Technologies | 43% |

## ➔ Path to **Digital Transformation**

| 6% Not a priority | 35% **Early stages** – some activity, digital strategy not clearly articulated | 40% **Middle stage** – about the same as our competitors, moving ahead | 18% **Vanguard** – we have a clearly defined strategy and are willing to break new ground on occasion |
|---|---|---|---|

## ➔ **Contact Center** Budgets

- **79%** of our readers' companies have in-house or outsourced contact centers.
- More than **23%** will spend more than **$500,000** on contact center-related products and services.
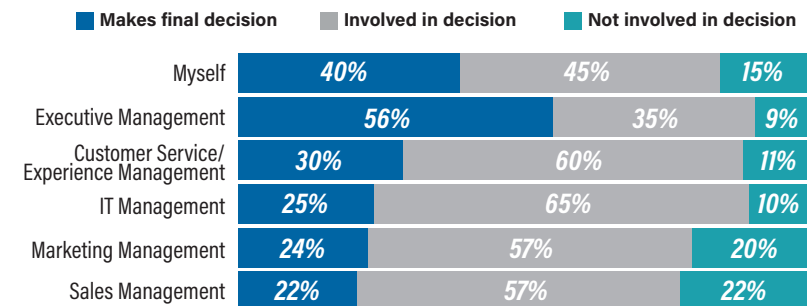- The average company will spend more than **$270,000** on contact center-related solutions.

## ➔ Our Subscribers' **Influence**

- **87%** of our readers view themselves as their companies' champions/advocates for CRM implementations.
- **85%** of our readers are involved in the decision-making process.
- **40%** cite themselves as their companies' final decison makers for CRM-related products and services.

## ➔ How Our Readers View Their **Purchasing Role**

- **22%** Business Decision Maker
- **23%** Technical Decision Maker
- **40%** Both

## ➔ CRM or Customer Experience **Decision-Making Team**

| | Makes final decision | Involved in decision | Not involved in decision |
|---|---|---|---|
| Myself | 40% | 45% | 15% |
| Executive Management | 56% | 35% | 9% |
| Customer Service/ Experience Management | 30% | 60% | 11% |
| IT Management | 25% | 65% | 10% |
| Marketing Management | 24% | 57% | 20% |
| Sales Management | 22% | 57% | 22% |

*Percentages may not total 100 due to rounding*

Updated 11/14/2022

# CRM
## CUSTOMER RELATIONSHIP MANAGEMENT

# 2023 *CRM* MAGAZINE EDITORIAL CALENDAR

| ISSUE DATE | MARKETING FEATURE | SALES FEATURE | CUSTOMER SERVICE FEATURE | BEST PRACTICES |
|---|---|---|---|---|
| **January/February**<br>*January Best Practices*<br>Commit 1/10/23 • Copy Due 1/15/23<br>*February Best Practices*<br>Commit 1/20/23 • Copy Due 1/25/23 | **Emotion Detection:** How close are we to being able to gauge consumer feelings about marketing materials in real time? | **Using Conversational AI to Uncover the Sales Strategies That Work** | **Social Media Apps for Customer Service:** Social media flopped as a service channel before, so is its resurgence viable this time around? | • MegaTrends in CX<br>• Proactive Customer Service<br>• Total Experience<br>• Next-Level CX With Real-Time Analytics |
| **March**<br>Commit 2/20/23 • Copy Due 2/25/23 | **Marketing's Alternative Reality:** A fresh look at virtual, augmented, and mixed reality and its use for marketing in the metaverse. | **The Ecommerce Forecast for 2023** | **The Connection Between Customer Data Analytics Systems and Agent Coaching/Training Programs:** How can one be used to inform the other? | • Digital Transformation of Customer Experience<br>• Contact Center as a Service |
| **April (Print Issue)**<br>Commit 3/7/23 • Copy Due 3/14/23 | **VERTICAL MARKETS SPOTLIGHTS:** A thorough examination of major industry sectors, looking at their unique needs and how they and the technology vendors have adapted CRM systems to meet those needs. | | | • Speech Analytics<br>• Digital-First Customer Service |
| **May**<br>Commit 4/20/23 • Copy Due 4/25/23 | **The Content Continuum:** How to get the most bang out of marketing messages by reusing them effectively. | **Customer Lifetime Value:** The metrics that measure customers' worth. | **Is Omnichannel Living Up to Its Promise?** How far are we from being able to start an interaction in one channel and pick it up in another seamlessly? | • Better Culture With Workforce Engagement<br>• Deep Personalization |
| **June**<br>Commit 5/20/23 • Copy Due 5/25/23 | **The State of Account-Based Marketing:** Have individual buyers replaced accounts as marketing targets? | **From Sales to RevOps:** A new discipline is going beyond the sales team with more cross-departmental collaboration. | **First-Contact Resolution:** The technologies that are allowing companies to reduce follow-up calls and callbacks. | • The Conversational Contact Center<br>• Leveraging AI for Integrated CX Strategy |
| **July/August**<br>*July Best Practices*<br>Commit 6/20/23 • Copy Due 6/25/23<br>*August Best Practices*<br>Commit 7/20/23 • Copy Due 7/25/23 | **THE CRM TOP 100:**<br>The Hottest **Marketing** Trends and Technologies of 2023 | **THE CRM TOP 100:**<br>The Hottest **Sales** Trends and Technologies of 2023 | **THE CRM TOP 100:**<br>The Hottest **Customer Service** Trends and Technologies of 2023 | • Hot Topics in Customer Analytics: Insight and Action<br>• Customer Journey Management: A Key Focus for Stronger Brands<br>• Reimagining Customer Experience: Structure Follows Strategy<br>• Contact Center Security: Fraud, Governance, and Compliance |
| **September (Print Issue)**<br>Commit 7/25/23 • Copy Due 8/1/23 | **THE CRM INDUSTRY LEADER AWARDS** | | | • Future-Proofing Your CX Efforts: Is This Even Possible?<br>• Contact Center Workforce Strategies in a Remote World |
| **October**<br>Commit 9/20/23 • Copy Due 9/25/23 | **Insight Management:** Turning to a single platform for customer data, survey results, and analytics insights. | **Self-Service Buying:** The tools that enable customers to get the information they need before reaching out to the sales team. | **The AI Expansion:** Attended, assisted, and fully automated artificial intelligence in the contact center. | • Personalization: The Key to CX Excellence<br>• Humans and Their Chatbots: AI-Assisted Answers for Everyone |
| **November/December**<br>Commit 11/10/23 • Copy Due 11/15/23 | **Making Your Marketing Plan:** The insights you need to set your strategy for the new year and the technologies that can give them to you. | **Product-Led Growth:** How the sales process is changing to let customers experience products sooner and in more ways. | **Your Guide to Building the Perfect Bot:** Developer tools for automation creation. | • Omnichannel Customer Experience: Table Stakes in 2023<br>• Agent Experience: Enhancing CX From the Inside Out<br>• 2023 Contact Center Success Stories and Case Studies: Implementations That Delivered Value |

