

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**, *CRM* magazine's website and online presence. New and unique original content posted daily including news, analysis, and case studies.
- **SmartCustomerService.com** focused exclusively on customer service and supporting the Smart Customer Service conference.
- **Solo and Roundtable Webcast** opportunities offered every Wednesday since 1998. See our schedule for topics and available dates.

CRM Conferences

- **CX Connect Virtual Conference** offering attendees a wide range of current topics and sponsors the opportunity to address our audience with a keynote, case study, or panel discussion format. Streaming audio and video.
- **CRM Evolution** launched in 2006 and covering all aspects of customer relationship management and customer experience.
- **Smart Customer Service** is co-located with CRM Evolution.
- CRM launched its first conference in 2006.

Information Today, Inc.

- Our parent company is Information Today, Inc., 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.



I like to keep abreast of developments in the industry and CRM magazine always keeps me updated across the board, not just the specific products I'm using."

PROJECT MANAGER
BTU INSTALLATION & MAINTENANCE LTD

ABOUT CRM MEDIA'S MARKET OPPORTUNITIES

➤ CRM Software and Solutions

- The total global CRM market at \$43.7 billion in 2020 and expects it to reach \$47.6 billion in 2021.
- The compound annual growth rate (CAGR) of 10.6 percent through 2028.
- **91 percent** of all organizations with more than 10 employees currently use some CRM systems, but larger enterprises accounted for more than 56 percent of the total market in 2020
- **Cloud deployments accounted for roughly 60 percent** of the total market. But among larger enterprises, there still seems to be a preference for on-premises, particularly as companies tackle immense data security challenges.
- SMB sector accounted for about **44 percent** of the total worldwide CRM market, which has been valued at \$47.6 billion in 2021.
- SMBs are, by and large, looking for CRM solutions through the software-as-a-service model.

Grandview Research 2021

➤ Contact Center Infrastructure

The global contact center software market, is forecasted to grow from \$24.1 billion in 2020 to \$75.5 billion in 2026, expanding at a compound annual rate of 20.9 percent.

MarketsandMarkets 2021

➤ Contact Center Analytics

The worldwide contact center analytics market was \$970 million in 2019 and expects it to reach \$2.96 billion by 2027, growing at a compound annual rate of 16.2 percent.

Verified Market Research 2021

➤ Business Intelligence and Analytics

Valuates Reports estimated the global business intelligence market at \$18.7 billion in 2019 and expects it to reach \$27.9 billion by 2026, growing at a compound annual rate of 5.4 percent.

➤ Customer Data Platforms (CDPs)

Research firm MarketsandMarkets valued the worldwide customer data platforms market at \$2.4 billion in 2020 and expects it to reach \$10.3 billion by 2025, growing at a compound annual rate of 34 percent.

➤ Marketing Automation Software and Solutions

Grand View Research expects the global marketing automation market to reach \$8.4 billion by 2027, growing at a compound annual rate of 9.8 percent. 63 percent of marketers planning to increase their marketing automation budgets this year, according to Invespro.

➤ Sales Force Automation Software and Solutions

Industry analysts have varying views of market growth, with projections between 8 percent and 15 percent through 2026 and beyond. Some firms have predicted that the market's value will reach \$9 billion by 2023.

➤ By Organization Size

Large Enterprise

- **Employees:** More than 1,000 employees
- **Annual Revenue:** More than \$1 billion
- **IT Staff:** Full-time IT staff, including several specialists
- **IT Skills:** A wide variety of broad and specific skills
- **Location:** Several office locations domestically and internationally
- **Large CapEx**
- **Main considerations for technology purchases** include guaranteed uptime, advanced features, and security.
- Large enterprises employ 9 million people in the U.S. (51.6% of all employees).

Mid-Market

- **Employees:** 101–500 employees
- **Annual Revenue:** \$10 million–\$1 billion
- **IT Staff:** A small group to several employees
- **IT Skills:** Generalist skills. Employees often lack specialty skills.
- **Location:** Likely to have more than one office location and more remote employees
- **Some CapEx**
- **Main considerations for technology purchases** include capabilities, functionality, and reporting.
- If the middle market were a country, its GDP would rank it as the fourth-largest economy in the world.

