HOW TO **REACH OUR AUDIENCE** —
ONLINE, PRINT, WEBCASTS, CONFERENCE, CPL

destinationCRM.com and SmartCustomerService.com

➜ Launched: *1999*

Circulation

➜ *CRM* **eWeekly** Newsletter 34,100

CRM Bulletin Email Blast 26,700

Smart Customer Service eWeekly Newsletter 4,800

Smart Customer Service Bulletin Email Blast 3,400

625,000+
Monthly Impressions

125,000+
Monthly Page Views

65,000+
Visits Per Month

55,000+
Unique Monthly Visitors

Social Networks

26K Twitter followers

3.1K LinkedIn followers

3.1K Facebook followers

CRM Magazine

➜ **21,000 Qualified Subscribers**

  › Publishing since *1997*

➜ **Engaged** *Readers*

  › *9 out of 10 subscribers* report that they are regular or *avid readers* of *CRM* magazine.

  › *8 out of 10* readers have *saved an article for future reference* or sent it to a colleague for discussion.

  › More than *4 out of 10* have *shared an article* on social media.

  › More than *1/3 of our readers* have *initiated a change* in their own company's CRM process after reading *CRM* magazine.

➜ *How **Important** is CRM magazine to our readers?*

  › *96%* say that *CRM* is an *important source* of information they *can't find anywhere else*.

  › *99%* cite that it helps them professionally.

  › *95%* say that *CRM* magazine is their *favorite* CRM-related publication.

➜ *Working From **Home***

  › *41%* expect to work from home for the foreseeable future.

  › *40%* have already returned to the office.

  › *6%* were expecting to return to the office later in 2022.

  › *5%* expect to return to the office in early 2023.

  › *7%* have no idea when they will return to the office.

CRM Webcasts

  ▪ *More than 2,400* live webcasts since 1998
  ▪ Roundtable or solo events

Conference

  ▪ **CX Connect Virtual Conference**

CRM MEDIA **DEGRAPHICS**

▤ *Who Are Our* **Subscribers?**

BY JOB LEVEL:

C Level	**23%**
Vice President	**7%**
Director	**16%**
Manager	**28%**
Supervisor	**8%**
Staff	**7%**
Technical	**10%**

BY JOB AREA:

Customer Service/Customer Experience	**30%**
Technical	**23%**
Corporate/General Management	**26%**
Marketing	**10%**
Sales	**12%**

▤ *Company's* **Primary Industry**

Advertising Agency/Public Relations	**3%**	Media/Publishing	**3%**
Automotive	**2%**	Medical/Healthcare	**5%**
Banking/Finance	**8%**	Nonprofit	**3%**
Call Center	**3%**	Pharmaceutical	**10%**
Consulting/Integrator/Var	**13%**	Professional Services	**1%**
Consumer Product Goods	**4%**	Retail	**2%**
CRM Solution Provider	**4%**	Technology	**11%**
Education/Training	**5%**	Telecommunication	**4%**
Government—Federal, State, Local	**4%**	Travel/Hospitality	**4%**
Insurance	**5%**	Utility/Energy	**1%**
Manufacturing	**7%**	Wholesale/Distribution	**1%**
Marketing	**2%**		

Percentages may not total 100 due to rounding

▤ *Contact Center* **Size**

- **79%** of our subscribers' companies have a contact center, outsource their contact center, or both.
- **24%** have more than 100 seats.
- **53** seats is the average.

▤ *Sales Force* **Size**

24% of our readers' companies have sales forces in excess of **250** representatives. The average sales force size is **196** people.

▤ *Company Size by* **Sales Revenue**

13%	$5 billion or more in revenue
6%	$1 billion to $4.99 billion
9%	$500 million to $999 million
12%	$250 million to $499 million
9%	$100 million to $249 million
11%	$50 million to $99 million
40%	$49 million or less

Average sales revenue is more than $977 million.

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

10%	20,000 or more employees
4%	10,000 to 19,999 employees
19%	1,000 to 9,999 employees
13%	500 to 999 employees
12%	250 to 499 employees
8%	100 to 249 employees
34%	99 or less employees

Average number of employees is 3,900.

Source: August 2022 Audience Survey

CRM MEDIA **AUDIENCE BUDGETS** AND **INFLUENCE**
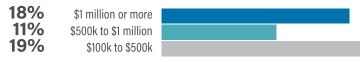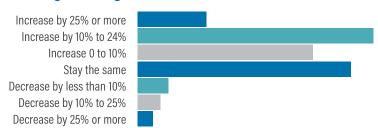
CRM Budgets *for 2023*

18% $1 million or more
11% $500k to $1 million
19% $100k to $500k

Average expected CRM budget for 2023 is $273,000.

Expected *CRM Budget Changes* in 2023

9% Increase by 25% or more
31% Increase by 10% to 24%
23% Increase 0 to 10%
28% Stay the same
4% Decrease by less than 10%
3% Decrease by 10% to 25%
2% Decrease by 25% or more

Average 2023 CRM budget is expected to be **up 7.6%** from 2022.

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

Customer Experience	81%	Marketing Technologies	57%
Data Quality	76%	Omni Channel	56%
Analytics/Business Intelligence	75%	Artificial Intelligence/Machine Learning	56%
Customer Journey	70%	Sales Technologies	55%
Contact Center	68%	Mobile Customer Service	52%
Knowledge Management	68%	Conversational Technologies	52%
CRM Platform	65%	Ecommerce	51%
Customer Data Platforms	64%	Speech or Voice Technologies	51%
Self-Service (Web, Speech, Kiosk)	58%	Field Service Technologies	43%

Contact Center Budgets

- **79%** of our readers' companies have in-house or outsourced contact centers.
- More than **23%** will spend more than **$500,000** on contact center-related products and services.
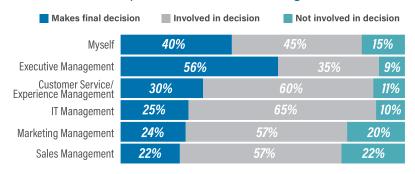- The average company will spend more than **$270,000** on contact center-related solutions.

Our Subscribers' *Influence*

- **87%** of our readers view themselves as their companies' champions/advocates for CRM implementations.
- **85%** of our readers are involved in the decision-making process.
- **40%** cite themselves as their companies' final decison makers for CRM-related products and services.

How Our Readers View Their *Purchasing Role*

- **22%** Business Decision Maker
- **23%** Technical Decision Maker
- **40%** Both

CRM or Customer Experience *Decision-Making Team*

Legend: Makes final decision | Involved in decision | Not involved in decision

	Makes final decision	Involved in decision	Not involved in decision
Myself	40%	45%	15%
Executive Management	56%	35%	9%
Customer Service/Experience Management	30%	60%	11%
IT Management	25%	65%	10%
Marketing Management	24%	57%	20%
Sales Management	22%	57%	22%

Path to *Digital Transformation*

6% Not a priority	35% **Early stages** – some activity, digital strategy not clearly articulated	40% **Middle stage** – about the same as our competitors, moving ahead	18% **Vanguard** – we have a clearly defined strategy and are willing to break new ground on occasion

Percentages may not total 100 due to rounding

Updated 11/14/2022