CRM Media
A Division of Information Today, Inc.

CRM magazine | destinationCRM.com | SmartCustomerService.com

| Webcasts | Lead-Generation Programs | CPL Programs | Conferences

2020
MEDIA KIT

DESTINATIONCRM.COM

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ABOUT **CRM MEDIA'S MARKETS**

CRM Media Executive Summary

› *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.

› 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.

› *CRM* magazine began publication in 1997 and launched destinationCRM.com the following year. CRM launched its first conference in 2006.

Market Summary

› The global **CRM software market** was valued at about $25.5 billion in 2018 and is expected to grow to $36.53 billion at a CAGR of 9.4% through 2022. —*BusinessResearchReport.com*

› The global **cloud-based contact center** market is projected to grow by $28.6 billion by 2025. —*ResearchAndMarkets.com*

› The global **customer experience management market** is estimated to register a healthy CAGR of 30% over the forecast period 2019–2026. —*Data Bridge Market Research*

TECHNOLOGY PURCHASING BY CATEGORY*

Large Enterprise

- **Employees**: More than 1000 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 up-time, 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.

Source: Digium Blog

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

destinationCRM.com & SmartCustomerService.com

➔ Launched: *1999*

	Circulation
➔ *CRM eWeekly* Newsletter	45,000
CRM Bulletin **Email Blast**	32,000
Smart Customer Service eWeekly Newsletter	7,700
Smart Customer Service Bulletin Email Blast	5,500

625,000+
Monthly Impressions

125,000+
Monthly Page Views

65,000+
Visits Per Month

55,000+
Unique Monthly Visitors

SOCIAL NETWORKS

26.5k **Twitter** followers
2,729 **Facebook** followers
2,766 **LinkedIn** followers

CRM Magazine

➔ **21,000 Qualified Subscribers**

- Publishing since *1997*

➔ *Engaged Readers*

- *86%* report that they are regular or *avid readers* of *CRM* magazine.
- *49%* of readers have *saved an article for future reference* or sent it to a colleague for discussion.
- More than *21%* have *shared an article* on social media.
- More than *22%* have have *initiated a change* in their own company's CRM process after reading *CRM* magazine.

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

- *94%* say that CRM is an *important source* of information they *can't find anywhere else*.
- *95%* cite that it helps them professionally.
- *90%* say that *CRM* magazine is their *favorite* CRM-related publication.

CRM Webcasts

- *More than 2,000* live webcasts since 1998
- Roundtable or solo events.

Conferences

April 27–29, 2020, Washington, D.C.

- CRM Evolution
- Smart Customer Service

CRM MEDIA **DEMOGRAPHICS**

➔ *Who Are Our* **Subscribers?**

BY JOB LEVEL:

C Level	**18%**
Vice President	**5%**
Director	**21%**
Manager	**32%**
Supervisor	**3%**
Staff	**12%**
Technical	**9%**

BY JOB AREA:

Sales	**14%**
Marketing	**14%**
Customer Service	**35%**
Technical	**21%**
Corporate/General Management	**17%**

➔ *Company's* **Primary Industry**

Advertising Agency/ Public Relations	**2%**	Media/Publishing	**4%**
Banking/Finance	**9%**	Medical/Healthcare	**4%**
Call Center	**2%**	Nonprofit	**3%**
Consulting/Integrator/Var	**8%**	Professional Services	**6%**
Consumer Product Goods	**2%**	Retail/Etail	**5%**
CRM Solution Provider	**5%**	Sports	**1%**
Education/Training	**4%**	Technology	**13%**
Government—Federal, State, Local ..	**7%**	Telecommunication	**7%**
Insurance	**4%**	Travel/Hospitality	**2%**
Manufacturing	**7%**	Utility/Energy	**4%**
Marketing	**3%**	Wholesale/Distribution	**2%**

Percentages may not total 100 due to rounding

> " *DestinationCRM.com is a great source for trends and real-world solutions for business. We use it as a source for educational and technology decision making for our company.*"
>
> CEO, **OMI**

➔ *Company Size* by *Sales Revenue*

13%	$5 billion or more in revenue
13%	$1 billion to $4.99 billion
5%	$500 million to $999 million
7%	$250 million to $499 million

Average sales revenue is more than $1.119 billion.

➔ *Company Size* by *Number of Employees*

10%	20,000 or more employees
4%	10,000 to 19,999 employees
27%	1,000 to 9,999 employees
7%	500 to 999 employees
8%	250 to 499 employees

Average number of employees is 4,064.

➔ *Contact Center* Size

- **69%** of our subscribers' companies have a contact center, outsource their contact center, or both.
- **29%** have more than 100 seats.
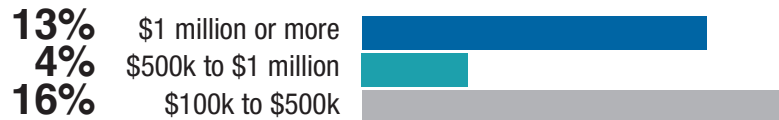- **52** seats is the average.

➔ *Sales Force* Size

- **21%** of our readers' companies have sales forces in excess of **250** representatives. The average sales force size is **183** people.
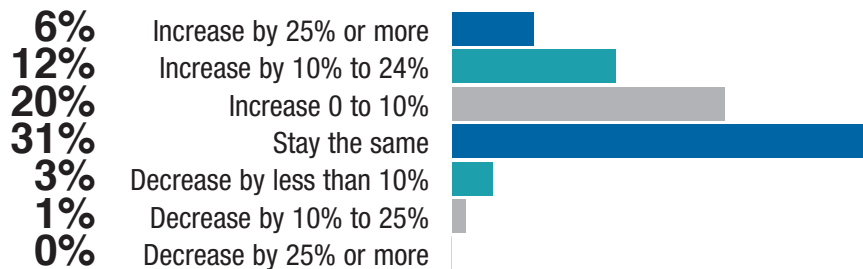
Source: August 2019 Audience Survey
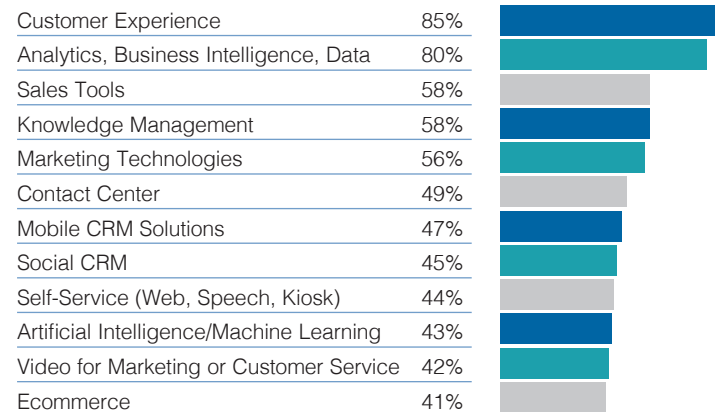
CRM MEDIA **AUDIENCE BUDGETS**

➲ **CRM Budgets** for 2020

13% $1 million or more
4% $500k to $1 million
16% $100k to $500k

Average expected CRM budget for 2020 is $350,370, up slightly from 2019.

➲ Expected **CRM Budget Changes** in 2020

6% Increase by 25% or more
12% Increase by 10% to 24%
20% Increase 0 to 10%
31% Stay the same
3% Decrease by less than 10%
1% Decrease by 10% to 25%
0% Decrease by 25% or more

Average CRM budget is expected to be up 6% from 2019.

