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.

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.

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.

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 InvespCro.

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

### CRM Magazine
- 21,000 Qualified Subscribers
- **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
**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.*

**Company Size by Sales Revenue**

- 14%: $5 billion or more in revenue
- 9%: $1 billion to $4.99 billion
- 7%: $500 million to $999 million
- 7%: $250 million to $499 million
- 7%: $100 million to $249 million
- 10%: $50 million to $99 million
- 46%: $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
- 21%: 1,000 to 9,999 employees
- 6%: 500 to 999 employees
- 8%: 250 to 499 employees
- 10%: 100 to 249 employees
- 35%: 99 or less employees

Average number of employees is 3,900.

*Source: August 2021 Audience Survey*
**CRM Budgets for 2022**

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

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

**Expected CRM Budget Changes in 2022**

- 12% Increase by 25% or more
- 20% Increase by 10% to 24%
- 29% Increase 0 to 10%
- 35% Stay the same
- 1% Decrease by less than 10%
- 1% Decrease by 10% to 25%
- 1% Decrease by 25% or more

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

**Path to Digital Transformation**

- **7%** Not a priority
- **27%** Early stages – some activity, digital strategy not clearly articulated
- **49%** Middle stage – about the same as our competitors, moving ahead
- **17%** Vanguard – we have a clearly defined strategy and are willing to break new ground on occasion

**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**

<table>
<thead>
<tr>
<th>Team</th>
<th>Makes final decision</th>
<th>Involved in decision</th>
<th>Not involved in decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myself</td>
<td>34%</td>
<td>53%</td>
<td>14%</td>
</tr>
<tr>
<td>Executive Management</td>
<td>58%</td>
<td>34%</td>
<td>9%</td>
</tr>
<tr>
<td>Sales Management</td>
<td>11%</td>
<td>64%</td>
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<tr>
<td>Marketing Management</td>
<td>14%</td>
<td>65%</td>
<td>21%</td>
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<tr>
<td>Customer Service/Experience</td>
<td>15%</td>
<td>74%</td>
<td>11%</td>
</tr>
<tr>
<td>IT Management</td>
<td>15%</td>
<td>73%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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