Updated 11/14/2022

# CRM
### CUSTOMER RELATIONSHIP MANAGEMENT

# 2023 *CRM* MAGAZINE EDITORIAL CALENDAR

## ➡ THE 2023 CRM **TOP 100**

Appears in the **August** issue.

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas. A more complete list of CRM companies will appear in our Buyer's Guide, available on our website (DestinationCRM.com).

## ➡ THE 2023 CRM **INDUSTRY AWARDS**

Appears in the **September** issue.

### Industry Leader Awards
Industry analysts and consultants help our editors identify the top five vendors providing contact center, sales, and marketing services and technologies across 11 categories: contact center infrastructure, workforce optimization, contact center analytics, contact center outsourcing, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, sales force automation, customer data platforms, ecommerce platforms, and business intelligence/analytics.

### Conversation Starters
This award recognizes emerging or turnaround companies that have made a significant impression on the contact center, marketing, or sales industries in the past year.

*Additional details about the awards are available on our website (DestinationCRM.com).*

## WHAT'S IN EVERY ISSUE

**FRONT OFFICE:**
*Letter from* CRM *magazine editor Leonard Klie.*

**INSIGHT:**
*Analysis of the most topical CRM news stories and trends, including the latest research from CRM industry analysts.*

**FEATURES:**
*In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.*

**REAL ROI:**
*Sales, marketing, and customer service success stories that showcase the hard and soft business benefits that companies achieved using CRM solutions.*

**COLUMNS:**
*Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.*

*You provide comprehensive insights on emerging technology, trends, and how to achieve new marketing growth and customer fulfillment. Good ideas come from* **CRM.**"
VICE PRESIDENT, MARKETING INNOVATION
**DEMAND GEN ASSOCIATES**

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# *CRM* Magazine RATE CARD & AD SPECIFICATIONS

| NET RATES | Print & PDF | PDF Only |
|---|---|---|
| **Full Page** | $2,000 | $500 |
| **1/2 Page** | $1,200 | $300 |

Advertising agencies, add 15%.

| ADVERTISING PRODUCTION DATES | Commit | Copy and Materials Due |
|---|---|---|
| **January/February 2023** | 1/10/23 | 1/15/23 |
| **March 2023** | 2/20/23 | 2/25/23 |
| **April 2023 (Print)** | 3/7/23 | 3/14/23 |
| **May 2023** | 4/20/23 | 4/25/23 |
| **June 2023** | 5/20/23 | 5/25/23 |
| **July/August 2023** | 6/20/23 | 6/25/23 |
| **September 2023 (Print)** | 7/25/23 | 8/1/23 |
| **October 2023** | 9/20/23 | 9/25/23 |
| **November/December 2023** | 11/10/23 | 11/15/23 |

## AD SIZES

| | Bleed Width | Bleed Height | Nonbleed Width | Nonbleed Height |
|---|---|---|---|---|
| **Full Page** | 8-1/8" | 10-3/4" | 7-1/8" | 9-3/4 |
| **Full Page** *(trims to)* | 7-7/8" | 10-1/2" | 7-7/8" | 10-1/2" |
| **Spread** | 16-1/4" | 10-3/4" | 14-1/4" | 9-3/4" |
| **Spread** *(trims to)* | 15-3/4" | 10-1/2" | 15-3/4" | 10-1/2" |
| **Half-Page-Horizontal** | 8-1/8" | 5-3/8" | 7-1/8" | 4-3/4" |
| **Half-Page-Spread** | 16-1/4" | 5-3/8" | 14-1/4" | 4-3/4" |

Each magazine is printed web offset, to SWOP standards; perfect bound; and jogs to the foot.
*Trimmed page size* is 7-7/8"x10-1/2".
*Bleed page size is* 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.
Please keep live matter 3/8" from trim: head, foot, side, and gutter.
Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.
For the latest updated media information, go to **www.destinationcrm.com**.

*Publisher's Requirements*
1. All clients must submit a credit application before their first insertion.
2. No cancellations are permitted after the Ad Close Date.
3. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
4. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

## PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

### Ad production requirements—downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

### We accept the following formats:

› **Press-quality PDF files are preferred.**
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Page dimensions and bleeds according to pub specs

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
  › Flattened layers
  › CMYK color
  › 300 dpi
  › Page dimensions and bleeds according to pub specs

### File submission instructions:

› **To upload files via the web:**
  › Using your web browser, log onto **http://files.infotoday.com**.
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

**Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.**

### For production questions contact:

**Jackie Crawford** • Ad Trafficking Coordinator
jcrawford@infotoday.com

**PLEASE NOTE:**
› **Files submitted as RGB will be converted to CMYK.**
› **Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.**
› **All graphics must be at least 300 dpi resolution.**

Updated 11/14/2022

# LEAD-GEN OPPORTUNITIES

## → *CRM* MAGAZINE'S
## BEST PRACTICES WHITE PAPER SERIES

*THOUGHT LEADERSHIP AND 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, 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 24x7.