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

Customer Experience	85%	
Analytics, Business Intelligence, Data	80%	
Sales Tools	58%	
Knowledge Management	58%	
Marketing Technologies	56%	
Contact Center	49%	
Mobile CRM Solutions	47%	
Social CRM	45%	
Self-Service (Web, Speech, Kiosk)	44%	
Artificial Intelligence/Machine Learning	43%	
Video for Marketing or Customer Service	42%	
Ecommerce	41%	

> *Appreciate your coverage of a wide spectrum of CRM related updates and latest industry trends."*
> **EQUINOX CONSULTING GROUP**

➲ **Contact Center** Budgets

- **64%** of our readers' companies have in-house contact centers. More than **27%** will spend more than **$500,000** on contact center-related products and services. The average company will spend more than **$273,000** on contact center-related solutions.
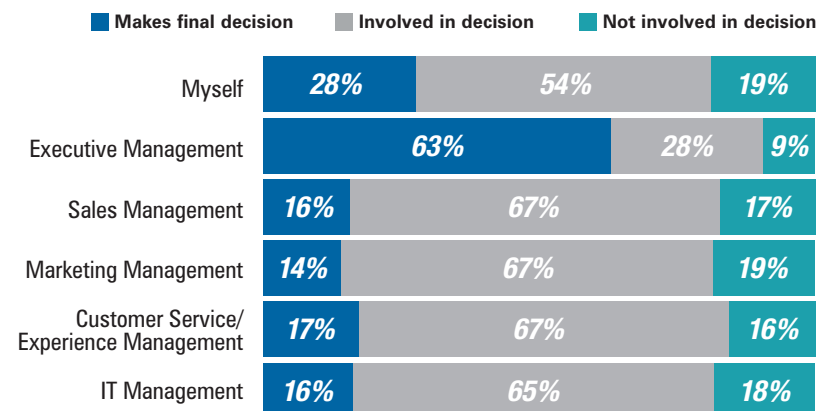
➲ Our Subscribers' **Influence**

- **81%** of our readers are involved in the decision-making process, and **28%** cite themselves as their companies' final decison makers for CRM-related products and services.

- **84%** of our readers view themselves as their companies' champions/advocates for CRM implementations.

➲ How Our Readers View Their **Purchasing Role**

- **30%** Business Decision Maker
- **21%** Technical Decision Maker
- **30%** Both

➲ CRM or Customer Experience **Decision Makers**

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

	Makes final decision	Involved in decision	Not involved in decision
Myself	28%	54%	19%
Executive Management	63%	28%	9%
Sales Management	16%	67%	17%
Marketing Management	14%	67%	19%
Customer Service/Experience Management	17%	67%	16%
IT Management	16%	65%	18%

Percentages may not total 100 due to rounding

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

2020 EDITORIAL CALENDAR

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS
JANUARY/ FEBRUARY	Space Close: 11/20/19 Ads/Copy: 12/2/19 Mail Date: 12/31/19	Choosing the Right Customer Data Platform	The Promise of 5G in the Sales Cycle	An Omnichannel Update: Which Customer Service Channels Will Be Most in Demand in 2020?	**BEST PRACTICES PROGRAMS** • CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020 • Customer Communications Management – The Key to Consistent Communications **ROUNDTABLE WEBCASTS** • CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020 *(Roundtable Date: 1/22/2020)* • Data Quality: The Key Ingredient in a Data-Driven Customer Strategy *(Roundtable Date: 1/29/2020)* • Is Voice-First Technology a Must-Have in 2020 and Beyond? *(Roundtable Date: 2/12/2020)* • Customer Journey Analytics: Delivering the Best Possible Customer Experience *(Roundtable Date: 2/26/2020)*
MARCH	Space Close: 1/13/20 Ads/Copy: 1/20/20 Mail Date: 2/14/20	Location Intelligence: Using Geographic Data to Increase Targeting and Personalization	Tips for Creating Customer Personas and Look-Alike Models to Improve Sales Calls	Where in the World: An Outsourcer Update. Where Are Outsourcers Opening New Contact Centers and Why?	**BEST PRACTICES PROGRAMS** (Marketed in February Online/March Print Issue) • Cloud Contact Center Solutions • Mobile-First Customer Care **BEST PRACTICES PROGRAMS** (Marketed in March Online/March Print Issue) • AI-Based Speech Analytics for Actionable Insights • Self-Service for Higher Customer Satisfaction **ROUNDTABLE WEBCASTS** • AI and the Contact Center *(Roundtable Date: 3/11/2020)* • Smarketing: The Integration of Sales and Marketing *(Roundtable Date: 3/25/2020)*
APRIL	Space Close: 2/10/20 Ads/Copy: 2/18/20 Mail Date: 3/13/20	Getting Back to Basics With Direct Mail: Is There Still Value in Letting the Post Office Deliver Your Marketing Message?	Ensuring Customers Pick Up the Phone When Your Sales Reps Call	Zero-Contact Resolution: The Agentless Interaction	**BEST PRACTICES PROGRAMS** • Customer Authentication, Identity Resolution, & Voice Biometrics • Creating a Great Omnichannel Experience for Great Customer Experiences **ROUNDTABLE WEBCASTS** • Voice-of-the-Customer Programs for Better Customer Experiences *(Roundtable Date: 4/8/2020)* • Business Intelligence and Customer Analytics: Uncovering Hidden Value *(Roundtable Date: 4/22/2020)*

CRM magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions.
To be added to our Editorial Preview Distribution List, sign up at **http://www.destinationcrm.com/About/How_to_Advertise.**

Calendar is subject to change.

> "*CRM Magazine has resulted in us looking differently at our CRM solution and has helped us to realize our full potential.*"
> **DIRECTOR OF INFORMATION TECHNOLOGY**
> **GRAVER WATER SYSTEMS, LLC**

2020 EDITORIAL CALENDAR

KEY: Special Issue

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS
MAY	Space Close: 3/12/20 Ads/Copy: 3/19/20 Mail Date: 4/15/20	Marketing to Take Advantage of Voice Search	Selling With 3D Visualization	Influencer Marketing in Customer Service	**BEST PRACTICES PROGRAMS** • How Do You Measure Customer Experience? • Customer Data Platforms for a Unified View of the Customer **ROUNDTABLE WEBCASTS** • Cognitive Customer Service and Support *(Roundtable Date: **5/6/2020**)* • Creating a Customer Engagement Center *(Roundtable Date: **5/20/2020**)*
JUNE	Space Close: 4/13/20 Ads/Copy: 4/20/20 Mail Date: 5/15/20	Zero-Party Data: How to Get It and Put It to Good Use	Demystifying Cryptocurrencies and What Customer Data They Can Provide	Advanced Identity Resolution in the Contact Center	**BEST PRACTICES PROGRAMS** • Smart Customer Service Transformation • Conversational AI Use Cases in Customer Service **ROUNDTABLE WEBCASTS** • Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts *(Roundtable Date: **6/3/2020**)* • Smart IVRs for Better Customer Experiences *(Roundtable Date: **6/17/2020**)*
JULY/ AUGUST	Space Close: 5/22/20 Ads/Copy: 6/1/20 Mail Date: 6/26/20	**THE CRM TOP 100:** The Hottest Marketing Trends and Technologies of 2020	**THE CRM TOP 100:** The Hottest Sales Trends and Technologies of 2020	**THE CRM TOP 100:** The Hottest Customer Service Trends and Technologies of 2020	**BEST PRACTICES PROGRAMS** • Customer Journey Analytics: Delivering the Best Possible Customer Experience • Business Intelligence and Customer Analytics: Uncovering Hidden Value **ROUNDTABLE WEBCASTS** • Mobile-First Customer Care *(Roundtable Date: **7/15/2020**)* • AI-Based Speech Analytics for Actionable Insights *(Roundtable Date: **7/29/2020**)* • How Do You Measure Customer Experience? *(Roundtable Date: **8/12/2020**)* • Customer Data Platforms for a Unified View of the Customer *(Roundtable Date: **8/26/2020**)*

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> **"** *I love* CRM *magazine! It is my go to resource for the CRM industry. It's refreshing to know what others are doing and what is working well for them. I have learned a lot of useful information that can be implemented at my institution.***"**
>
> AVP, RETAIL ANALYST & CRM MANAGER
> **JEFFERSON BANK**

