

CRM Media

A Division of Information Today, Inc.

DESTINATIONCRM.COM

CRM magazine | destinationCRM.com | SmartCustomerService.com
Webcasts | Lead-Generation Programs | CPL Programs | Conferences

ONLINE MEDIA KIT

- › Email Opportunities
- › On-Site Rates & Specs
- › CPL Programs
- › Solo & Roundtable Web Events
- › Lead-Gen Programs
- › Best Practices & Roundtable Schedules
- › Buyer's Guide & Directory
- › Custom Research

MEDIA KIT

- › CRM magazine Editorial Calendar
- › CRM magazine Rates & Specs
- › Market Summaries
- › Our Audience
- › Demographics
- › Audience Budgets

CONFERENCES

- › CRM Evolution
- › Smart Customer Service



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CONNECT



CRM Magazine



@CRM
@destinationCRM



CRM Magazine - Sales |
Marketing | Customer Service

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 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.

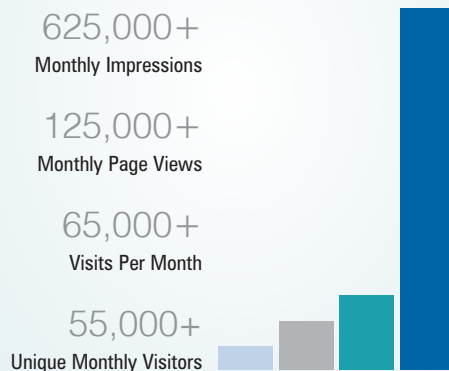
*Source: Digium Blog

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

destinationCRM.com & SmartCustomerService.com

➤ Launched: **1999**

	Circulation
➤ CRM eWeekly Newsletter.....	36,000
CRM Bulletin Email Blast	25,600
Smart Customer Service eWeekly Newsletter.....	6,200
Smart Customer Service Bulletin Email Blast	4,400



SOCIAL NETWORKS

26.3k Twitter followers
2,913 LinkedIn followers
2,838 Facebook 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 **initiated a change** in their own company's CRM process after reading CRM magazine.

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

- **95%** say that CRM is an **important source** of information they **can't find anywhere else**.
- **99%** cite that it helps them professionally.
- **91%** say that CRM magazine is their **favorite** CRM-related publication.

CRM Webcasts

- **More than 2,100** live webcasts since 1998
- Roundtable or solo events

Conferences

Washington, D.C.

- CRM Evolution
- Smart Customer Service

CRM MEDIA **DEMOGRAPHICS**

➤ Who Are Our Subscribers?

BY JOB LEVEL:

C Level	20%
Vice President	9%
Director	22%
Manager	24%
Supervisor	4%
Staff	14%
Technical	7%

BY JOB AREA:





Sales	8%
Marketing	17%
Customer Service	32%
Technical	20%
Corporate/General Management	22%

➤ Company's Primary Industry

Advertising Agency/ Public Relations ..	2%	Medical/Healthcare	2%
Automotive	1%	Nonprofit	3%
Banking/Finance	7%	Pharmaceutical	4%
Call Center	4%	Professional Services	5%
Consulting/Integrator/Var	11%	Retail/Etail	5%
Consumer Product Goods	2%	Sports	1%
CRM Solution Provider	3%	Technology	14%
Education/Training	7%	Telecommunication	4%
Government—Federal, State, Local ...	2%	Travel/Hospitality	2%
Insurance	3%	Utility/Energy	3%
Manufacturing	8%	Wholesale/Distribution	2%
Marketing	3%		
Media/Publishing	3%		

Percentages may not total 100 due to rounding

➤ Company Size by Sales Revenue

11%	\$5 billion or more in revenue	
8%	\$1 billion to \$4.99 billion	
9%	\$500 million to \$999 million	
6%	\$250 million to \$499 million	

Average sales revenue is more than \$888 million.

➤ Company Size by Number of Employees

10%	20,000 or more employees	
4%	10,000 to 19,999 employees	
22%	1,000 to 9,999 employees	
6%	500 to 999 employees	
12%	250 to 499 employees	

Average number of employees is 3,900.