### Enormous distribution, reach, and frequency

- 75,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (46,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Editorial and production services included—copy editing, 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

### Sponsorship rates

**Standard —** *1 page (750 words) $7,500 net*
**Silver —** *2 pages (1,500 words) $8,500 net*
**Gold —** *3 pages (2,250 words) $9,500 net*
**Platinum —** *4 pages (3,000 words) $10,500 net*

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## → SOLO AND ROUNDTABLE WEB EVENTS

*THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.*

### Format

- One to four sponsors and a moderator from *CRM* magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

### What you get

- **Highly Qualified, Actionable Leads:** Generated from preregistration, live-event logon, and registration to the archived event for 90 days, with leads delivered every Monday
- **Extensive Event Registration**: A program offering multiple marketing touchpoints
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **Managed Process:** We take care of all of the details—advertising materials, marketing, registration, technology, and follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 2,500 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

### Our action list

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 37,000-name database
- Three advertisements in *CRM*'s *eWeekly* HTML newsletter with a circulation of 46,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Registration reports, including postevent registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

**Solo Sponsorship Rate —** Call for details
**Roundtable Sponsorship Rate —** $8,500

Updated 11/14/2022

# 2023 BEST PRACTICES & ROUNDTABLE **SCHEDULE**

| JANUARY | | |
|---|---|---|
| Best Practices | Copy Due 1/10/23 | **MegaTrends** in Customer Technologies — Predictions that you need to know in 2023 |
| Best Practices | Copy Due 1/10/23 | What's So Great About **Proactive Customer Service**? |
| Roundtable | 1/11/23 | **MegaTrends** in Customer Technologies — Predictions that you need to know in 2023 |
| Roundtable | 1/18/23 | **Digital-First** Customer Service — The logical next step beyond self-service |
| **FEBRUARY** | | |
| Best Practices | Copy Due 1/20/23 | **Total Experience**: Experience Convergence |
| Best Practices | Copy Due 1/20/23 | Achieve Next-Level CX With **Real-Time Customer Analytics** |
| Roundtable | 2/1/23 | The **Conversational Contact Center**: Integrating AI's Potential Now |
| Roundtable | 2/15/23 | Deep **Personalization**: Customer Data With a Purpose |
| **MARCH** | | |
| Best Practices | Copy Due 2/20/23 | **Digital Transformation** of Customer Experience — What's possible now? |
| Best Practices | Copy Due 2/20/23 | **Contact Center as a Service** — Simply Subscribe? |
| Roundtable | 3/1/23 | How to Leverage **AI for Integrated CX** Strategy |
| Roundtable | 3/15/23 | Create a Better Contact Center Culture With **Workforce Engagement** Strategies and Technologies |
| **CX Connect Virtual Conference — 3/29/23** | | |
| **APRIL (Print)** | | |
| Best Practices | Copy Due 3/7/23 | **Speech Analytics**: The Core Contact Center Technology |
| Best Practices | Copy Due 3/7/23 | **Digital-First** Customer Service — The logical next step beyond self-service |
| Roundtable | 4/12/23 | What's So Great About **Proactive Customer** Service? |
| Roundtable | 4/26/23 | Achieve Next-Level CX With **Real-Time** Customer Analytics |
| **MAY** | | |
| Best Practices | Copy Due 4/20/23 | Create a Better Contact Center Culture With **Workforce Engagement** Strategies and Technologies |
| Best Practices | Copy Due 4/20/23 | Deep **Personalization**: Customer Data With a Purpose |
| Roundtable | 5/10/23 | **Contact Center as a Service** — Simply Subscribe? |
| Roundtable | 5/24/23 | **Digital Transformation** of Customer Experience — What's possible now? |
| **JUNE** | | |
| Best Practices | Copy Due 5/20/23 | The **Conversational Contact Center**: Integrating AI's Potential Now |
| Best Practices | Copy Due 5/20/23 | How to Leverage **AI for Integrated CX** Strategy |
| Roundtable | 6/7/23 | **Total Experience**: Experience Convergence |
| Roundtable | 6/21/23 | **Speech Analytics**: The Core Contact Center Technology |

