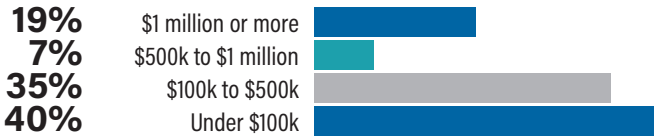
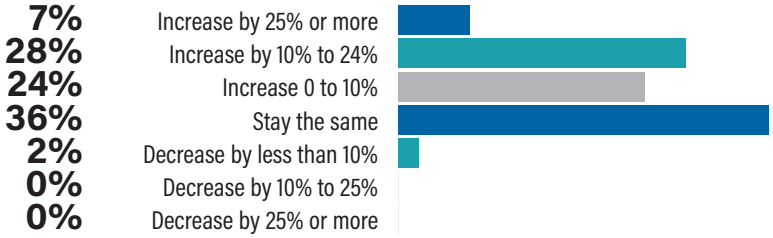
CRM MEDIA **AUDIENCE BUDGETS** & **INFLUENCE**

CRM/CX Budgets *for 2027*



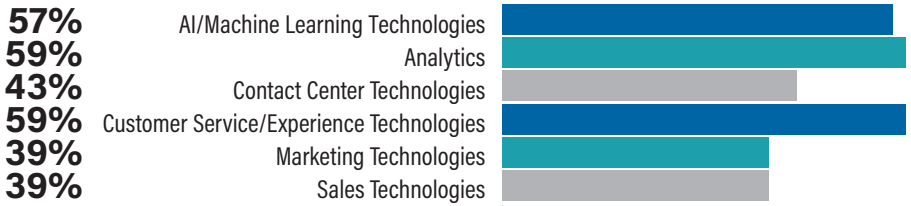
The average expected CRM budget for 2027 is $382,500.

Expected ***CRM/CX Budget Changes*** *in 2027*

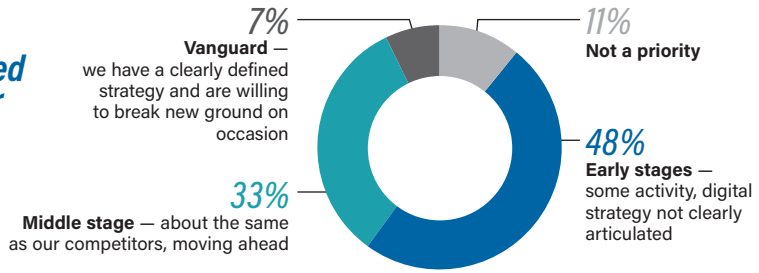


The average CRM budget for 2027 is expected to be up by **7%** from 2026.

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



Path to ***AI-Assisted Customer Service***



Contact Center *Budgets*

- ***59%*** of our readers' companies have in-house or outsourced contact centers.
- More than ***20%*** will spend more than ***$750,000*** on contact center-related products and services.
- The average company will spend more than ***$382,500*** on contact center-related solutions.
- ***54%*** of agents work off-site.

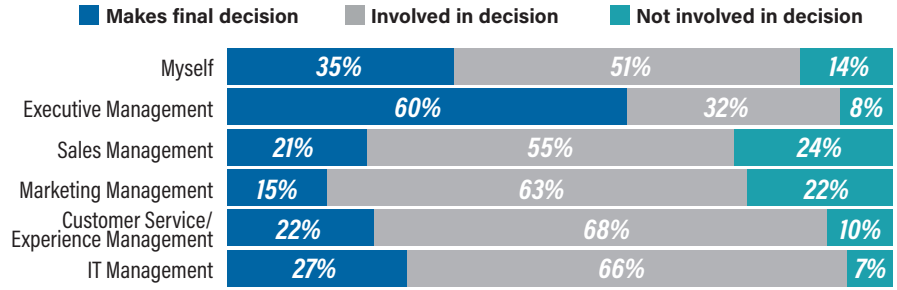
Our Subscribers' ***Influence***

- ***89%*** of our readers view themselves as their companies' champions/advocates for CRM implementations.
- ***86%*** of our readers are involved in the decision-making process.
- ***45%*** cite themselves as their companies' final decison makers for CRM- and CX-related products and services.

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

- ***19%*** Business Decision Maker
- ***14%*** Technical Decision Maker
- ***44%*** Both
- ***23%*** Neither

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



Source: August 2026 Audience Survey
Percentages may not total 100 due to rounding.

Updated 10/5/2026

CRM MEDIA **DEMOGRAPHICS**

Who Are Our ***Subscribers?***

BY JOB LEVEL:

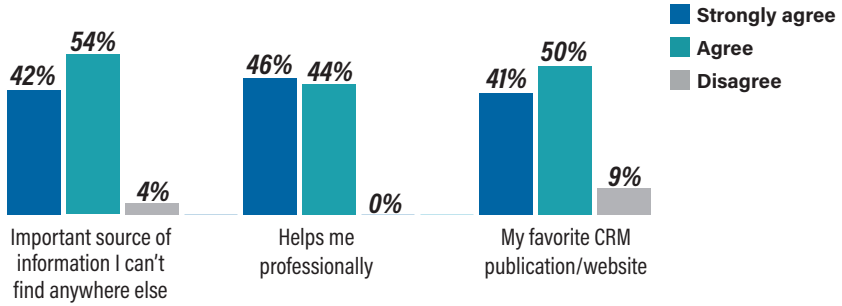


C-Level	20%
Vice President	13%
Director	37%
Manager	39%
Supervisor	4%
Staff	13%

Company's ***Primary Industry***

Advertising Agency/Public Relations	2%	Media/Publishing	1%
Banking/Finance	10%	Medical/Healthcare	4%
Consulting/Integrator/Var	10%	Nonprofit	10%
Consumer Product Goods	2%	Professional Services	11%
CRM Solution Provider	3%	Retail/Etail	5%
Education/Training	4%	Technology	10%
Government—Federal, State, Local	5%	Telecommunication	2%
Insurance	3%	Travel/Hospitality	2%
Manufacturing	9%	Utility/Energy	1%
Marketing	3%	Wholesale/Distribution	2%

Our Readers ***Rate Us***



Company Size by ***Sales Revenue***



11%	$5 billion or more in revenue
16%	$1 billion to $4.99 billion
5%	$500 million to $999 million
12%	$250 million to $499 million
7%	$100 million to $249 million

The average sales revenue is more than $1.1 billion.

Company Size by ***Number of Employees***



9%	20,000 or more employees
6%	10,000 to 19,999 employees
24%	1,000 to 9,999 employees
10%	500 to 999 employees
7%	250 to 499 employees
9%	100 to 250 employees

The average number of employees is 4,100.

83% of our readers
are their company's advocate or champion for Customer Experience.

Source: August 2026 Audience Survey. Percentages may not total 100 due to rounding.

"CRM magazine's ***strong customer experience coverage*** *keeps me reading."*
— DIRECTOR CX, **PROCTER & GAMBLE**

Updated 10/5/2026