

## Best Practices

# Customer Data Platforms: Know Thy Customer!

Accurate and complete customer data is critical for unlocking business benefits in every area of the enterprise.

Every single functional area of business benefits from a trustworthy source of data—marketing personalization, customer service, business analysis, financial forecasting, and crisper insights for the C-suite.

Contribute your expertise to this month's Best Practices Series and help our readers unify their data silos and create true customer records.

*Live Roundtable Webcast: May 17th, 2023*

Published in **May** CRM magazine | Content Due: **April 25, 2023** | Marketed in **May**

Also Marketed in May: ■ **Workforce Engagement Solutions**

## 2023 BEST PRACTICES SCHEDULE & 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

### MAY

Create a Better Contact Center Culture with **Workforce Engagement** Strategies and Technologies

**Customer Data Platforms:** Know Thy Customer

### JUNE

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

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

### JULY

Hot Topics in **Customer Analytics:** Insight and Action

**Customer Journey Management:** A Key Focus for Stronger Brands

### AUGUST

**Reimagining Customer Experience:** Structure Follows Strategy

**Contact Center Security:** Fraud, Governance, and Compliance

### SEPTEMBER (PRINT ISSUE)

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

Contact Center **Workforce Strategies** in a Remote World

### OCTOBER

**Personalization:** The Key to CX Excellence

**Humans and their Chatbots:** AI-Assisted Answers for Everyone

### NOVEMBER

**Omnichannel Customer Experience:** Table Stakes in 2023

**Agent Experience:** Enhancing CX From the Inside Out

### DECEMBER

**2023 Contact Center Success Stories and Case Studies:** Implementations that Delivered Value

## 2023 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable – \$8,500

### MAY

**5/10/2023 Contact Center as a Service**—Simply Subscribe?

**5/24/2023 Digital Transformation** of Customer Experience—What's Possible Now?

### JUNE

**6/7/2023 Total Experience:** Experience Convergence

**6/21/2023 Speech Analytics:** The Core Contact Center Technology

### JULY

**7/12/2023 Contact Center Workforce Strategies** in a Remote World

**7/26/2023 Future-Proofing Your CX Efforts:** Is This Even Possible?

### AUGUST

**8/9/2023 Humans and their Chatbots:** AI-Assisted Answers for Everyone

**8/23/2023 Personalization:** The Key to CX Excellence

### SEPTEMBER

**9/13/2023 Agent Experience:** Enhancing CX From the Inside Out

**9/27/2023 Customer Journey Management:** A Key Focus for Stronger Brands

### OCTOBER

**10/11/2023 Omnichannel Customer Experience:** Table Stakes in 2023

**10/25/2023 Contact Center Security:** Fraud, Governance, and Compliance

### NOVEMBER

**11/1/2023 Reimagining Customer Experience:** Structure Follows Strategy

**11/15/2023 Hot Topics in Customer Analytics:** Insight and Action

### DECEMBER

**12/6/2023 2023 Contact Center Success Stories and Case Studies:** Implementations that Delivered Value

**CXCONNECT**  
March 28–29, 2023

### 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](http://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](http://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](http://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



### RECENT BEST PRACTICES SPONSORS



### ADVERTISING CONTACTS

#### Mountain & Pacific

Dennis Sullivan  
Advertising Director  
203-445-9178  
[dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)

#### Eastern & Central

Adrienne Snyder  
Advertising Director  
201-327-2773  
[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)

