**Who Are Our Subscribers?**

**BY JOB LEVEL:**
- C Level: 18%
- Vice President: 14%
- Director: 25%
- Manager: 23%
- Supervisor: 4%
- Staff: 10%
- Technical: 6%

**BY JOB FOCUS:**
- Customer Service/Customer Experience: 36%
- Technical: 27%
- Corporate/General Management: 21%
- Marketing: 9%
- Sales: 7%

**Company’s Primary Industry**
- Advertising Agency/Public Relations: 1%
- Automotive: 1%
- Banking/Finance: 6%
- Call Center: 4%
- Consulting/Integrator/Var: 11%
- Consumer Product Goods: 4%
- CRM Solution Provider: 4%
- Education/Training: 6%
- Government—Federal, State, Local: 4%
- Insurance: 5%
- Manufacturing: 7%
- Marketing: 2%
- Media/Publishing: 6%
- Medical/Healthcare: 3%
- Nonprofit: 4%
- Pharmaceutical: 1%
- Professional Services: 7%
- Retail/Email: 4%
- Technology: 15%
- Telecommunication: 2%
- Travel/Hospitality: 2%
- Wholesale/Distribution: 4%

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
- 10% $50 million to $99 million
- 50% $49 million or less

Average sales revenue is more than $1.1 billion.

**Company Size by Number of Employees**
- 13% 20,000 or more employees
- 6% 10,000 to 19,999 employees
- 15% 1,000 to 9,999 employees
- 13% 500 to 999 employees
- 8% 250 to 499 employees
- 11% 100 to 249 employees
- 34% 99 or less employees

Average number of employees is 4,500.

**Contact Center Size**
- 75% of our subscribers’ companies have a contact center, outsource their contact center, or both.
- 20% have more than 1,000 seats.
- 275 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.

Source: August 2023 Audience Survey
**CRM Media Audience Budgets and Influence**

### CRM/CX Budgets for 2024

- **24%** $1 million or more
- **7%** $500k to $1 million
- **29%** $100k to $500k

Average expected CRM budget for 2024 is $418,000.

### Expected CRM/CX Budget Changes in 2024

- **8%** Increase by 25% or more
- **14%** Increase by 10% to 24%
- **27%** Increase 0 to 10%
- **42%** Stay the same
- **4%** Decrease by less than 10%
- **1%** Decrease by 10% to 25%
- **4%** Decrease by 25% or more

Average 2024 CRM budget is expected to be up 4.5% from 2023.

### Our Readers’ Top Priorities in the Next 12 Months

- **56%** Analytics
- **53%** Artificial Intelligence/Machine Learning
- **50%** Customer Service Technologies
- **47%** Sales Technologies
- **43%** Marketing Technologies
- **35%** Contact Center Technologies

### Path to AI-Assisted Customer Service

- **21%** Not a priority
- **44%** Early stages – some activity, digital strategy not clearly articulated
- **23%** Middle stage – about the same as our competitors, moving ahead
- **10%** Vanguard – we have a clearly defined strategy and are willing to break new ground on occasion

### Path to Digital Transformation

- **5%** Not a priority
- **30%** Early stages – some activity, digital strategy not clearly articulated
- **41%** Middle stage – about the same as our competitors, moving ahead
- **24%** Vanguard – we have a clearly defined strategy and are willing to break new ground on occasion

### 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

- 85% of our readers view themselves as their companies’ champions/advocates for CRM implementations.
- 85% of our readers are involved in the decision-making process.
- 33% cite themselves as their companies’ final decision makers for CRM- and CX-related products and services.

### How Our Readers View Their Purchasing Role

- 24% Business Decision Maker
- 18% Technical Decision Maker
- 36% Both

### CRM or Customer Experience Decision-Making Team

- **Makes final decision**
- **Involved in decision**
- **Not involved in decision**

- I do
- Executive Management
- Sales Management
- Marketing Management
- Customer Service/Experience Management
- IT Management

Percentages may not total 100 due to rounding.

Updated 11/16/2023
MARKET METRICS

**Enterprise**
- Fortune Business Insights valued the global CRM market at $64.4 billion in 2022 and expects it to top out at $71.1 billion this year and $157.5 billion by 2030, growing at a compound annual rate of 12 percent.

**Midmarket/SMB**
- Fortune Business Insights projects SMBs to record 15.3 percent compound annual growth, accounting for $92.9 billion of the total $181.9 billion CRM market by 2030, while larger enterprise adoption is expected to grow by only 9.5 percent per year over that time. Global Industry Analysts expects it to outpace larger enterprises.

**Contact Center Infrastructure**
- Verified Market Research valued the global contact center infrastructure market at $19.5 billion in 2020 and expects it to reach $55.6 billion by 2028, growing at a compound annual rate of 13.9 percent.

**Contact Center Interaction Analytics**
- Emergen Research valued the contact center analytics market at $1.2 billion in 2021 and expects it to grow at a compound annual rate of 18.9 percent through 2030, when it is projected to reach $5.7 billion. Small and midsize firms are anticipated to register the fastest growth through 2030.

**Workforce Engagement Management (WEM)**
- Research firm SNS Insider valued the worldwide market for workforce engagement management (WEM) solutions at $7.6 billion in 2022 and projects it to reach $15.2 billion by 2030, growing at a compound annual rate of 9.2 percent.

**Business Intelligence/Analytics**
- Future Market Insights expects the global business intelligence market to top $28.2 billion this year and hit $56.2 billion by 2033, growing at a compound annual rate of 7.1 percent.

**Customer Data Platforms**
- Research firm Mordor Intelligence values the worldwide customer data platforms market at $2.6 billion this year and expects it to reach $8.6 billion by 2028, growing at a compound annual rate of 27.4 percent.

**Marketing Automation**
- Market research firm MarketsandMarkets expects the worldwide marketing automation software market to grow from $5.2 billion in 2022 to $9.5 billion by 2027, at a compound annual rate of 12.8 percent.

**Sales Force Automation**
- Research firm IMARC Group valued the global sales force automation software market at $7.5 billion in 2022 and expects it to reach $14.7 billion by 2028, growing at a compound annual rate of 11.6 percent.

**E-Commerce Platforms**
- Research firm MarketsandMarkets valued the worldwide e-commerce platform market at $7.1 billion today and expects it to reach $13.5 billion by 2028, growing at a compound annual rate of 13.8 percent.

*The future of contact center software is in the cloud, although there will continue to be organizations that use premises-based solutions for the foreseeable future.*

DONNA FLUSS, PRESIDENT
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