➤ Contact Center Size

- **60%** of our subscribers' companies have a contact center, outsource their contact center, or both.
- **32%** have more than 100 seats.
- **54** seats is the average.

➤ Sales Force Size

- **20%** of our readers' companies have sales forces in excess of **250** representatives. The average sales force size is **183** people.

Source: August 2020 Audience Survey

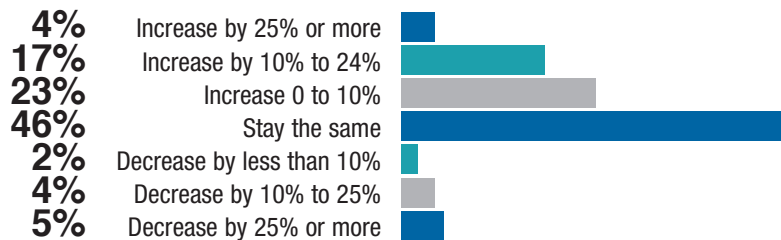
CRM MEDIA AUDIENCE BUDGETS

CRM Budgets for 2021



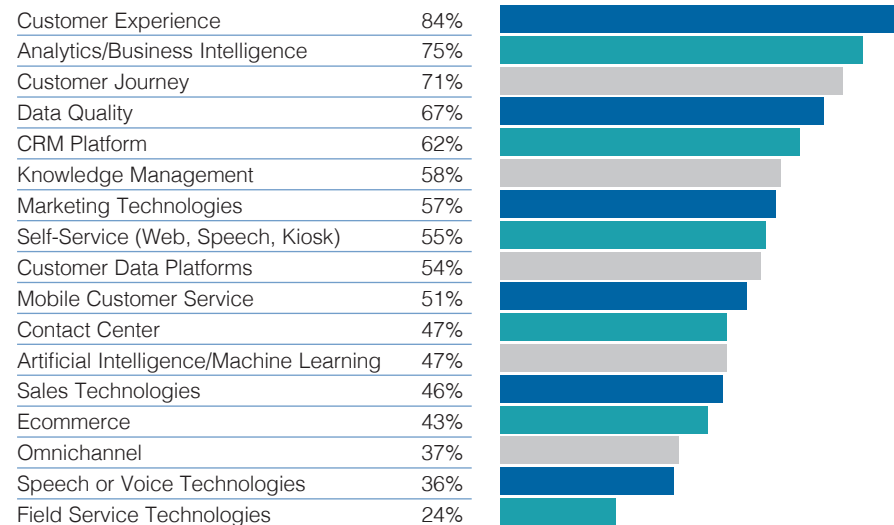
Average expected CRM budget for 2021 is \$270,000.

Expected CRM Budget Changes in 2021



Average 2021 CRM budget is expected to be up 3.1% from 2020.

Our Readers' Top Priorities in the Next 12 Months



Contact Center Budgets

- 69% of our readers' companies have in-house or outsourced 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.

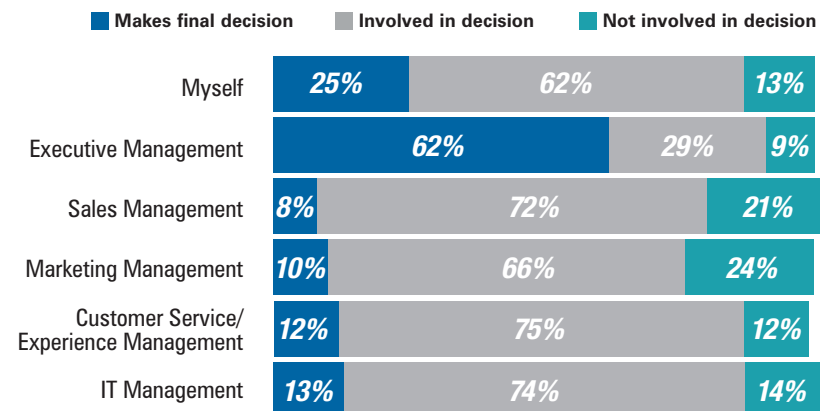
Our Subscribers' Influence

- 87% of our readers are involved in the decision-making process, and 25% cite themselves as their companies' final decision makers for CRM-related products and services.
- 83% of our readers view themselves as their companies' champions/advocates for CRM implementations.