Small Businesses

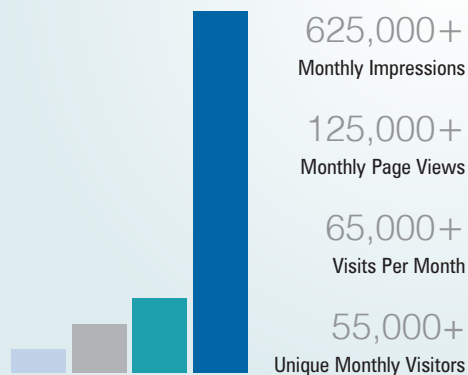
- **Employees:** 0–100
- **Annual Revenue:** \$5–\$10 million
- **IT Staff:** Typically one or a few
- **IT Skills:** Modest. Employees usually learn on the job.
- **Limited CapEx**
- **SMBs prefer the pay-as-you-go subscription model** for software purchases.
- The 28 million small businesses in the U.S. account for 54% of the country's sales.

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

destinationCRM.com and SmartCustomerService.com

➤ Launched: **1999**

| | |
|--|-------------|
| | Circulation |
| ➤ CRM eWeekly Newsletter..... | 45,600 |
| CRM Bulletin Email Blast | 36,500 |
| Smart Customer Service eWeekly Newsletter..... | 6,300 |
| Smart Customer Service Bulletin Email Blast | 8,400 |



Social Networks

26K **Twitter**
followers

2.9K **LinkedIn**
followers

2.9K **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.
- **73%** of readers have **saved an article for future reference** or sent it to a colleague for discussion.
- More than **30%** have **shared an article** on social media.
- More than **36%** 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**.
- **98%** cite that it helps them professionally.
- **93%** say that CRM magazine is their **favorite** CRM-related publication.

➤ **Working From Home**

- **46%** expect to work from home for the foreseeable future.
- **23%** have already returned to the office.
- **13%** expect to return to the office later in 2021.
- **5%** expect to return to the office in early 2022.
- **13%** have no idea when they will return to the office.

CRM Webcasts

- **More than 2,300** live webcasts since 1998
- Roundtable or solo events

Conferences

- CX Connect Virtual Conference, Winter 2022
- CRM Evolution, Washington, D.C., Fall 2022
- Smart Customer Service, Washington, D.C., Fall 2022

CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

BY JOB LEVEL:

| | |
|----------------|-----|
| C Level | 16% |
| Vice President | 11% |
| Director | 23% |
| Manager | 31% |
| Supervisor | 2% |
| Staff | 9% |
| Technical | 8% |

BY JOB AREA:

| | |
|---------------------------------------|-----|
| Corporate/General Management | 22% |
| Customer Service/ Customer Experience | 32% |
| Marketing | 14% |
| Sales | 13% |
| Technical | 19% |

Company's Primary Industry

| | |
|---|-----|
| Advertising Agency/ Public Relations... | 1% |
| Banking/Finance | 5% |
| Consulting/Integrator/Var | 15% |
| Consumer Product Goods..... | 3% |
| CRM Solution Provider | 5% |
| Education/Training | 6% |
| Government—Federal, State, Local... | 2% |
| Insurance..... | 4% |
| Manufacturing..... | 3% |
| Marketing | 1% |

| | |
|------------------------------|-----|
| Media/Publishing..... | 2% |
| Medical/Healthcare | 3% |
| Nonprofit | 4% |
| Professional Services..... | 10% |
| Retail/Etail | 3% |
| Technology..... | 20% |
| Telecommunication..... | 5% |
| Travel/Hospitality..... | 2% |
| Utility/Energy | 1% |
| Wholesale/Distribution | 1% |

Percentages may not total 100 due to rounding

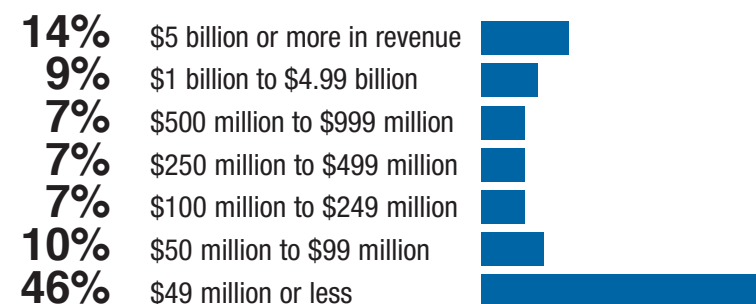
Contact Center Size

- **66%** of our subscribers' companies have a contact center, outsource their contact center, or both.
- **26%** have more than 100 seats.
- **48** seats is the average.

