Best Practices

Elevate Customer Experiences with Hyper-Personalization

Deepening customer engagement requires more than traditional strategies; it demands a hyperpersonalized approach that fosters lasting, meaningful relationships. By harnessing the power of AI-driven analytics, businesses can offer tailor-made product recommendations and predictive services, taking personalization to new heights and securing enduring customer loyalty.

We're reaching out to industry experts with a call to share their knowledge on this pivotal shift. Enlighten our audience on the profound impact of hyper-personalization, highlighting its role in not only driving sales but also in building strong emotional connections. Share your insights in our edition on **Elevate Customer Experiences with Hyper-Personalization** Best Practices!

Live Roundtable Webcast: August 21, 2024

Published in June CRM magazine | Content Due: May 25 | Marketed in June

| 2024 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 | 2024 ROUNDTABLE SCHEDULE Participation in Webinar Roundtable - \$8,500 |
|---|---|
| JUNE Copy Due 5/25/24 Managing a Remote Contact Center Elevate Customer Experiences with Hyper-Personalization | JUNE 6/12/24 - Contact Center Transformation with AI and Automation 6/26/24 - How AI-Assisted Self-Service Can Transform Your CX |
| JULY Copy Due 6/25/24 Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement Navigating the World of Smart Customer Service | JULY 7/10/24 - How AI Can Unlock the Voice of the Customer 7/24/24 - Customer Experience Management: Real-World Solutions |
| AUGUST <i>Copy Due 7/25/24</i> Al's Role in Modern Customer Support Centers Driving Revenue with Omnichannel Integration | AUGUST 8/7/24 - Driving Revenue with Omnichannel Integration 8/21/24 - Elevate Customer Experiences with Hyper-Personalization |
| SEPTEMBER (PRINT ISSUE) Copy Due 8/5/24 Managing Security and Compliance Issues in the Contact Center Customer Experience Management: Real-World Solutions | SEPTEMBER 9/11/24 - Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement 9/25/24 - Call Center Analytics for Better Customer Experiences |
| OCTOBER Copy Due 9/25/24 AI & Knowledge Management for Customers and Agents How AI-Assisted Self-Service Can Transform Your CX | OCTOBER 10/2/24 - Conversational Customer Service: Convenience Everywhere 10/16/24 - Leveraging Omnichannel Customer Engagement to Stay Connected |
| NOVEMBER Copy Due 10/25/24 Leveraging Omnichannel Customer Engagement to Stay Connected Call Center Analytics for Better Customer Experiences | NOVEMBER 11/6/24 - Harnessing AI in Modern Customer Engagement Centers 11/20/24 - AI & Knowledge Management for Customers and Agents |
| DECEMBER Copy Due 11/25/24 2024 Contact Center Success Stories: What Went Right! How to Improve Your E-Commerce Customer Experience | DECEMBER 12/4/24 - 4 Contact Center Success Stories: What Went Right! |



BEST PRACTICES: PRINT + LEAD GEN

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
- Vour 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 201-327-2773 adrienne@destinationCRM.com



RECENT BEST PRACTICES SPONSORS