How Our Readers View Their Purchasing Role

- 24% Business Decision Maker
- 17% Technical Decision Maker
- 39% Both

CRM or Customer Experience Decision Makers



Percentages may not total 100 due to rounding

2021 EDITORIAL CALENDAR

KEY: **Special Issue**

ISSUE	MARKETING FEATURES	SALES/ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES
JANUARY/FEBRUARY	Data Ownership: The Technology Alternatives to the Third-Party Cookie	Tips for Remote Selling in the Aftermath of the COVID-19 Pandemic	Work-From-Anywhere Customer Service Is Being Hailed as a Success, but Is It Sustainable?
MARCH	Customer Intent: How Do You Get It, and How Do You Use It?	CRM in the Cloud: Which Type of Cloud (Public, Private, Hosted, Managed, Multi-Tenant) Is Right for Your Business?	Field Service in a Contactless World
APRIL	Using Machine Learning for Customer Acquisition	The Dark Funnel of Sales	Contact Center Infrastructure: Which Technologies Do You Still Need, and Which Ones Can You Eliminate?
MAY	Real-Time Customer Journey Analytics	CRM Alignment: Which Departments Should Be Integrated, and Which Technologies Can Bring Them Together?	Customer Engagement Hubs: The New Framework for Tying Customer-Facing Solutions Together
JUNE	Overcoming Bias in AI-Based Personalization	Tools to Surface and Serve Previously Underserved Customers	Natural Language Understanding's Effect on Customer Interactions
JULY/AUGUST	THE CRM TOP 100: The Hottest Marketing Trends and Technologies of 2021	THE CRM TOP 100: The Hottest Sales Trends and Technologies of 2021	THE CRM TOP 100: The Hottest Customer Service Trends and Technologies of 2021
SEPTEMBER	The CRM Industry Awards		
OCTOBER	Programmatic Market Research Platforms	Decoding the Platforms for Mobile App Development	Turning Customer Interactions into Corporate Action and Knowledge
NOVEMBER/DECEMBER	Building Wallet Share to Gain Market Share	Shoppable TV: Allowing Consumers to Click and Buy What They See on TV	Customer Service Bots: What Can They Do Now, and What Can We Expect in the Future?

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.

2021 EDITORIAL CALENDAR

➤ THE 2021 CRM TOP 100

Appears in the **July/August** 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 2021 Buyers Guide, available on our website (DestinationCRM.com).

➤ THE 2021 CRM INDUSTRY AWARDS

Appears in the **September** issue.

Industry Leader Awards

Industry analysts and consultants help our editors identify the top five vendors providing customer service, sales, and marketing services and technologies across a number of categories, including contact center infrastructure, workforce optimization, contact center analytics, contact center outsourcing, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, sales force automation, customer data platforms, and business intelligence.

Rising Stars

This award recognizes emerging or turnaround companies that have made a significant impression on customer service, marketing, and sales in the past year.

Additional details about the awards are 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

WHAT'S IN EVERY ISSUE

FRONT OFFICE:

Letter from CRM magazine editor Leonard Klie.

INSIGHT:

Analysis of the most topical CRM news stories and trends, including the latest research from CRM industry analysts.

FEATURES:

In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.

REAL ROI:

Sales, marketing, and customer service success stories that showcase hard and soft business benefits and how they were achieved.

COLUMNS:

Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.

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RATE CARD & AD SPECIFICATIONS

➔ Due to the COVID-19 pandemic, *CRM* magazine will not be distributed as a physical magazine until further notice, pending employees returning to their offices. It will only be available in PDF format and posted online.