Sales Force Size

27% of our readers' companies have sales forces in excess of **250** representatives. The average sales force size is **225** people.

Company Size by Sales Revenue



Average sales revenue is more than \$1.1 billion.

Company Size by Number of Employees



Average number of employees is 3,900.

Source: August 2021 Audience Survey

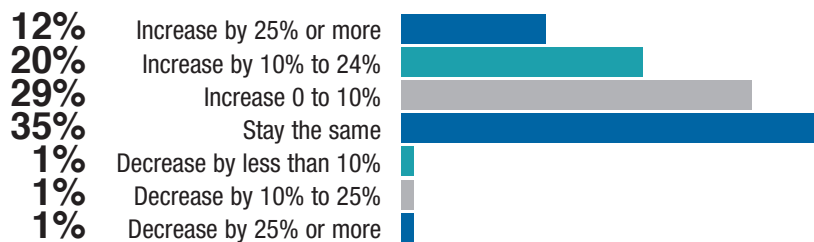
CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

➤ CRM Budgets for 2022



Average expected CRM budget for 2022 is \$349,000. Up **29%** from 2021.

➤ Expected CRM Budget Changes in 2022

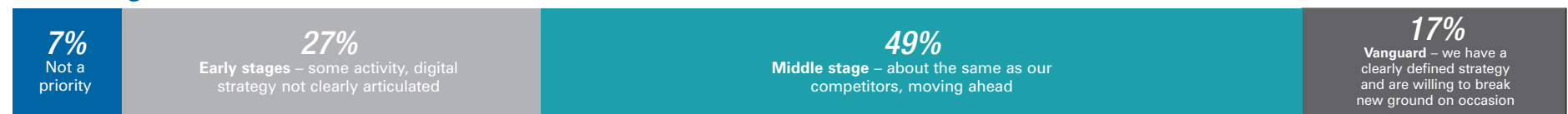


Average 2022 CRM budget is expected to be up **7.5%** from 2021.

➤ Our Readers' Top Priorities in the Next 12 Months

| | | | |
|--|-----|-----------------------------------|-----|
| Customer Experience | 91% | Contact Center | 56% |
| Data Quality | 79% | Sales Technologies | 54% |
| Analytics/Business Intelligence | 78% | Self-Service (Web, Speech, Kiosk) | 54% |
| CRM Platform | 75% | Mobile Customer Service | 50% |
| Customer Journey | 75% | Omni Channel | 47% |
| Knowledge Management | 69% | Ecommerce | 44% |
| Marketing Technologies | 65% | Speech or Voice Technologies | 40% |
| Customer Data Platforms | 62% | Field Service Technologies | 39% |
| Artificial Intelligence/Machine Learning | 58% | | |

➤ Path to Digital Transformation



➤ Contact Center Budgets

- **66%** of our readers' companies have in-house or outsourced contact centers.
- More than **25%** will spend more than **\$500,000** on contact center-related products and services.
- The average company will spend more than **\$257,500** on contact center-related solutions.

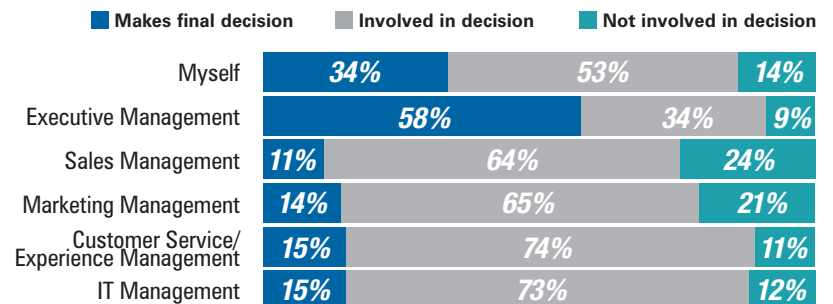
➤ Our Subscribers' Influence

- **88%** of our readers view themselves as their companies' champions/advocates for CRM implementations.
- **86%** of our readers are involved in the decision-making process.
- **34%** cite themselves as their companies' final decision makers for CRM-related products and services.

➤ How Our Readers View Their Purchasing Role

- **21%** Business Decision Maker
- **17%** Technical Decision Maker
- **38%** Both

➤ CRM or Customer Experience Decision-Making Team



Percentages may not total 100 due to rounding