Updated 10/25/2019

2020 EDITORIAL CALENDAR

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS
SEPTEMBER	Space Close: 7/13/20 Ads/Copy: 7/20/20 Mail Date: 8/14/20	**The CRM Industry Leader Awards**			**BEST PRACTICES PROGRAMS** (Marketed in August Online/September Print Issue) • Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts • Cognitive Customer Service and Support **BEST PRACTICES PROGRAMS** (Marketed in September Online/September Print Issue) • AI and the Contact Center • Smarketing: The Integration of Sales and Marketing **ROUNDTABLE WEBCASTS** • Cloud Contact Center Solutions *(Roundtable Date: 9/16/2020)* • Self-Service for Higher Customer Satisfaction *(Roundtable Date: 9/30/2020)*
OCTOBER	Space Close: 8/12/20 Ads/Copy: 8/19/20 Mail Date:9/16/20	Tips for Using Statistical Modeling in Digital Marketing	Using Your Digital Platform to Drive In-Store Foot Traffic and Sales	Enabling Agent and Customer Co-Browsing	**BEST PRACTICES PROGRAMS** • Is Voice-First Technology a Must-Have in 2020 and Beyond? • Data Quality: The Key Ingredient in a Data-Driven Customer Strategy **ROUNDTABLE WEBCASTS** • Creating a Great Omnichannel Experience for Great Customer Experiences *(Roundtable Date: 10/7/2020)* • Conversational AI Use Cases in Customer Service *(Roundtable Date: 10/21/2020)*
NOVEMBER/ DECEMBER	Space Close: 10/12/20 Ads/Copy: 10/19/20 Mail Date: 11/13/20	SEO Marketing: Keeping Up With the Ever-Changing Algorithms	Building a B2B2C Mindset	Predictive Customer Service: Tips for Identifying and Addressing Customer Issues Before a Problem Develops	**BEST PRACTICES PROGRAMS** • Voice-of-the-Customer Programs for Better Customer Experiences • Smart IVRs for Better Customer Experiences **ROUNDTABLE WEBCASTS** • Customer Authentication, Identity Resolution, & Voice Biometrics *(Roundtable Date: 11/4/2020)* • Customer Support Transformation for 2020 *(Roundtable Date: 11/18/2020)* • 2021 Contact Center Innovations: A Preview *(Roundtable Date: 12/2/2020)* • Customer Communications Management—The Key to Consistent Communications *(Roundtable Date: 12/16/2020)*

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CUSTOMER RELATIONSHIP MANAGEMENT

2020 EDITORIAL CALENDAR

➔ THE 2020 CRM **TOP 100**

Appears in the **July/August 2020** issue.

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas.

A more complete list of CRM companies will appear in our 2020 Buyers Guide, available on our website (DestinationCRM.com).

> **"**
> *Wonderfully balanced coverage, innovative thinking and strategy, providing better insights of 'how to' be better than our competitors"*
> **CORPORATION OF THE PRESIDING BISHOP**

➔ THE 2020 CRM **MARKET LEADER AWARDS**

Appears in the **September 2020** issue.

Customer Service Leader Awards

Industry analysts and consultants help our editors identify the leading vendors providing contact center services and technologies across a number of categories, including customer case management, contact center infrastructure, interactive voice response, web support, workforce optimization, contact center search, enterprise feedback management, contact center analytics, and contact center outsourcing.

Sales and Marketing Leader Awards

Industry analysts and consultants help our editors identify the leading vendors providing sales and marketing technologies across a number of categories, including enterprise, midmarket, and small business CRM suite; marketing automation; sales force automation; data quality; business intelligence; and sales performance management.

Rising Stars

This award recognizes emerging or turnaround companies that have made a significant impression on the contact center, marketing, or sales industries in the past year.

Additional details about the awards are available on our website (DestinationCRM.com.)

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CUSTOMER RELATIONSHIP MANAGEMENT

RATE CARD & AD SPECIFICATIONS

NET RATES		1 Issue	3 Issues	6 Issues	9 Issues
4-color	**Full Page**	$2,925	$2,625	$2,375	$2,125
	2/3 Page	$2,115	$1,900	$1,710	$1,540
	1/2 Page	$1,575	$1,415	$1,275	$1,150
	1/3 Page	$1,115	$1,000	$900	$810
	1/4 Page	$850	$765	$690	$620

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Space Reservations Due	Copy and Materials Due	Mail Date
January/February 2020	11/20/19	12/2/19	12/31/19
March 2020	1/13/20	1/20/20	2/14/20
April 2020	2/10/20	2/18/20	3/13/20
May 2020	3/12/20	3/19/20	5/15/20
June 2020	4/13/20	4/20/20	5/15/20
July/August 2020	5/22/20	6/1/20	6/26/20
September 2020	7/13/20	7/20/20	8/14/20
October 2020	8/12/20	8/19/20	9/16/20
November/December 2020	10/12/20	10/19/20	11/13/20

	Bleed Width	Bleed Height	Nonbleed Width	Nonbleed Height
Full Page	8-1/8"	10-3/4"	7-1/8"	9-3/4"
Full Page *(trims to)*	7-7/8"	10-1/2"	7-7/8"	10-1/2"
Spread	16-1/4"	10-3/4"	14-1/4"	9-3/4"
Spread *(trims to)*	15-3/4"	10-1/2"	15-3/4"	10-1/2"
2/3 Page-Vertical	5-1/8"	10-3/4"	4-5/8"	9-3/4"
Half-Page-Vertical	4-1/6"	10-3/4"	3-9/16"	9-3/4"
Half-Page-Island	5-1/8"	7-1/4"	4-5/8"	7"
Half-Page-Horizontal	8-1/8"	5-3/8"	7-1/8"	4-3/4"
Half-Page-Spread	16-1/4"	5-3/8"	14-1/4"	4-3/4"
1/3 Page-Vertical	2-5/8"	10-3/4"	2-1/4"	9-3/4"
1/3 Page-Square	5-1/8"	5-1/8"	4-5/8"	4-5/8"
1/4 Page-Vertical	N/A	N/A	3-9/16"	4-3/4"

➔ AD SIZES

Each magazine is printed web offset, to SWOP standards; perfect bound; and jogs to the foot.
Trimmed page size is 7-7/8"x10-1/2".
Bleed page size is 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.
Please keep live matter 3/8" from trim: head, foot, side, and gutter.
Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.
For the latest updated media information, go to **www.destinationcrm.com**.

Publisher's Requirements
1. All clients must submit a credit application before their first insertion.
2. No cancellations are permitted after the Ad Close Date.
3. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
4. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

For inquiries, contact: Ad Trafficking Coordinator
(609) 654-6266, ext. 130 • adsubmit@infotoday.com

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

⮕ Ad production requirements — downloadable PDF
www.infotoday.com/advert/CTPAdSpecs.pdf

⮕ We accept the following formats:

› **Press-quality PDF files are preferred.**
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Page dimensions and bleeds according to pub specs

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
  › Flattened layers
  › CMYK color
  › 300 dpi
  › Page dimensions and bleeds according to pub specs

⮕ File submission instructions:

› **To upload files via the web:**
  › Using your web browser, log onto **http://files.infotoday.com**.
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

> **Once the file is uploaded, you will receive a confirmation email.**
> **If there are any problems with your file, you will be contacted.**

PLEASE NOTE:

› **Files submitted as RGB will be converted to CMYK.**

› **Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.**

› **All graphics must be at least 300 dpi resolution.**

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 16.

For production questions contact:
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotodaycom
609/654-6266, ext. 130

Updated 10/25/2019

SOLO WEB EVENTS

▶ ROUNDTABLE WEB EVENTS *(see schedule on pages 14-19)*

▶ What are *CRM* magazine Web Events?

› Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.

› Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio.

› Web Events are fully interactive: Live polling, survey, video clips, screen sharing (demo), and Q&A sessions make compelling content.

› Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

▶ What You Get

› **Highly qualified, actionable leads**—from preregistration, live event logon, and postevent registration and logon to the archived event

› **Extensive event registration program** with multiple marketing touchpoints

› **Sponsor exclusivity**—Enjoy 100% attentive and exclusive mindshare in these single-sponsored events.

› **Brand leverage**—Use the strength of our CRM brand. Moderated by the *CRM* publisher and marketed under the CRM brand.

› **A managed process**—We take care of all of the details: marketing, registration, technology, and follow-up.

▶ We Take Care of All the Details

CRM magazine will produce, market, and broadcast your 1-hour audio Web Event.

Visit **destinationCRM.com/Webinars** for a complete schedule of events.

▶ Action List

Our aggressive online and print advertising campaign includes the following:

› HTML email invitation of your best customers and prospects to our 32,000-name database

› Banner advertising on destinationCRM.com

› Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn

› 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 45,000 circulation

› A reminder email to all registrants prior to event

› Phone call reminder to all registrants

› Collaboration with other Information Today, Inc. media properties where applicable

› Complete registration of attendees with sponsors' customized qualifying questions

› Confirmation emails with Outlook iCalendar reminder

› Reminder email with registration information

› Postevent thank you email with links to archive for both attendees and nonattending registrants

› Optional postevent survey of registration list

› Access to all registrations, including postevent registration for the archived version

› Searchable on destinationCRM.com for extended lead generation

› Complete production and management of the technology

› Sponsored webcast archived on destinationCRM.com

Updated 10/25/2019

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- 60 minutes in total length

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2020 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JANUARY Space Close: 11/20/19 Ads/Copy: 12/2/19 Mail Date: 12/31/19	CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020	Customer Communications Management—The Key to Consistent Communications	CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020 *Roundtable Date: 1/22/2020*	Data Quality: The Key Ingredient in a Data-Driven Customer Strategy *Roundtable Date: 1/29/2020*
FEBRUARY ONLINE **(Published in March Issue)** Space Close: 1/25/20 Copy Due: 1/2/20 Online Marketing: 2/1/20 March Mail Date: 2/14/20	Cloud Contact Center Solutions	Mobile-First Customer Care	Is Voice-First Technology a Must-Have in 2020 and Beyond? *Roundtable Date: 2/12/2020*	Customer Journey Analytics: Delivering the Best Possible Customer Experience *Roundtable Date: 2/26/2020*
MARCH Space Close: 1/13/20 Ads/Copy: 3/20/20 Mail Date: 2/14/20	AI Based Speech Analytics for Actionable Insights	Self-Service for Higher Customer Satisfaction	AI and the Contact Center *Roundtable Date: 3/11/2020*	Smarketing: The Integration of Sales and Marketing *Roundtable Date: 3/25/2020*
APRIL Space Close: 2/10/20 Ads/Copy: 2/18/20 Mail Date: 3/13/20	Customer Authentication, Identity Resolution, & Voice Biometrics	Creating a Great Omnichannel Experience for Great Customer Experiences	Voice-of-the-Customer Programs for Better Customer Experiences *Roundtable Date: 4/8/2020*	Business Intelligence and Customer Analytics: Uncovering Hidden Value *Roundtable Date: 4/22/2020*
MAY Space Close: 3/12/20 Ads/Copy: 3/19/20 Mail Date: 4/15/20	How Do You Measure Customer Experience?	Customer Data Platforms for a Unified View of the Customer	Cognitive Customer Service and Support *Roundtable Date: 5/6/2020*	Creating a Customer Engagement Center *Roundtable Date: 5/20/2020*
JUNE Space Close: 4/13/20 Ads/Copy: 4/20/20 Mail Date: 5/15/20	Smart Customer Service Transformation	Conversational AI Use Cases in Customer Service	Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts *Roundtable Date: 6/3/2020*	Smart IVRs for Better Customer Experiences *Roundtable Date: 6/17/2020*

Schedule is subject to change.

> *I assign white papers and best practices to my students in my NYU CRM course instead of using a textbook. The articles and white papers keep my course topical and on target in a way a textbook never could."*
> **PROFESSOR OF MARKETING**
> **NEW YORK UNIVERSITY**

Updated 10/25/2019

2020 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JULY ONLINE **(Published in July/Aug Issue)** Space Close: 5/22/20 Ads/Copy: 6/1/20 Mail Date: 6/26/20	Customer Journey Analytics: Delivering the Best Possible Customer Experience	Business Intelligence and Customer Analytics: Uncovering Hidden Value	Mobile-First Customer Care *Roundtable Date: 7/15/2020*	AI-Based Speech Analytics for Actionable Insights *Roundtable Date: 7/29/2020*
AUGUST ONLINE **(Published in September Issue)** Space Close: 7/13/20 Online Marketing: 8/1/2020 September Issue Mail Date: 8/14/20	Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts	Cognitive Customer Service and Support	How Do You Measure Customer Experience? *Roundtable Date: 8/12/2020*	Customer Data Platforms for a Unified View of the Customer *Roundtable Date: 8/26/2020*
SEPTEMBER Space Close: 7/13/20 Ads/Copy: 7/20/20 Mail Date: 8/14/20	AI and the Contact Center	Smarketing: The Integration of Sales and Marketing	Cloud Contact Center Solutions *Roundtable Date: 9/16/2020*	Self-Service for Higher Customer Satisfaction *Roundtable Date: 9/30/2020*
OCTOBER Space Close: 8/12/20 Ads/Copy: 8/19/20 Mail Date: 9/16/20	Is Voice-First Technology a Must-Have in 2020 and Beyond?	Data Quality: The Key Ingredient in a Data-Driven Customer Strategy	Creating a Great Omnichannel Experience for Great Customer Experiences *Roundtable Date: 10/7/2020*	Conversational AI Use Cases in Customer Service *Roundtable Date: 10/21/2020*
NOVEMBER Space Close: 9/11/20 Ads/Copy: 9/18/20 Mail Date: 10/15/20	Voice-of-the-Customer Programs for Better Customer Experiences	Smart IVRs for Better Customer Experiences	Customer Authentication, Identity Resolution, & Voice Biometrics *Roundtable Date: 11/4/2020*	Customer Support Transformation for 2020 *Roundtable Date: 11/18/2020*
DECEMBER (ONLINE ONLY) Copy Due: 11/20/20	Creating a Customer Engagement Center	Sales Enablement Tools for Next-Generation Sales Teams	2021 Contact Center Innovations: A Preview *Roundtable Date: 12/2/2020*	Customer Communications Management—The Key to Consistent Communications *Roundtable Date: 12/16/2020*

Schedule is subject to change.

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TREASURY ASSOCIATE
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2020 **BEST PRACTICES** DEEP DIVES

JANUARY ONLINE	FEBRUARY ONLINE	MARCH
(PUBLISHED IN **JAN/FEB** ISSUE)	(PUBLISHED IN **MARCH** ISSUE)	

JANUARY ONLINE
(PUBLISHED IN **JAN/FEB** ISSUE)

Space Close: 11/20/19 | Ads/Copy: 12/2/19 | Mail Date: 12/31/19

CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020

Join us on one of our most popular Best Practices installments of the year, where our contributors will detail the most important trends to follow in 2020. We expect to cover everything from artificial intelligence and machine learning to advances in voice technologies and analytics. This preview of what's hot in CRM and customer experience will help our readers understand which technologies are poised to change customer interactions and which ones —like blockchain and cryptocurrency—need more time to incubate before becoming must-have integrations.

Our megatrends special supplement is always an extremely popular lead generation program and a great way to highlight your company's thought leadership.

Roundtable Date: 1/22/2020

Customer Communications Management: The Key to Consistent Communications

Customer communications management (CCM) software and processes allow organizations to centralize communications with customers across a diverse range of channels, both analog and digital. In some industries, like finance and insurance, regulatory compliance is imperative.

Omnichannel communications only work well if the proper content is created and can be retrieved. This includes communications for marketing, new product introductions, renewal notifications, claims correspondence and documentation, and bill and payment notifications.