NET RATES		1 Issue	3 Issues	6 Issues	9 Issues
4-color	Full Page	\$2,750	\$2,775	\$2,500	\$2,125
	2/3 Page	\$2,060	\$1,955	\$1,760	\$1,500
	1/2 Page	\$1,650	\$1,570	\$1,415	\$1,200
	1/3 Page	\$1,125	\$1,070	\$960	\$815
	1/4 Page	\$850	\$810	\$725	\$615

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2021	11/19/20	12/1/20
March 2021	1/28/21	2/4/21
April 2021	2/26/21	3/5/21
May 2021	3/31/21	4/7/21
June 2021	4/3/21	5/7/21
July/August 2021	5/28/21	6/7/21
September 2021	7/30/21	8/6/21
October 2021	8/30/21	9/7/21
November/December 2021	10/29/21	11/5/21

	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
adsubmit@infotoday.com

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.

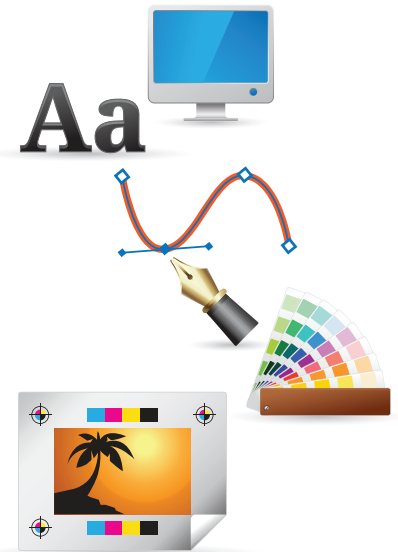
- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

➤ 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 and Advertising Specs on page 8.**

For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

➤ 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 26,000-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 35,000 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

LEAD-GEN OPPORTUNITIES

➤ CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of *CRM* magazine preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24x7.

Enormous distribution, reach, and frequency

- Published in *CRM* magazine (21,000 print & online subscribers)
- 26,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (35,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Editorial and production services included—copy editing, layout, and design

Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

Sponsorship rates

Standard — 1 page (750 words) \$7,500 net

Silver — 2 pages (1,500 words) \$8,500 net

Gold — 3 pages (2,250 words) \$9,500 net

Platinum — 4 pages (3,000 words) \$10,500 net

ADVERTISING CONTACTS

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➤ SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format

- One to four sponsors and a moderator from *CRM* magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

What you get

- **Highly Qualified, Actionable Leads:** Generated from preregistration, live-event logon, and registration to the archived event for 90 days, with leads delivered every Monday
- **Extensive Event Registration:** A program offering multiple marketing touchpoints
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **Managed Process:** We take care of all of the details—advertising materials, marketing, registration, technology, and follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 2,100 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

Our action list

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 26,000-name database
- Three advertisements in *CRM's eWeekly* HTML newsletter with a circulation of 35,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Registration reports, including postevent registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

Solo Sponsorship Rate — Call for details

Roundtable Sponsorship Rate — \$8,500

2021 BEST PRACTICES SCHEDULE

Issue Month	Important Deadlines	Title	Roundtable Date
January/February Issue	Commit: 11/19/20 Copy Due: 12/1/20 Marketed: January	Megatrends in Customer Experience: Near-Term Adjustments and Long-Term Structural Changes	1/20/21
January/February Issue	Commit: 11/19/20 Copy Due: 12/1/20 Marketed: January	Sales and Marketing Tools That Drive Business-to-Business Quota Achievement	6/30/21
January/February Issue	Commit: 11/19/20 Copy Due: 12/1/20 Marketed: February	Master Data Management – A Single View of the Truth	7/28/21
January/February Issue	Commit: 11/19/20 Copy Due: 12/1/20 Marketed: February	Linking Employee and Customer Experience: Workforce Engagement Management	10/27/21
March Issue	Commit: 1/28/21 Copy Due: 2/4/21	Customer Experience Management for Driving B2C Growth	8/25/21
March Issue	Commit: 1/28/21 Copy Due: 2/4/21	Customer Service in a Smartphone World	12/1/21
April Issue	Commit: 2/26/21 Copy Due: 3/5/21	Designing a Customer Engagement Center	9/1/21
April Issue	Commit: 2/26/21 Copy Due: 3/5/21	Creating a Customer-First Organization: Technology and People	9/15/21
May Issue	Commit: 3/31/21 Copy Due: 4/7/21	The State of Knowledge Management in an AI World	9/29/21
May Issue	Commit: 3/31/21 Copy Due: 4/7/21	Conversational AI: The Future of Customer Service?	10/13/21
June Issue	Commit: 4/3/21 Copy Due: 5/7/21	2021 Contact Center Innovations – Successful Case Study Snapshots	11/3/21
June Issue	Commit: 4/3/21 Copy Due: 5/7/21	Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships	11/17/21
June Issue	Commit: 4/3/21 Copy Due: 5/7/21	C-Level Leadership: Who Owns Customer Experience	12/15/21

Schedule is subject to change.