# 2023 BEST PRACTICES & ROUNDTABLE **SCHEDULE**

| **JULY** | | |
|---|---|---|
| Best Practices | Copy Due 6/25/23 | Hot Topics in **Customer Analytics:** Insight and Action |
| Best Practices | Copy Due 6/25/23 | **Customer Journey Management:** A Key Focus for Stronger Brands |
| Roundtable | 7/12/23 | **Contact Center Workforce** Strategies in a Remote World |
| Roundtable | 7/26/23 | **Future-Proofing Your CX Efforts:** Is This Even Possible? |
| **AUGUST** | | |
| Best Practices | Copy Due 7/25/23 | Reimagining **Customer Experience:** Structure Follows Strategy |
| Best Practices | Copy Due 7/25/23 | **Contact Center Security:** Fraud, Governance, and Compliance |
| Roundtable | 8/9/23 | **Humans and Their Chatbots:** AI-Assisted Answers for Everyone |
| Roundtable | 8/23/23 | **Personalization:** The Key to CX Excellence |
| **SEPTEMBER (Print)** | | |
| Best Practices | Copy Due 8/1/23 | **Future-Proofing Your CX Efforts:** Is This Even Possible? |
| Best Practices | Copy Due 8/1/23 | **Contact Center Workforce** Strategies in a Remote World |
| Roundtable | 9/13/23 | **Agent Experience:** Enhancing CX From the Inside Out |
| Roundtable | 9/27/23 | **Customer Journey Management:** A Key Focus for Stronger Brands |
| **OCTOBER** | | |
| Best Practices | Copy Due 9/25/23 | **Personalization:** The Key to CX Excellence |
| Best Practices | Copy Due 9/25/23 | **Humans and Their Chatbots:** AI-Assisted Answers for Everyone |
| Roundtable | 10/11/23 | **Omnichannel Customer Experience:** Table Stakes in 2023 |
| Roundtable | 10/25/23 | **Contact Center Security:** Fraud, Governance, and Compliance |
| **NOVEMBER** | | |
| Best Practices | Copy Due 11/10/23 | **Omnichannel Customer Experience:** Table Stakes in 2023 |
| Best Practices | Copy Due 11/10/23 | **Agent Experience:** Enhancing CX From the Inside Out |
| Roundtable | 11/1/23 | **Reimagining Customer Experience:** Structure Follows Strategy |
| Roundtable | 11/15/23 | Hot Topics in **Customer Analytics:** Insight and Action |
| **DECEMBER** | | |
| Best Practices | Copy Due 11/25/23 | 2023 **Contact Center Success Stories** and **Case Studies:** Implementations That Delivered Value |
| Roundtable | 12/6/23 | 2023 **Contact Center Success Stories** and **Case Studies:** Implementations That Delivered Value |

# 2023 **BEST PRACTICES** DEEP DIVES

## JANUARY

**Copy Due:** 1/10/23

### ➔ MegaTrends in Customer Technologies — Predictions that you need to know in 2023

Every January, we kick off the new year, challenging prominent solution providers to concisely predict what significant trends will catch hold in the next 12 months and why our audience needs to be aware of these promising future paths.

Contributions to the Best Practices kick-off installment usually come from different customer-enabling solution vendors, providing our readers with a wide variety of distinct perspectives. Our readers would love to hear your predictions this year!

**Live Roundtable Webcast:** January 11, 2023

### ➔ What's So Great About **Proactive Customer Service?**

Many believe that anticipating issues and providing proactive communications is the next big opportunity for building strong brands.

Proactive customer service means **anticipating customer needs and actively reaching out with a solution**, whether that's by communicating a potential problem that's cropped up or, even better, providing a simple self-service option.

These helpful communications can also play a critical role in brand building, significantly benefiting customer retention, satisfaction, and loyalty. A recent study found that 87% of people were happy to be contacted proactively by companies about customer service issues, and 75% were pleasantly surprised by the communication.

Contribute your expertise to this topic and help our readers benefit from your experience and recommendations.

**Live Roundtable Webcast:** April 12, 2023

## FEBRUARY

**Copy Due:** 1/20/23

### ➔ Total Experience — Experience Convergence

There is a fundamental shift in focus by management on their two constituencies—**customers and the employees** with whom they interact to help solve their problems.

Total experience (TX) is the logical extension of customer experience as a strategy, emphasizing better experiences for employees, customers, and users to accelerate growth.

A poll conducted last year predicted that by 2023, employee experience would overtake customer experience, at least temporarily, as the leading "experience" focus and investment.

Contribute to this installment of *CRM* magazine's Best Practices series and share your recommendations for embracing the strategic concept of total experience, which promises to be the new benchmark for creating competitive differentiation between brands.

**Live Roundtable Webcast:** June 7, 2023

### ➔ Achieve Next-Level CX With **Real-Time Customer Analytics**

Real-time customer analytics has shown great potential for streamlining customer journeys, improving customer experiences, and personalizing marketing messages. Best of all, it strengthens key metrics like customer retention and loyalty.

Real-time customer analytics improves CX across touchpoints, enables a smooth omnichannel experience, allows personalization at scale, and is necessary for digital transformation.

Contribute your Best Practices recommendations our readers can use before they plan to implement or expand their customer analytics projects.

**Live Roundtable Webcast:** April 26, 2023

> **One of the few places I see actual value from vendor-sponsored articles and case studies, and webinars; they aren't sales pitches."**
> DISTINGUISHED VP, TECHNOLOGY ECOSYSTEMS
> **TSIA**

Updated 11/14/2022

![CRM Customer Relationship Management]

# 2023 **BEST PRACTICES** DEEP DIVES *(continued)*

| MARCH | APRIL (Print) |
|---|---|

**Copy Due**: 2/20/23

**Copy Due**: Copy Due 3/7/23

## ➜ Contact Center as a Service — Simply Subscribe?

The value proposition of contact center as a service (CCaaS), integrated cloud-based suites with a low IT impact and pay-as-you-go model, became even more attractive to customer care organizations when the pandemic caused a tight labor market.

As a result, the CCaaS market looks like it will double in size in 5 years and grow at 17% through 2030, according to a recent survey.

So what lessons have we learned from the many migrations to the cloud over the past few years?

What are your top recommendations for anyone thinking of moving to the cloud? Join our contributors in this month's Best Practices installment

**Live Roundtable Webcast:** May 10, 2023

## ➜ The Digital Transformation of Customer Experience

In many respects, CX is the primary driver of transformational digital business models in customer-centric organizations. Pain points surface throughout the customer journey, ultimately triggering fundamental changes in how a business operates and the value it delivers to customers.

The digital transformation of CX can help to create highly engaged customers who buy 90% more frequently, spend 60% more per purchase, and provide three times more annual value than non-engaged customers, according to a recent study.

But how do you determine which areas to focus on to deliver the most impact?

Join our panel of experts, who help you navigate your never-ending quest to deliver high-quality customer experiences.