Contribute to this Best Practices installment and uncover new prospects among our engaged audience.

Roundtable Date: 12/16/2020

FEBRUARY ONLINE
(PUBLISHED IN **MARCH** ISSUE)

Space Close: 1/13/20 | Ads/Copy: 1/20/20 |
Online Marketing: 2/1/20 | March Issue Mail Date: 2/14/20

Cloud Contact Center Solutions

According to a recent report by Research and Markets, the "Cloud-Based Contact Center market worldwide is projected to grow by US $28.6 billion, driven by a compounded growth of 23.8% through 2025." What are the factors and conditions driving this tremendous forecasted growth?

Participate in this Best Practices installment and educate our readers why business leaders will be favoring cloud contact center solutions over on-premises solutions so strongly over the next several years. Everything from scalability to cost controls and frequent iterations to improved customer experience will be discussed.

Roundtable Date: 9/16/2020

Mobile-First Customer Care: Many Channels, One Device

Smartphones are a perfect example of the convergence of omnichannel customer communications, the Internet of Things, and devices that are literally always accessible—as evidenced by the fact that consumers check theirs 80 times a day, or every 12 minutes, according to one study. But in designing their customer service, many companies haven't yet made the leap from a bygone era where customers used discrete devices and channels and devices, like phones or laptops, rather than smartphones, which can combine all channels—internet, voice, SMS, chat, video, and social media. Many organizations have merely made traditional support channels accessible to mobile devices without starting with the idea that consumers will increasingly be reaching out first with a mobile device, rather than a desktop, laptop, or home phone.

Join us in this Best Practices special section and educate our audience on what it means to have a mobile-first mindset when it comes to customer care that corresponds to the way customers are making use of their mobile devices. Discover how to build an experience specifically around customers' needs instead of contact centers' needs by transforming the existing interaction model.

Roundtable Date: 7/15/2020

MARCH

Space Close: 1/13/20 | Ads/Copy: 1/20/20 | Mail Date: 4/14/20

AI-Based Speech Analytics for Actionable Insights

Speech analytics tools can prove to be invaluable for analyzing the vast amounts of unstructured information pouring into the contact center; they can evaluate everything from call compliance to sentiment analysis, often in real time. All of this information is essential for improving the customer experience and achieving better business outcomes. The best speech analytics tools extract real value, uncovering information that is easily converted into insights that can determine the best course of action.

Contribute to this month's Best Practices installment and tell our readers why they should invest in AI-based speech analytics and what they can expect from these remarkable contact center technologies.

Roundtable Date: 7/29/2020

Self-Service for Higher Customer Satisfaction

Most people don't want to speak to customer service representatives, especially for minor questions or possibly major questions that may be better answered with a link to an instructional video. Certainly intelligent chatbots, new self-learning technologies like artificial intelligence and robotic process automation, and knowledgebases can help customers get their inquiries answered swiftly and accurately without escalation to a human agent. These automated processes can also be proactive, as with service outage alerts, canceled airline bookings, and known issue notifications. All of these tools help customers resolve their problems in a way they prefer, and without making that dreaded call to the contact center.

Contribute to this Best Practices installment and help our audience find out what options are available to deliver world-class self-service that will improve your customer experience, cut costs, and insulate your customer care team from mundane repetitive tasks, allowing them to concentrate on higher-level issues.

Roundtable Date: 9/30/2020

> "Really great topic selection and so timely!"
> VOICE OF THE CUSTOMER LEAD
> **BAYER**

Continued on next page >>

Updated 10/25/2019

2020 **BEST PRACTICES** DEEP DIVES *(cont.)*

APRIL	MAY	JUNE
Space Close: 2/10/20 | **Ads/Copy:** 2/18/20 | **Mail Date:** 3/13/20	**Space Close:** 3/12/20 | **Ads/Copy:** 3/19/20 | **Mail Date:** 4/15/20	**Space Close:** 4/13/20 | **Ads/Copy:** 4/20/20 | **Mail Date:** 5/15/20

APRIL

➔ Customer Authentication, Identity Resolution, and Voice Biometrics

One of the most frustrating aspects of contacting any company can be proving who you are. Customers are well aware of identity theft, security issues, and privacy concerns, so they are willing to put up with the interrogation, but that doesn't mean they enjoy it. In fact, this first bit of friction can cause annoyance to escalate into anger if information needs to be repeated or if initial attempts at resolution fail. Plus, an opportunity for personalization and efficiency can be wasted when a customer reaches out using a different device.

Participate in this first ever Best Practices topic and help our audience learn more about your authentication solution.

Roundtable Date: 11/4/2020

➔ Creating a Great Omnichannel Experience for Great Customer Experiences

All omnichannel customer experiences use multiple channels, but not all multichannel experiences are omnichannel. This sounds like splitting hairs, but when it comes to creating a great customer experience, it's not. The big distinction is that the multiple channels must be cohesive, coordinated, seamless, and consistent. Everyone in the value chain—from product management to marketing, sales, and customer support—has to be on the same page in terms of delivering a cohesive and consistent experience regardless of the channel or device of choice. Alignment between messaging and execution is the key to building brands that engender loyalty.

Join us in this Best Practices installment and help our readers find out how to create a great omnichannel experience that will ultimately improve the experiences of all their customers.

Roundtable Date: 10/7/2020

MAY

➔ How Do You Measure Customer Experience?

We all want to improve our customer experience (CX) for all the well-documented reasons: to create more loyal customers, to differentiate products or services and actually charge more, even to build more shareholder value with higher stock prices. But what is the best way to stay on track and choose the best measuring tools, from Net Promoter Scores to voice-of-the-customer programs, customer journey analytics, and other key performance indicators? Many of these tools offer benchmarks that allow executives to see if their CX is getting better or not.

Contribute to this popular Best Practices topic and help our readers determine the best way to measure their CX initiatives and make continual improvements over time.

Roundtable Date: 8/12/2020

➔ Customer Data Platforms: Creating a Unified View of the Customer

Organizations have done a great job of collecting customer data from all sorts of inputs: contact info, transactional data, demographic and behavioral data, and all the data flowing from websites and third-party providers. But there is so much data, with much of it always changing, that it's become even more difficult for companies to provide consistent customer experiences across the various channels and consumer devices.

Participate in this Best Practices installment and show our readers how customer data platforms can help their organization create a unified view of their customers in a way that was all but impossible just a few years ago. Instruct them how to improve their customer experience, marketing, and operational efficiencies by achieving a single view of their customers.

Roundtable Date: 8/26/2020

JUNE

➔ Customer Support Transformation

Today's consumers have tremendous expectations when it comes to choice, personalization, and demands for high levels of customer service. For many businesses, competing on a customer experience (CX) value proposition without raising costs to a prohibitive level is a real challenge. After all, everyone wants to deliver great CX.

In this Best Practices topic, we discuss improving the structure and performance of operations, using analytics to spot areas ripe for a technology transformation, and rethinking the delivery of personalized and seamless experiences across digital channels. Meeting both customer expectations and budget expectations could literally be the million-dollar question for your organization.

Contribute to this month's installment and educate our readers on how to execute a cost-effective customer service strategy while simultaneously increasing revenue through improved customer loyalty and advocacy.

Roundtable Date: 11/18/2020

➔ Conversational AI Use Cases in Customer Service

Conversational AI offers a seminal advancement in the way we interact with computers. Forget the menus, touchscreens, or mouse-clicks: Customers can now just use their voice to engage with a computer, an action that requires no learning curve.

The implication for customer service applications is life-altering: better, faster, more accurate service for customers; lower costs with higher customer satisfaction metrics for companies. Plus, the value of these conversational AI applications will improve with use as they learn on the job.

Join this month's Best Practices series and help our readers find out which types of real-world use cases are showing the most promise and the best ROI, and where to begin for quick wins.

