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

destinationCRM.com and SmartCustomerService.com

- Launched: 1999
- 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 Webcasts

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

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.

Conference

- CX Connect Virtual Conference
CRM MEDIA DEMOGRAPHICS

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

Percentages may not total 100 due to rounding.

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

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

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

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 decision 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

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

Percentages may not total 100 due to rounding.

Updated 1/14/2022