*Continued
on next page
>>*

2021 BEST PRACTICES SCHEDULE

Issue Month	Important Deadlines	Title	Roundtable Date
July/August Issue	Commit: 5/28/21 Copy Due: 6/7/21 Marketed: July	Customer Journey Analytics to Improve CX at Scale	1/27/21
July/August Issue	Commit: 5/28/21 Copy Due: 6/7/21 Marketed: July	The Omnichannel Support Imperative	3/24/21
July/August Issue	Commit: 5/28/21 Copy Due: 6/7/21 Marketed: August	Supercharging Your Contact Center With Artificial Intelligence	2/10/21
July/August Issue	Commit: 5/28/21 Copy Due: 6/7/21 Marketed: August	Top Data Quality Issues for a Data-Driven Decade	2/24/21
September Issue	Commit: 7/30/21 Copy Due: 8/6/21	Analytics and Business Intelligence Solutions for Challenging Times	6/16/21
September Issue	Commit: 7/30/21 Copy Due: 8/6/21	Workforce Optimization for More Productive Agents and More Satisfied Customers	4/27/21
October Issue	Commit: 8/30/21 Copy Due: 9/7/21	Voice of the Customer Strategies and Tactics for Better Customer Insights	4/21/21
October Issue	Commit: 8/30/21 Copy Due: 9/7/21	Smart IVRs for Exceptional Service	3/10/21
November/December Issue	Commit: 10/29/21 Copy Due: 11/5/21 Marketed: November	Virtual Contact Centers: Lessons Learned in Uncertain Times	5/5/21
November/December Issue	Commit: 10/29/21 Copy Due: 11/5/21 Marketed: November	Smart Field Service Management Strategies	5/19/21
November/December Issue	Commit: 10/29/21 Copy Due: 11/5/21 Marketed: November	Transformational CX – Designing Experiences That Wow Customers	7/14/21
November/December Issue	Commit: 10/29/21 Copy Due: 11/5/21 Marketed: December	Speech Analytics and AI: A Game Changer for CX	6/2/21
November/December Issue	Commit: 10/29/21 Copy Due: 11/5/21 Marketed: December	I Prefer Self-Service – Don't Make Me Talk to a CSR	8/11/21

Schedule is subject to change.

2021 BEST PRACTICES DEEP DIVES

JANUARY/FEBRUARY ISSUE

Commit: 11/19/20 | Copy Due: 12/1/20 | Marketed: JANUARY

➔ **Megatrends in Customer Experience: Near-Term Adjustments and Long-Term Structural Changes**

If there has been a bright spot in the COVID-19 crisis, now entering its second year, it is the role technology has played in serving customers despite extraordinary circumstances. The implementation of key technologies before the pandemic struck has enabled organizations and employees to continue to provide excellent customer support despite the unique challenges.

What started as a scramble to enable business continuity for employees and customers alike has grown into an effort to adapt to the long-term realities that organizations now face.

But what still needs to be done in 2021 to deal with the new normal? What are the long-term ramifications for organizations that want to build on the lessons learned in these difficult times to better serve customers beyond 2021?

Contribute to our Best Practices special section and inform our engaged readers with your take on the key trends of 2021 and what changes you think will live on after the current crisis subsides.

Roundtable Date: January 20, 2021

➔ **Sales and Marketing Tools That Drive B2B Quota Achievement**

Are you looking for technology tools to supercharge your B2B salesforce and create better alignment between your marketing team and your frontline sales team? This Best Practices installment will highlight tools that are focused on delivering actionable leads and closing sales in a B2B environment.