**Live Roundtable Webcast:** May 24, 2023

## ➜ Speech Analytics: The Core Contact Center Technology

Speech analytics can extract actionable insights from the conversations that flow through your contact center. It turns unstructured data into valuable intelligence that can inform your agents, management, and the extended enterprise, often in real time.

These insights can directly improve agent interactions by providing real-time recommendations. Speech analytics can often provide a deeper understanding of voice-of-the-customer sentiments and attitudes, ensure better regulatory compliance, and uncover issues that affect other areas of the organization.

Contribute your Best Practices for leveraging speech analytics in the contact center.

**Live Roundtable Webcast:** June 21, 2023

## ➜ Digital-First Customer Service — The logical next step beyond self-service

Everybody loves self-service. Low-effort self-serve solutions are a fantastic win/win for customers and organizations.

What would the optimum service organization look like if it could start from scratch? Or evolve its existing business in the digital-first direction?

Contribute your expertise to the Best Practice installment and help our readers down the digital-first path.

**Live Roundtable Webscast:** January 18, 2023

Updated 11/14/2022

## MAY

**Copy Due**: 4/20/23

### ➲ Create a **Better Contact Center Culture** With **Workforce Engagement Strategies and Technologies**

Maintaining an engaged and experienced workforce is crucial for delivering excellent customer experiences. The recent shuffling of workers during the Great Resignation hit contact centers hard, and ordinarily predictable levels of turnover became alarmingly high.

But not all contact centers were affected equally, and companies with forward-thinking employee engagement strategies did better finding high-quality candidates who remained longer in their positions.

Contribute to this Best Practices installment with your recommendations for workforce engagement strategies that directly benefit agents and can build a culture of customer service agents that contribute to better CX.

**Live Roundtable Webcast:** March 15, 2023

### ➲ **Deep Personalization:** Customer Data with a Purpose

Personalization pays off. The deeper the personalization, the more effective and, hopefully, the less intrusive it becomes. That's not an oxymoron.

With the amount of customer data collected through apps and other digital channels, the potential for delivering helpful, proactive messaging of real value is enormous, as retailers such as Amazon, Nike, and others can attest.

Deep personalization has been the exclusive domain of marketers, but CX leaders can stake their claim to it and extend its relevance to the entire customer experience.

Contribute your expertise to this month's Best Practices series and help our readers achieve deep personalization for better customer experiences and intelligent marketing, sales, and service efficiencies.

**Live Roundtable Webcast:** February 15, 2023

## JUNE

**Copy Due**: 5/20/23

### ➲ **The Conversational Contact Center:** Integrating AI's Potential Now

The contact center has undergone significant transformations in the past 2 decades. The traditional call center became the central hub for most customer interactions, whether by voice, SMS, chat, or other emerging channels.

Today's big transformational technology in the contact center is conversational artificial intelligence, enabling customers to self-serve in multiple channels and return valuable information to the enterprise for continuous refinement.

Contribute your expertise to this month's Best Practices installment and help our readers plan the evolution of their contact center and customer experience strategy.

**Live Roundtable Webcast:** February 1, 2023

### ➲ How to **Leverage AI** for **Integrated CX Strategy**

Artificial intelligence increasingly makes it possible for brands to deliver an integrated customer experience across multiple channels with easy self-service, relevant marketing, and curated experiences.

Understandably, most companies choose to tackle the easiest quick wins, possibly in self-service, where AI-powered experiences can immediately deliver high CX at lower costs with a solid return on investment provided to management.

But what strategic model should companies consider now as they make their first forays into creating an integrated CX strategy?

Contribute your expertise to this month's Best Practices installment and help our readers integrate their CX strategies powered by AI technologies.

**Live Roundtable Webscast:** March 1, 2023

Updated 11/14/2022

# 2023 **BEST PRACTICES** DEEP DIVES *(continued)*

## JULY

**Copy Due:** 6/25/23

### ➜ Hot Topics in Customer Analytics: Insight and Action

The digital transformation revolution has opened up tremendous opportunities for those who can extract real value from all that data. CX, customer satisfaction, and key performance indicators are constantly monitored for insights and improvements.

Real-time analytics can change the trajectory of interactions at their most critical points by suggesting the next best actions. Analytics are also crucial for surfacing insights from many different complex data sources.

On this roundtable webcast, our panel of experts will help you turn insights from your customer data into actions that will help you better know your customers and processes and use that knowledge to take well-informed actions.

**Live Roundtable Webcast:** November 15, 2023

### ➜ Customer Journey Management: A Key Focus for Stronger Brands

A recent study by Gartner revealed that CX programs that exceed management expectations are 2.3 times more likely to have CX efforts in marketing primarily focused not on the path to purchase but on the journey after acquisition.

The full scope of customer journey management, including customer data management, journey analytics, decisioning and orchestration, engagement and personalization, and measurement and reporting, are crucial for brand building. And according to the Winterberry Group, more than three-quarters (77%) of businesses are turning to the application of customer journey management.

How have the leading companies used customer journey management to create loyalty, increase revenue, and build their brands?

Our panel of experts will share their experiences and knowledge of how the top companies exceed their CX goals and what you can do to smooth your own customer journeys.

**Live Roundtable Webcast:** September 27, 2023

## AUGUST

**Copy Due:** 7/25/23

### ➜ Reimagining Customer Experience: Structure Follows Strategy

According to McKinsey, "An effective redesign of the customer experience (CX) organization and operating model is a crucial success factor for every CX transformation."

More than 70% of senior executives rank CX as a top priority for the coming year because of the enormous payoffs. Companies that effectively manage CX can realize a 20% improvement in customer satisfaction, a 15% increase in sales conversion, a 30% lower cost-to-serve, and a 30% increase in employee engagement.