Roundtable Date: 10/21/2020

> **"** Quality content, interest topics, best practices, white papers. **"**
> **CX SR MANAGER**
> **AT&T**

Updated 10/25/2019

2020 **BEST PRACTICES** DEEP DIVES *(cont.)*

JULY ONLINE	AUGUST ONLINE (PUBLISHED IN **SEPTEMBER** ISSUE)	SEPTEMBER
Space Close: 5/22/20 | **Ads/Copy:** 6/1/20 | **Mail Date:** 6/26/20	**Space Close:** 7/13/20 | **Ads/Copy:** 8/1/20 | **Mail Date:** 8/14/20	**Space Close:** 7/13/20 | **Ads/Copy:** 7/20/20 | **Mail Date:** 8/14/20

JULY ONLINE

➔ Customer Journey Analytics: Delivering the Best Possible Customer Experiences

To optimize customer interactions and predict future behavior, analytics are clearly needed to measure the vast amounts of historical data documenting customer behaviors and motivations across touchpoints over time, according to Gartner and Forrester Research.

Customer journey mapping is intuitive only to a certain extent, as best-case plans are often disrupted when the rubber meets the road and assumptions, large or small, are proved false by actual customer behavior. Journey analytics are crucial for uncovering these fundament misjudgments or changes in situational reality that can make your journey maps ineffective.

Contribute to this Best Practices installment and connect with readers who are looking for customer journey analytics to become more efficient while gaining valuable insights into their customers.

Roundtable Date: 2/26/2020

➔ Business Intelligence and Customer Analytics: Uncovering Hidden Value

Data by itself is useless. Without gleaning actual insights from data that can be acted upon to solve a business issue, collecting vast amounts of it will only obscure patterns and prevent any understanding of what it all means.

Luckily, there has been an explosion of business intelligence (BI) and customer analytics tools in the past several years to help make sense of all that information. Ultimately, these tools enable users to make better, data-backed decisions, and they are becoming easier to use thanks to enhancements like natural language processing, search, and conversational analytics.

In 2020, augmented analytics will be a dominant driver behind new purchases of analytics and business intelligence, data science and machine learning platforms, and embedded analytics.

BI and customer analytics tools are about to deliver on the promise of allowing everyone—organizations of all sizes and line-of-business users who aren't data scientists—to reap the benefits of data-backed decision making.

Participate in this Best Practices installment and educate our readers on what to consider with their BI and customer analytics initiatives.

Roundtable Date: 4/22/2020

AUGUST ONLINE

➔ Cognitive Customer Service and Support

What is cognitive customer service and support? The term "cognitive" is a catchall phrase for technologies that simulate human thought processes and includes self-learning algorithms that use data mining, pattern recognition, and natural language processing that mimic the way the human brain works.

What does this mean for customer service and support applications? It virtually ensures improved customer satisfaction, better customer experiences and engagement, and actionable customer insights. Organizations that employ cognitive customer service and support technologies early and correctly will realize a major competitive advantage in the marketplace.

Contribute to this month's Best Practices installment and illuminate our readers on how to plan for cognitive customer service and support.

Roundtable Date: 5/6/2020

➔ Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts

Customer experience (CX) is an integral part of customer relationship management (CRM) and a much larger aspect of customer service. CX encapsulates all aspects of a customer's interactions with an organization, from discovery to sales to support. And 60% of people are willing to pay more for better experiences, according to a study by American Express.

Investing in CX programs offers an ROI that makes a strong case for better serving customers. According to a recent report by the Temkin Group, companies earning $1 billion annually can expect to increase their earnings, on average, by an additional $700 million within 3 years of investing in customer experience. That translates to a compelling 70% increase in revenue within 36 months.

So how do you get started on or expand your CX initiatives?

Join us in this Best Practices installment and give your best advice to readers on how to achieve compelling results, as well as how to make a business case to management.

Roundtable Date: 6/3/2020

SEPTEMBER

➔ AI and the Contact Center: What You Need to Know

The contact center is where artificial intelligence will have perhaps the greatest impact on organizations in the next decade. It will reshape traditional IVRs with natural language processing, machine learning, and robotic process automation. It will capture data from customer interactions to provide better future recommendations and outcomes. And it will speed up all of these processes for customers and make agents more effective and even improve their engagement, as they are relieved of mind-numbing repetitive tasks and have access to more accurate problem-solving tools.

Contribute to this installment of our Best Practices series and help our readers understand how your AI solutions will help their organization improve customer service, predict customer needs and behavior, and increase operational efficiencies.

Roundtable Date: 3/11/2020

➔ Smarketing: The Integration of Sales and Marketing

"Smarketing" is a cleverly descriptive term illustrating the integration of sales and marketing, which seems to be more and more appropriate as both disciplines evolve closer together.

The whole sales process has changed dramatically in the past decade, with buyers having much better access to product details, competitive alternatives, pricing, and online reviews.

Participate in this Best Practices installment and instruct our readers on how the concept of smarketing can help their companies adjust to this new type of customer, one who is better educated and not reliant on salespeople for information to create their short lists of possible vendors.

Roundtable Date: 3/25/2020

Updated 10/25/2019

2020 **BEST PRACTICES** DEEP DIVES *(cont.)*

OCTOBER	NOVEMBER	DECEMBER
Space Close: 8/12/20 | Ads/Copy: 8/19/20 | Mail Date: 9/16/20	Space Close: 9/11/20 | Ads/Copy: 9/18/20 | Mail Date: 10/15/20	Copy Due: 11/20/20 | Online Promotion: 12/1/20

OCTOBER

➡ Is Voice-First Technology a Must-Have in 2020 and Beyond?

Voice-first platforms and interfaces such as Amazon Alexa, Google Assistant, Microsoft Cortana, Samsung's Bixby, Apple Siri, and Alibaba's AliGenie seem to be everywhere in the consumer world, with smart speaker sales growing at over 78% a year and 53% of all smart speaker owners using their device daily.

Major brands like Proctor & Gamble are making bank with Alexa-powered voice search, and other brands are looking to leverage voice-powered ecommerce as well. Voice-activated technology is increasing every day, and brands need to be in the mix when it comes to voice search and voice-related customer experience outcomes.

The interface of choice is quickly shifting for screens to voice for both consumers and business users as voice technologies, real-world applications, and fundamental business strategies are looking to "voice first" as the next huge area for growth.

Participate in this Best Practices installment and help our readers understand how voice-first strategies and tools are changing the way consumers interact with devices and businesses alike.

Roundtable Date: 2/12/2020

➡ Data Quality: The Key Ingredient in a Data-Driven Customer Strategy

Data quality is the most elemental ingredient of any attempt at digital transformation or a data-driven customer strategy. Maintaining superior data quality requires an unyielding 24/7 effort as new bits of information are captured or imported. Everything changes constantly—addresses, contact information, and other critical pieces of data—leading to duplicates or erroneous records. A recent report estimates that data scientists spend over 80% of their time doing simple mechanical tasks such as labeling and cleaning their data. That's an issue because data scientists are hard to hire and very expensive.

Contribute to this month's Best Practices installment and tell our readers how they can maintain high-quality databases.

Roundtable Date: 1/29/2020

NOVEMBER

➡ Voice-of-the-Customer Programs: Building Better Customer Experiences

What's the cost of delivering poor customer service in the United States? The answer to that question is about $83 billion a year, according to research conducted by Greenfield Online and Datamonitor/Ovum analysts.

That's a big number that could have been minimized if executives realized what their customers were thinking before they missed their quarterly numbers and experienced stunted potential growth.

Well-implemented voice-of-the-customer (VoC) programs could have given executives exactly the insights they needed to make the adjustments, large and small, to stay on track and consistently deliver great customer experiences that keep customers coming back.

It's a well-documented fact that customer-perceived quality and above-average customer service are leading drivers of business success and shareholder value.

Participate in this Best Practices installment and educate our readers on how to build and benefit from VoC programs.