Our contributors will discuss a wide range of sales and marketing tools for closing deals, including solutions for AI sales assistants, sales enablement, contract management, e-signatures, partner management, quote management, sales acceleration, sales analytics, sales gamification, and sales intelligence.

This Best Practices installment will offer practical tips for filling our readers' sales pipelines, targeting high-probability opportunities, and shortening sales cycles.

Roundtable Date: June 30, 2021

JANUARY/FEBRUARY ISSUE

Commit: 11/19/20 | Copy Due: 12/1/20 | Marketed: FEBRUARY

➔ **Master Data Management – A Single View of the Truth**

Data collection is probably the most straightforward aspect of a data-driven business strategy, but combining many databases into an up-to-date, single view of your customers is a challenging undertaking.

Master data management (MDM) links all the critical business data of an enterprise to a single reference point. It reduces errors and helps pave the way for artificial intelligence and other technologies expected to dominate business applications in the 2020s.

Contribute to this Best Practices installment and educate our readers on how to create a master data management system, MDM tips and tricks, and the benefits that will accrue in the decade to come.

Roundtable Date: July 28, 2021

➔ **Linking Employee and Customer Experience: Workforce Engagement Management**

In 2021, most large organizations have prioritized improving their customer experience (CX) metrics to distinguish their business and successfully compete in their markets. What is overlooked in many scenarios? The role employees have in making this top priority a reality.

The impact employees have on CX is undeniable. Engaged, well-trained employees are more likely to deliver excellent experiences, even in the face of difficult interactions. Engaged employees are more productive, get more value from the tools they use, and leave less often.

How do you engage your workforce? In this Best Practices installment, our readers will benefit from your recommendations and experiences.

Roundtable Date: October 27, 2021

Continued on next page >>

2021 BEST PRACTICES DEEP DIVES *(cont.)*

MARCH ISSUE

Commit: 1/28/21 | Copy Due: 2/4/21

➔ Customer Experience Management for Driving B2C Growth

Customer experience management (CEM) platforms will be a crucial growth driver of the business-to-consumer (B2C) sector in the next decade. The market for CEM solutions is estimated to grow 18% annually through 2027, with eventual sales hitting \$27 billion. This market is hot right now for a reason.

Large consumer B2C companies need data-centric, artificial intelligence-enhanced solutions to drive efficiencies for, and interactions with, their customers.

This month's Best Practices installment will outline the benefits of CEM and the results achieved with well-planned implementations.

Roundtable Date: August 25, 2021

➔ Customer Service in a Smartphone World

Sixty percent of U.S. households do not have a landline, just a smartphone. In a nation of 330 million people, there are 276 million smartphones. Is it time to transition to a mobile-first customer service strategy?

With smartphones, users can access all the service channels—voice, chat, apps, even video—on one device. The challenge for many organizations is to redirect their customer support efforts to leverage this undeniable device preference among the majority of consumers.

Contribute to this Best Practices special section and give our engaged readers your take on how to make the transition to a mobile-first customer strategy.

Roundtable Date: December 1, 2021

APRIL ISSUE

Commit: 2/26/21 | Copy Due: 3/5/21

➔ Designing a Customer Engagement Center

The evolution from call center to contact center to customer engagement center (CEC) reflects an evolving vision for an organization's central customer-facing entity, a vision that centers on delivering consistent, high-quality customer experiences (CX).

A well-designed CEC will provide highly personalized customer communications from every current and future channel for interacting with customers. It emphasizes a single view of the customer, which includes knowing their previous history, their intent, their sentiments, and even proactively anticipating their needs. The improvements in CX will drive all of the positive outcomes and operational efficiencies for the customer service organization that CEOs love.

Add your recommendations to this month's Best Practices installment and educate our readers on how to design a customer engagement center to maximize business outcomes and intelligently leverage the new crop of AI-assisted solutions, which will only increase in the next decade.

Roundtable Date: September 1, 2021

➔ Creating a Customer-First Organization: Technology and People

What does creating a customer-first organization really mean? Fundamentally, it means viewing all aspects of the sales journey first from your customers' perspective, and then from your company's.