Can you help our readers convince their internal stakeholders that it's time to shift from wading to taking the plunge?

Contribute your recommendations to our readers and help them realize the full business impact of embedding customer experience throughout their organizations.

**Live Roundtable Webcast:** November 1, 2023

### ➜ Contact Center Security: Fraud, Governance, and Compliance

Fraud is pervasive. By one recent estimate, contact centers are involved in 60% of fraud, either outright or through fraud mining and reconnaissance. An equal number of contact centers report increasing fraudulent activity, new types of attacks, and negative impacts on their bottom line.

In this webcast, our panel of experts will discuss the major areas of risk, how those risks can be mitigated, and what types of fraudulent activity they have been monitoring in recent months.

Contribute your recommendations to help our readers secure their data, authenticate customers quickly, and harden the security of their contact centers from ever more ingenious scams.

**Live Roundtable Webscast:** October 25, 2023

Updated 11/14/2022

| SEPTEMBER (Print) | OCTOBER |
|---|---|
| Copy Due: 8/1/23 | Copy Due: 9/25/23 |

## SEPTEMBER (Print)

### ➜ Future-Proofing Your CX Efforts: Is This Even Possible?

The idea of customer experience as a core business driver may have just reached the tipping point. Forward-looking companies have proved that all the raw materials for building an operational business model incorporating CX as a guidepost are available now, and accruing the actual benefits of CX is also possible now.

But the path isn't straightforward and will undoubtedly change, so course corrections will surely be needed.

Can you future-proof your CX road map and make sure your direction isn't a dead end?

This is the question we will pose to our panel of experts, who will do their best to help you mitigate risk and evaluate how to future-proof your CX efforts, helping you build success upon CX success in a smooth curve upward.

**Live Roundtable Webcast:** July 26, 2023

### ➜ Contact Center Workforce Strategies in a Remote World

Contact center workforce issues were never exactly easy to address when agents were onsite, but now with many agents working from home, supporting them has become that much trickier.

The recruiting, training, coaching, scheduling, and quality management of agents have become higher priorities since the pandemic's disruption steered agents to a work-from-home model. Thankfully, the tools needed to support offsite agents are already available.

Do you have any recommendations to help our audience improve their agents' ability to provide excellent customer experiences as fully integrated employees, onsite or off?

**Live Roundtable Webcast:** July 12, 2023

## OCTOBER

### ➜ Personalization: The Key to CX Excellence

What's your personalization strategy?

Personalized customer experiences are required to provide smooth omnichannel interactions and contextually relevant customer communications.

One recent survey revealed that 93% of companies are investing in a personalization strategy. Why? Because personalization offers the promise of more effective marketing, a more loyal customer base, and more significant revenue.

A personalization strategy is a critical element for improving CX efficiency.

Do you have Best Practices recommendations for our readers who are interested in pursuing a data-driven personalization strategy to serve their customers and prospects?

**Live Roundtable Webcast:** August 23, 2023

### ➜ Humans and Their Chatbots: AI-Assisted Answers for Everyone

We've crossed a rubicon of sorts. Customers and agents will be relying on conversational AI-assisted chatbots at an increasing rate for years to come, and the technology will get better and better with use and investment.

Gartner estimates conversational AI will grow almost 22% a year through 2026, when investment will reach $18.4 billion. An Accenture survey reports that 56% of companies say conversational AI is driving disruption in their industries.

The mad rush for AI-assisted answers is on. Multiple pathways to implementation will be presented to you, and the technology will change fast.

Contribute your recommendation to our readers to keep their implementations on track and human friendly.

**Live Roundtable Webscast:** August 9, 2023

Updated 11/14/2022

| NOVEMBER | DECEMBER |
|---|---|
| **Copy Due**: 11/10/2023 | **Copy Due**: 11/25/2023 |

### ➡ Omnichannel Customer Experience: Table Stakes in 2023

The results are in—an omnichannel customer experience delivers undeniable results.

One recent survey cited that 80% of customers prefer an omnichannel offering. Another study indicates that customers purchase 250% more frequently on omnichannel versus single channel. Those survey results point toward big wins for customers and vendors.

Do you have recommendations for our readers who are struggling to prioritize their omnichannel deployments or to align your technology investments with their long-term strategies?

Contribute your expertise to this month's Best Practices installment and help guide our readers' omnichannel CX strategy that forges a stronger bond with their customers and prospects.

**Live Roundtable Webcast:** October 11, 2023

### ➡ Agent Experience: Enhancing CX From the Inside Out

The average call center agent lasts less than 2 years at their position, and many contact centers experience much higher turnover rates. Retaining and nurturing a stable workforce of contact center agents have never been easy to do.

But something fundamental is happening in the world of work for these frequently underappreciated representatives of our brands. Their roles will be prioritized in modern contact centers. AI self-service will offload the lower-value tasks, and agents will increasingly handle more complicated or high-value customer interactions, which require a better-trained workforce with excellent skills.

What will your strategy be to attract high-caliber agents, train and support them with consistent coaching, and maintain high levels of quality assurance, even in a remote work environment?

Contribute your recommendations to this month's installment of our Best Practices series and help our readers build a better workforce.

**Live Roundtable Webcast:** September 13, 2023

### ➡ 2023 Contact Center Success Stories and Case Studies: Implementations That Delivered Value

The past several years have seen a spike in contact center implementations due to the acceleration of digital transformation efforts, which were themselves prompted by the pandemic's effects on customer trends and workforce issues.

What worked? What didn't? What are the long-term trends that contact centers are embracing in their planning?

Does your company have any success stories to share of clients that have upgraded contact center technology and processes or whose initiatives met or exceeded expectations?

Contribute your experiences to our annual look at the notable deployments in contact centers that moved the key performance indicator metrics needle, delivered a positive return on investment, or were unique, real-world innovations that mattered.