Roundtable Date: 4/8/2020

➡ Smart IVRs for Better Customer Experiences

Interactive voice response (IVR) software is still the workhorse of customer self-service, especially in the voice channel. Managing large volumes of common customer queries cost-effectively while delivering superior experiences is uniquely challenging.

In this Best Practices installment, we focus on the advances in IVR that have helped elevate it past the traditional menu trees to incorporate enabling technologies such as natural language processing, chatbots, callback integration, onmichannel support, visual IVR, and artificial intelligence.

Contribute to this special section and uncover prospects who are currently interested in this topic.

Roundtable Date: 6/17/2020

DECEMBER

➡ Creating a Customer Engagement Center

If your contact center is thrilling neither your customers nor management, you should upgrade to a modern customer engagement center (CEC) that includes multiple channels where customers can connect with you, including voice, social media, chat, SMS, webpages, and email. A CEC will also help you retain context around customers as they move across various channels.

Participate in this Best Practices installment and engage with readers who are actively looking for advice on transitioning to a customer engagement center.

Roundtable Date: 5/20/2020

➡ Sales Enablement Tools for Next-Generation Sales Teams *(Best Practices Only)*

In this Best Practices installment, we look at the current state of sales enablement tools that provide salespeople with the information, content, and resources that help salespeople sell more effectively. Sales enablement solutions are key for sales forces of any size, from SMBs to the enterprise market. But they must be easy to use and demonstrate real value for salespeople, or they just won't be used. Sales enablement tools help reps learn faster, sell smarter, and sell more effectively. They cut average sales cycle length; raise the number of reps achieving quota; and increase average deal size. And they scale, allowing large sales teams to achieve quota in a predictable and repeatable way.

If you have a sales enablement solution, our readers would love to hear more about what you have to offer.

➡ 2021 Contact Center Innovations: A Preview *(Roundtable Only)*

What are most valuable contact center innovations so far in 2020? Where are executives deriving the most ROI or operational efficiencies? There are so many technological innovations taking place in the contact center space that it can be difficult to spot the trends that are driving better business outcomes and leveraging stronger competitive advantages. Artificial intelligence, robotic process automation, speech analytics, workforce optimization, customer or employee facing business technologies are topics for discussion and more.

Join us on this wide-ranging roundtable topic and find out from our panel of experts what they consider the biggest innovations to date to take place in the contact center.

Roundtable Date: 12/2/2020

EMAIL OPPORTUNITIES

➔ *CRM* magazine's *eWeekly* email newsletter is written by the same award-winning editorial staff who produce *CRM* magazine.

- ■ *Circulation:* 45,000
- ■ *Frequency:* Monday & Wednesday

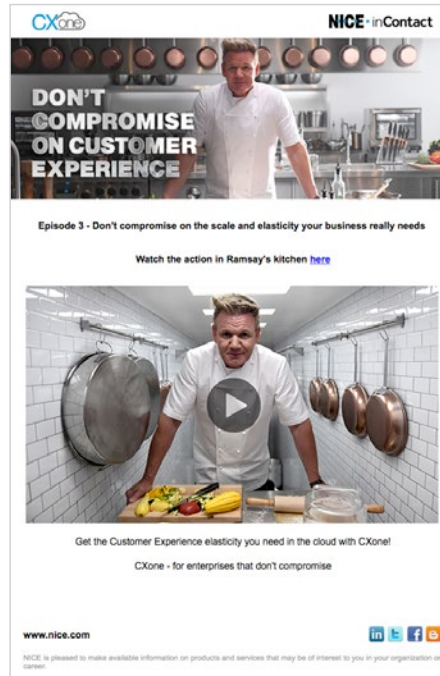|	
1X	$750 per issue
4X	$650 per issue
8X	$600 per issue
12X	$500 per issue

➔ **CRM Bulletin** *Email Blast*

- ■ *Circulation:* 32,000
- ■ *Frequency:* Tuesday & Friday

Send your custom HTML email to the subscribers of *CRM* magazine's email list. You assign the subject line.

1X	$5,000
3X	$4,500
6X	$4,000
12X	$3,500
24X+	$3,000

De-duplicating against suppression lists, plus $500

➔ **Smart Customer Service** *eWeekly* **Newsletter**

- ■ *Circulation:* 7,700
- ■ *Frequency:* Thursday

1X	$350 per issue
4X	$300 per issue
8X	$250 per issue
12X	$200 per issue

➔ **Smart Customer Service Bulletin** *Email Blast*

- ■ *Circulation:* 5,500
- ■ *Frequency:* Tuesday & Wednesday

1X	$1,750
4X	$1,500
8X	$1,250
12X	$1,000

EXCLUSIVE NEWSLETTER *SPONSORSHIP INCLUDES*:

- ■ 75-word text description
- ■ 300x250 pixel web banner (.gif or .jpg format) – product photo optional
- ■ Linking URL
- ■ We track click-throughs on all links and banners. Reports provided at advertiser's request.

Cancellation of all online advertising without 14 days' notice will result in 50% charge.

" *Relevant and ahead of the curve subject matter.* "
IT PROJECT MANAGER
LEE COMPANY

Updated 10/25/2019

ONLINE RATE CARD

ON-SITE ADVERTISING

Ad Size	Location (Run-of-Site (ROS))	Minimum 50,000	Minimum 100,000
728x90	leaderboard	$75 CPM	$65 CPM
300x250	box ad	$75 CPM	$65 CPM
text ad	within articles	$75 CPM	$65 CPM
970x250 billboard ad	top homepage	$90 CPM	—

Topic Center targeting, plus 10% premium; Road Block, plus 25% premium

NATIVE ADVERTISING

$1 per page view	
1,000 page views per month guaranteed	

Hosted Research & Reports
(white papers, case studies, research reports, video content)

1–2 months	$500 per month
3–5 months	$450 per month
6+ months	$400 per month

- *1 month Homepage Exposure (150,000 impressions)*
- *Eight editions of enewsletter exposure (400,000 impressions)*

Online Buyer's Guide Premium Listing
(integrated with all online content)

Online only	$1,000/year
with 1/2-page print listing	$1,750
with full page print listing	$2,250

"*The depth of coverage that destinationCRM.com offers is unrivaled. The variety of resources that are offered provides my team with an efficient and reliable way to be up-to-date about the latest trends regarding anything and everything in this area. It truly is an irreplaceable resource for us.*"

MARKETING AND BUSINESS DEVELOPMENT MANAGER
FOREST INTERACTIVE

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
Advertising Director
(203) 445-9178
dennis@infotoday.com

Eastern & Central
Adrienne Snyder
Advertising Director
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VP/Group Publisher
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bfernekees@infotoday.com

Updated 10/25/2019

BANNER SPECIFICATIONS

The **destinationCRM.com** site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager).

All banners must conform to the following specifications:

› Maximum file size is the same for either static, animated, or rich media creative.

› All ads are served through DoubleClick for Publishers (DFP).

Testing

destinationCRM.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available.

Submission Instructions

Submit banner creative to your sales representative:

› **Eastern & Central:** adrienne@infotoday.com

› **Mountain & Pacific:** dennis@infotoday.com

Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)

Creative Specifications

› File size: maximum of 200K for any creative unit.

› Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media

Counting Impressions & Clicks

DoubleClick for Publishers counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

Banner Size

Standard Creative Units	Max File Size	Banner Location
728x90	200K	top or bottom position
300X250	200K	within articles/homepage
text ads	30-35 words	within articles
970x250 (billboard ads)	200K	before homepage

Updated 10/25/2019

COST PER LEAD (CPL) PROGRAMS

⮕ ## We deliver thousands of qualified leads per year to marketers just like you.

We guarantee predictable lead volumes, so you plan your budgets and lead flow throughout the month.
And we have the highest standard of lead quality in the industry, period.

⮕ ### Content Marketing on destinationCRM.com

We offer a variety of different channels to get your marketing messages in front of our audience to provide you with actionable leads on a CPL basis.
We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you.
Typical filters include geographic, title, and company size.

