

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.

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.



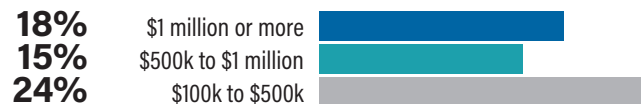
*The information that I get from CRM magazine helps me set the **strategic and tactical planning** for our company. The results have been significant **increased revenue** and **reduction in operating expenses.***

CTO/CFD

AVANT-GARDE-TECHNOLOGIES CORP

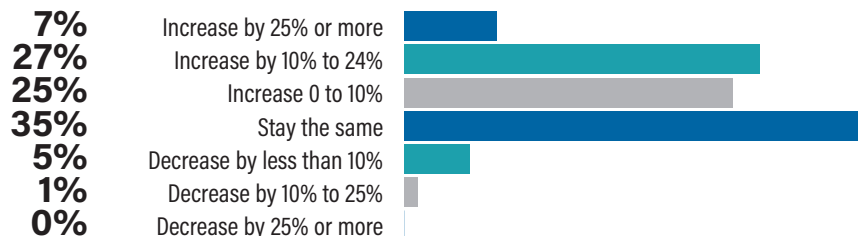
CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

➔ CRM/CX Budgets for 2025



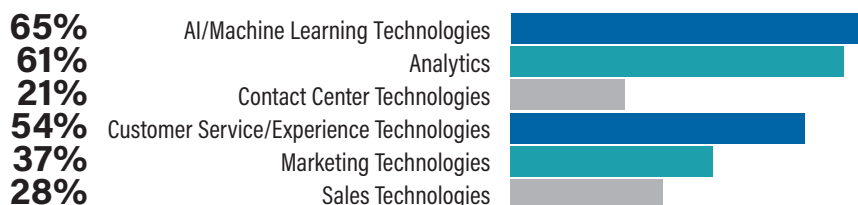
Average expected CRM budget for 2025 is \$419,000.

➔ Expected CRM/CX Budget Changes in 2025



Average 2025 CRM budget is expected to be **up 7.3%** from 2024.

➔ Our Readers' Top Priorities in the Next 12 Months



➔ Path to AI-Assisted Customer Service



➔ Contact Center Budgets

- **75%** of our readers' companies have in-house or outsourced contact centers.
- More than **29%** will spend more than **\$1 million** on contact center-related products and services.
- The average company will spend more than **\$472,000** on contact center-related solutions.

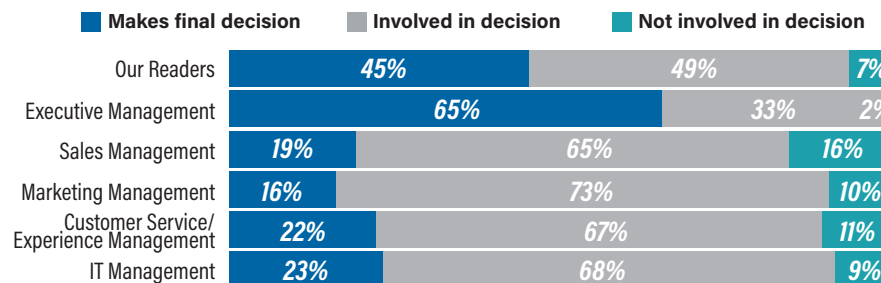
➔ Our Subscribers' Influence

- **89%** of our readers view themselves as their companies' champions/advocates for CRM implementations.
- **93%** of our readers are involved in the decision-making process.
- **45%** cite themselves as their companies' final decision makers for CRM- and CX-related products and services.

➔ How Our Readers View Their Purchasing Role

- **28%** Business Decision Maker
- **17%** Technical Decision Maker
- **45%** Both
- **10%** Neither

➔ CRM or Customer Experience Decision-Making Team



Percentages may not total 100 due to rounding

CRM MEDIA **DEMOGRAPHICS**

➤ Who Are Our Subscribers?

BY JOB LEVEL:

C-Level	33%
Vice President	7%
Director	30%
Manager	20%
Supervisor	3%
Staff	7%

BY JOB FOCUS:

Customer Service/ Customer Experience	21%
Operations/Technical	28%
Corporate/General Management	30%
Marketing	12%
Sales	9%

➤ Company's Primary Industry

Automotive	3%
Banking/Finance.....	8%
Contact Center.....	4%
Consulting/Integrator/Var.....	9%
Consumer Product Goods.....	1%
CRM Solution Provider.....	5%
Education/Training.....	6%
Government—Federal, State, Local.....	5%
Insurance.....	4%
Manufacturing	5%
Marketing	2%

Media/Publishing	3%
Medical/Healthcare.....	5%
Nonprofit.....	3%
Pharmaceutical.....	1%
Professional Services.....	6%
Retail.....	5%
Technology	16%
Telecommunication	5%
Travel/Hospitality.....	2%
Utility/Energy	1%
Wholesale/Distribution	2%

Percentages may not total 100 due to rounding

➤ Company Size by Sales Revenue

18%	\$5 billion or more in revenue	
6%	\$1 billion to \$4.99 billion	
6%	\$500 million to \$999 million	
6%	\$250 million to \$499 million	
6%	\$100 million to \$249 million	

Average sales revenue is more than \$852 million.

➤ Company Size by Number of Employees

8%	20,000 or more employees	
5%	10,000 to 19,999 employees	
17%	1,000 to 9,999 employees	
11%	500 to 999 employees	
12%	250 to 499 employees	

Average number of employees is 3,500.

Source: August 2024 Audience Survey

➤ Contact Center Size

- **75%** of our subscribers' companies have a contact center.
- **12%** have more than 1,000 seats.
- **340** seats is the average.

➤ Sales Force Size

20% of our readers' companies have sales forces in excess of **50** representatives. The average sales force size is **249** people.



CRM magazine has been my **single source of key information** about industry updates and technology trends for **over two decades**. CRM magazine is a regular part of my reading regimen."

CEO
MARKETING-QA