**Live Roundtable Webcast:** December 6, 2023

Updated 11/14/2022

# SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

## ROUNDTABLE WEB EVENTS *(see schedule on page 19)*

## What are *CRM* magazine Web Events?

› Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.

› Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio.

› Web Events are fully interactive: Live polling, survey, video clips, screen sharing (demo), and Q&A sessions make compelling content.

› Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

## What You Get

› **Highly qualified, actionable leads**—from preregistration, live event logon, and postevent registration and logon to the archived event

› **Extensive event registration program** with multiple marketing touchpoints

› **Sponsor exclusivity**—Enjoy 100% attentive and exclusive mindshare in these single-sponsored events.

› **Brand leverage**—Use the strength of our CRM brand. Moderated by the *CRM* publisher and marketed under the CRM brand.

› **A managed process**—We take care of all of the details: marketing, registration, technology, and follow-up.

## We Take Care of All the Details

*CRM* magazine will produce, market, and broadcast your 1-hour audio Web Event.

Visit **destinationCRM.com/Webinars** for a complete schedule of events.

## Action List

**Our aggressive online and print advertising campaign includes the following:**

› HTML email invitation of your best customers and prospects to our 75,000-name database

› Banner advertising on destinationCRM.com

› Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn

› 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 33,000 circulation

› A reminder email to all registrants prior to event

› Phone call reminder to all registrants

› Collaboration with other Information Today, Inc. media properties where applicable

› Complete registration of attendees with sponsors' customized qualifying questions

› Confirmation emails with Outlook iCalendar reminder

› Reminder email with registration information

› Postevent thank you email with links to archive for both attendees and nonattending registrants

› Optional postevent survey of registration list

› Access to all registrations, including postevent registration for the archived version

› Searchable on destinationCRM.com for extended lead generation

› Complete production and management of the technology

› Sponsored webcast archived on destinationCRM.com

# 2023 ROUNDTABLE SCHEDULE

| Month | Roundtable Date | Title |
|-------|-----------------|-------|
| January | 1/11/23 | **MegaTrends in Customer Technologies**—Predictions that you need to know in 2023 |
| | 1/18/23 | **Digital-First Customer Service**—The logical next step beyond self-service |
| February | 2/1/23 | **The Conversational Contact Center:** Integrating AI's Potential Now |
| | 2/15/23 | **Deep Personalization:** Customer Data with a Purpose |
| March | 3/1/23 | **How to Leverage AI** for Integrated CX Strategy |
| | 3/15/23 | Create a Better Contact Center Culture With **Workforce Engagement** Strategies and Technologies |
| April | 4/12/23 | What's So Great About **Proactive Customer Service?** |
| | 4/26/23 | Achieve Next-Level CX With **Real-Time Customer Analytics** |
| May | 5/10/23 | **Contact Center as a Service**—Simply Subscribe? |
| | 5/24/23 | **Digital Transformation of Customer Experience**—What's possible now? |
| June | 6/7/23 | Total Experience: **Experience Convergence** |
| | 6/21/23 | **Speech Analytics:** The Core Contact Center Technology |
| July | 7/12/23 | **Contact Center Workforce Strategies** in a Remote World |
| | 7/26/23 | **Future-Proofing Your CX Efforts:** Is This Even Possible? |
| August | 8/9/23 | **Humans and Their Chatbots:** AI-Assisted Answers for Everyone |
| | 8/23/23 | **Personalization:** The Key to CX Excellence |
| September | 9/13/23 | **Agent Experience:** Enhancing CX From the Inside Out |
| | 9/27/23 | **Customer Journey Management:** A Key Focus for Stronger Brands |
| October | 10/11/23 | **Omnichannel Customer Experience:** Table Stakes in 2023 |
| | 10/25/23 | **Contact Center Security:** Fraud, Governance, and Compliance |
| November | 11/1/23 | **Reimagining Customer Experience:** Structure Follows Strategy |
| | 11/15/23 | Hot Topics in **Customer Analytics:** Insight and Action |
| December | 12/6/23 | **2023 Contact Center Success Stories and Case Studies:** Implementations that Delivered Value |

Updated 11/14/2022

# EMAIL **OPPORTUNITIES**

⮕ *CRM* **magazine's** *eWeekly* email newsletter is written by the same award-winning editorial staff who produce *CRM* magazine.

■ *Circulation:* 32,600
■ *Frequency:* Monday & Wednesday

| | |
|---|---|
| 1X | $500 per issue |
| 4X | $450 per issue |
| 8X | $400 per issue |
| 12X | $350 per issue |

⮕ **CRM Bulletin** *Email Blast*

■ *Circulation:* 25,400
■ *Frequency:* Tuesday & Friday

Send your custom HTML email to the subscribers of *CRM* **magazine's** email list. You assign the subject line.

| | |
|---|---|
| 1X | $4,000 |
| 3X | $3,750 |
| 6X | $3,500 |
| 12X | $3,250 |
| 24X+ | $3,000 |

*De-duplicating against suppression lists, plus $500*

⮕ **Smart Customer Service** *eWeekly* **Newsletter**

■ *Circulation:* 4,600
■ *Frequency:* Thursday

| | |
|---|---|
| 1X | $200 per issue |
| 6X | $175 per issue |
| 12X | $150 per issue |

⮕ **Smart Customer Service Bulletin** *Email Blast*

■ *Circulation:* 4,400
■ *Frequency:* Tuesday & Wednesday

| | |
|---|---|
| 1X | $1,750 |
| 4X | $1,500 |
| 8X | $1,250 |
| 12X | $1,000 |

## **EXCLUSIVE** NEWSLETTER *SPONSORSHIP INCLUDES*:

■ 75-word text description
■ 300x250 pixel web banner (.gif or .jpg format) – product photo optional
■ Linking URL
■ We track click-throughs on all links and banners. Reports provided at advertiser's request.