⮕ ### What You Get

- **Highly qualified, actionable leads**—generated from your white papers, research reports, case studies, or ebooks
- **Extensive registration program** with multiple marketing touchpoints
- **Sponsor exclusivity**—Enjoy 100% exclusive leads with these content programs.
- **Brand leverage**—Use the strength of our CRM brand and engagement of our audience.
- **A managed process**—We take care of all of the details: marketing, registration, and lead delivery.

⮕ ### Recent Cost Per Lead Clients

ATTIVIO   Bigtincan™   CallidusCloud   game-effective   Five9

getfeedback   VERINT   ConnectWise   NICE   ujet

zendesk   Radial a bpost company   REDPOINT GLOBAL

Updated 10/25/2019

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

destination CRM.com

2020 ULTIMATE DIRECTORY OF CRM SOLUTIONS AND SERVICES

CRM magazine's Short List and Online Directory

Over 2,000 solutions and services represented, but you can be at the top!

Online for One Year, Print Directory in July!

- *Published in* CRM *magazine—21,000 subscribers*
- *Marketed in all 94 eWeeklies*
- *20,000 average online page views (12 months)*
- *Printed in the July/August issue of* CRM *magazine in a special section*
- *Your listing is totally integrated throughout all content within destinationCRM.com.*
- *Lead generation: five links to your white papers, case studies, or landing pages that you control 24x7*
- *All print advertisers automatically become Premium Partners on destinationCRM.com for 1 full year.*
- *Act now and have your online status begin immediately.*
- *Any editorial content we've ever written about your company will automatically be pulled into your listing*
- *Add your social networks in your online listing*

Deadline for print listings (July/Aug issue) is May 20, 2020.
(Online listings go live immediately.)

Get Listed!

1. **Check to see if your company is currently listed** in destinationCRM.com's database of FREE listings. All of our lead-generation programs require advertisers to be listed in our directory.

2. **If it is not listed, ADD it to our database;** EDIT it if it was created prior to 9/1/18.

3. **Call your representative to upgrade your FREE listing to a Premium Listing in online for as little as just $1,000 net.**

4. **Begin your Premium Partnership with the No. 1 CRM publication and website.**

Go to our online self-service Buyer's Guide input form to add or update your company's listing.

⊕ **To ADD a listing:**
http://www.destinationcrm.com/directory/addlisting

◐ **To EDIT a listing:**
http://www.destinationcrm.com/directory/editlisting

Got video content? Embed it right into your listing!

[CLICK HERE] Check out some of the great listing examples we have created.

Advertise in the 2020 *CRM* Buyer's Guide and Generate Leads All Year Long.

Choose from any of these topic centers:

- Analytics
- Big Data
- Channel Management
- Cloud-Based CRM
- Customer Service/Call Centers
- Enterprise CRM
- Integration
- Marketing Automation
- Mobile
- Sales Automation
- SMB/Mid-Market CRM
- Social CRM

RATES

Online Only Premium Profile (1 Year) — $1,000

- Link to your Twitter, LinkedIn, and Facebook accounts
- Company Profile
- Products & Services Descriptions
- Unlimited Topic Centers Selection
- Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- Ability to embed video
- Automatically pulls in all editorial mentions from destinationCRM.com or *CRM* magazine into your listing
- Your listing is fully integrated throughout destinationCRM.com content
- Your logo is displayed next to any article that mentions your company
- Your logo is displayed next to all categories of content that you have chosen
- Premium Partner listings are at the top of every Topic Category

>> *See this example of a well-crafted online listing:*
http://www.destinationcrm.com/BuyersGuide/bpmonline-3307.aspx

Upgrade and get a print listing in *CRM* magazine's July/August Issue:

Print and PDF — Half-Page Profile — $1,750
Includes Online Premium Partner Listing for 1 Year
Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 150-word Corporate Description and/or Product Description.

Print and PDF — Full-Page Profile — $2,250
Includes Online Premium Partner Listing for 1 Year
Print Advertisement includes: Logo, company name, address, phone, fax, email, five online links, 300-word Corporate Description and/or Product Description.

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CRM CUSTOM RESEARCH

⮕ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

› Survey design and creation

› Capture, cross-indexing, and raw data from the online survey tool

› A complete Final Report delivers "Key Findings" and in-depth data interpretation authored by an industry analyst working closely with your company.

› Final Report also includes an Executive Summary and a full Respondent Profile.

› Full co-branding and affiliation with CRM Media, or anonymity, at the survey sponsor's discretion

› Competitive intelligence—Each survey may include up to five proprietary questions.

› Vendor owns the rights to the Final Report PDF and the data. CRM Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

⮕ ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR THE FOLLOWING:

PHASE 2: Lead-Generation: Marketing the Findings

› Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:

  › Dedicated Email Promotion (32,000 subscribers)

  › Newsletter Sponsorships (45,000 subscribers)

  › Sponsored Content Listing (homepage and newsletters) (500,000 impressions/month)

› CRM Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.

› Print distribution of "single page takeaway" in *CRM* magazine (21,000 subscribers)

⮕ USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

› Highly qualified, actionable leads—from preregistration, live event log-on, and postevent registration and log-on to the archived event

› Extensive event registration program with multiple marketing touchpoints

› Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.

› Brand leverage—Use the strength of the CRM Media brand. Moderated by *CRM*'s publisher and marketed under the CRM brand.

› A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)

⮕ CONTACT

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Pacific & Mountain
Dennis Sullivan
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dennis@infotoday.com

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FOUR Events ONE Location

APRIL 27–29, 2020
JW Marriott WASHINGTON, DC

How our four co-located conferences fit together

CRM Evolution is for professionals interested in innovative approaches that leading organizations are deploying in CRM, customer experience, customer service, and sales and marketing technologies. Speakers include internationally recognized thought leaders, analysts, and industry leaders in this unique conference.

CRM evolution 2020 conference & exhibition
From the editors of CRM magazine

FOR PROFESSIONALS FOCUSED ON:
- Customer Service
- Customer Experience
- Contact Centers
- Customer Data and Analytics
- Digital Marketing
- Sales Transformation, Operations, and Technologies
- The Latest Trends in AI, Machine Learning and Other Technologies Revolutionizing Customer Experiences

Smart Customer Service is the leading event for customer service, customer experience, and contact center professionals who want to learn how to deliver better customer experiences, increase customer satisfaction, and better engage customers.

SMART 2020 CustomerService

FOR PROFESSIONALS FOCUSED ON:
- Customer Service
- Customer Experience
- Customer Data and Analytics
- Omnichannel Support
- Intelligent Contact Centers
- Agent Performance/ Workforce Management

Customer experience from multiple perspectives

Digital Experience Conference is for DX leaders and practitioners from technology, marketing, and business disciplines to come together to learn more about connected digital experiences to increase growth, improve customer satisfaction, maintain competitiveness, and support digital transformation initiatives and new business models.

2020 DIGITAL Experience CONFERENCE

FOR PROFESSIONALS FOCUSED ON:
- Digital Transformation
- Marketing Technology
- Content Management
- Agency or Integrator Issues
- Digital Initiatives and Planning

SpeechTEK is where executives, engineers, developers, users, and adopters of speech technologies come to learn about trends and technologies shaping the future of speech technology, artificial intelligence, and customer interactions.

FOR PROFESSIONALS FOCUSED ON:
- Speech Technology, AI, and Natural Language Processing
- IVR and Speech Applications
- Contact Center Technologies
- VUI and CX Design
- CX & Customer Service
- IoT

SpeechTEK 2020
THE SMART CUSTOMER INTERACTIONS EVENT

DIAMOND SPONSORSHIP $19,995
PLATINUM SPONSORSHIP $9,995
GOLD SPONSORSHIP $6,995
CORPORATE SPONSORSHIP $4,995

For more information, visit
www.destinationcrm.com/Conferences/2020