

Best Practices



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

Published in **October** CRM magazine | Content Due: **Sept. 25** | Marketed in **October**

Also Marketed in October: ■ **Humans and Their Chatbots: AI-Assisted Answers for Everyone**

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

2023 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

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

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
June 13-15, 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.

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



RECENT BEST PRACTICES SPONSORS



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