*Cancellation of all online advertising without 14 days' notice will result in 50% charge.*

*destinationCRM.com* **helps me avoid mistakes** *that have already been made."*

DIRECTOR, IT
**ZAPPOS**

# ONLINE RATE CARD

## ON-SITE ADVERTISING

| Ad Size | Location (Run-of-Site (ROS)) | Minimum 50,000 | Minimum 100,000 |
|---|---|---|---|
| 728x90 | leaderboard | $75 CPM | $65 CPM |
| 300x250 | box ad | $75 CPM | $65 CPM |
| text ad | within articles | $75 CPM | $65 CPM |
| 970x250 billboard ad | top homepage | $90 CPM | — |

Topic Center targeting, plus 10% premium; Road Block, plus 25% premium

### Hosted Research & Reports
*(white papers, case studies, research reports, video content)*

| 1–2 months | $500 per month |
|---|---|
| 3–5 months | $450 per month |
| 6+ months | $400 per month |

- *1 month Homepage Exposure (150,000 impressions)*
- *Eight editions of enewsletter exposure (400,000 impressions)*

### Online Buyer's Guide Premium Listing
*(integrated with all online content)*

| Online only | $1,000/year |
|---|---|

"We use the customer support articles and case studies on destinationCRM.com to **spur new ideas** and possibly adopt those technologies."

DIRECTOR
**NEW YORK LIFE INSURANCE COMPANY**

## ADVERTISING CONTACTS

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**Eastern & Central**
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Bob Fernekees,
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bfernekees@infotoday.com

Updated 11/14/2022

# BANNER SPECIFICATIONS

The **destinationCRM.com** site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager).

All banners must conform to the following specifications:

› Maximum file size is the same for either static, animated, or rich media creative.

› All ads are served through DoubleClick for Publishers (DFP).

## Testing

**destinationCRM.com** requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

## Reporting

Reports detailing campaign performance are available.

## Submission Instructions

Submit banner creative to your sales representative:

› **Eastern & Central:** adrienne@infotoday.com

› **Mountain & Pacific:** dennis@infotoday.com

Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)

## Creative Specifications

› File size: maximum of 200K for any creative unit.

› Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media

## Counting Impressions & Clicks

DoubleClick for Publishers counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

## Banner Size

| Standard Creative Units | Max File Size | Banner Location |
|---|---|---|
| 728x90 | 200K | top or bottom position |
| 300X250 | 200K | within articles/homepage |
| text ads | 30-35 words | within articles |
| 970x250 (billboard ads) | 200K | before homepage |

Updated 11/14/2022

**CRM**
CUSTOMER RELATIONSHIP MANAGEMENT

# COST PER LEAD (CPL) PROGRAMS

## ⮕ We deliver thousands of qualified leads per year to marketers just like you.

We guarantee predictable lead volumes, so you plan your budgets and lead flow throughout the month.
And we have the highest standard of lead quality in the industry, period.

## ⮕ Content Marketing on destinationCRM.com

We offer a variety of different channels to get your marketing messages in front of our audience to provide you with actionable leads on a CPL basis.
We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you.
Typical filters include geographic, title, and company size.

## ⮕ What You Get

- **Highly qualified, actionable leads**—generated from your white papers, research reports, case studies, or ebooks
- **Extensive registration program** with multiple marketing touchpoints
- **Sponsor exclusivity**—Enjoy 100% exclusive leads with these content programs.
- **Brand leverage**—Use the strength of our CRM brand and engagement of our audience.
- **A managed process**—We take care of all of the details: marketing, registration, and lead delivery.

## ⮕ Recent Cost Per Lead Clients

servicenow   CALABRIO   salesforce   VERINT   Five9   Edify   ujet   Khoros   data axle   cogito   eGain

CONCENTRIX   neustar   zendesk   indicative   THUNDER HEAD   freshworks   GENESYS

Bloomfire   Enghouse Interactive   CONDUENT   replicant   INTERCOM   CUSTOMERTIMES   FIRST ORION   TRANSPARENCY IN COMMUNICATION

infutor   MOXTRA   Code Broker   cdata   SmartAction Automating Calls. Intelligently.   SPEECHMATICS

Updated 11/14/2022

# CRM CUSTOM RESEARCH

## OUR CUSTOM RESEARCH PROGRAM INCLUDES:

**PHASE 1: The Survey**

› Survey design and creation

› Capture, cross-indexing, and raw data from the online survey tool

› A complete Final Report delivers "Key Findings" and in-depth data interpretation authored by an industry analyst working closely with your company.

› Final Report also includes an Executive Summary and a full Respondent Profile.

› Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor's discretion

› Competitive intelligence—Each survey may include up to five proprietary questions.

› Vendor owns the rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

## ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR THE FOLLOWING:

**PHASE 2: Lead-Generation: Marketing the Findings**

› Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:

  › Dedicated Email Promotion (26,000 subscribers)

  › Newsletter Sponsorships (32,000 subscribers)

  › Sponsored Content Listing (homepage and newsletters) (500,000 impressions/month)

› CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.

› Print distribution of "single page takeaway" in *CRM* magazine (21,000 subscribers)

## USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

**PHASE 3: Live 1-Hour Webcast: Thought Leadership Series**

› Highly qualified, actionable leads—from preregistration, live event log-on, and postevent registration and log-on to the archived event

› Extensive event registration program with multiple marketing touchpoints

› Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.

› Brand leverage—Use the strength of the CRM Media brand. Moderated by *CRM*'s publisher and marketed under the CRM brand.

› A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

**In-Depth Market Research + Lead-Generation (call for pricing)**

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Updated 11/14/2022