It could take the form of a liberal return policy with free shipping from an online shoe store, which helps customers overcome their reluctance to buy shoes online. That willingness to put customers first can increase sales and profits significantly beyond the cost of shifting risk from customers to the company. Does incurring extra costs make good business sense? Ask Zappos.

This Best Practices installment will offer recommendations to our readers on how to put customers at the center of all their decision making.

Roundtable Date: September 15, 2021

Continued on next page >>

2021 BEST PRACTICES DEEP DIVES *(cont.)*

MAY ISSUE

Commit: 3/31/21 | Copy Due: 4/7/21

➔ The State of **Knowledge Management** in an **AI World**

Traditional knowledge management (KM) focuses on creating content, storing it, indexing it, and retrieving it to answer relevant questions. Subject matter experts create and curate content and revise it when necessary. Artificial intelligence (AI) and related technologies promise to automate this process and deliver a perfect answer to specific questions.

Make sure you contribute to this month's Best Practices installment, where we'll demonstrate to readers how AI can leverage their previous investments in KM and how they should make the transition from traditional KM to the next incarnation that harnesses the power of AI.

Roundtable Date: September 29, 2021

➔ **Conversational AI: The Future of Customer Service?**

There is no doubt that conversational artificial intelligence (AI) has the potential to deliver far more personalized customer service at lower cost by combining historical data with natural language processing that continuously learns from interactions. The impact on customer loyalty and retention is enormous.

Conversational AI can not only identify and resolve service issues quickly and efficiently, but also track customer actions and glean sentiment data to identify customers who are at high risk of leaving. This allows organizations to optimize next-best-action strategies and personalize the end-to-end customer experience.

Tell our readers what is possible with conversational AI today, and how this technology will be used to transform customer service.

Roundtable Date: October 13, 2021

JUNE ISSUE

Commit: 4/3/21 | Copy Due: 5/7/21

➔ **Contact Center Innovations – Successful Case Study Snapshots**

In this unique Best Practices installment, we will challenge you to give concrete examples and quick case studies of actual implementations you have delivered, measured with success metrics. We will look at return-on-investment numbers, big returns on key performance indicators, and examples of significant digital transformation they've achieved.

You will inform our readers on how to get executive buy-in for their strategic contact center transformations by highlighting real-world results to help them build a strong business case of their own.

[Sponsors will present brief case study examples, success stories, or other information our readers can use to substantiate their business cases.]

Roundtable Date: November 3, 2021

➔ **Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships**

Personalization is an extremely powerful concept that can strengthen the bond between customer and brand if carried out correctly. Data and technology are the key tools for weaving relevant information into customer communications.

In this Best Practices installment, we will focus on how to accomplish personalization at scale, offer best practices to drive successful personalization strategies, the quick wins our readers can expect, and the long-term effects generated from a personalization strategy.

Contribute to this Best Practices special section and tell our audience how to deliver relevant personal experiences.

Roundtable Date: November 17, 2021

➔ **C-Level Leadership: Who Owns the Customer Experience?**

With the vast number of tools, data sources, and stakeholders involved in the strategic success of customer experience (CX), what role do C-level executives play in tying all the elements together? Clearly, the CTO has to make it happen from a technology perspective, but who is the driving the bus, or are CTOs fielding an endless stream of disjointed requests?

Contribute to this Best Practices installment and educate our readers on how to balance the decision-making process between C-level service, marketing, sales, and IT leadership. Tell them how to balance competing viewpoints and reconcile basic questions that have to be addressed for the grand vision to be achieved.

Roundtable Date: December 15, 2021

Continued on next page >>

2021 **BEST PRACTICES** DEEP DIVES *(cont.)*

JULY/AUGUST ISSUE

Commit: 5/28/21 | Copy Due: 6/7/21 | Marketed: JULY

➤ **Customer Journey Analytics to Improve CX at Scale**

Improving the customer journey is one of the most relevant components of the critical overarching goal of enhancing customer experience (CX) at scale. The customer journey affects every customer, after all, and journey improvements power key performance indicators that drive the bottom line. The larger the organization, the more difficult it is to overcome structural, technological, and cultural challenges that impede change and increase risk.

Tell our audience how customer journey analytics can help their companies understand and transform their own journeys, keeping them firmly on target with continuous improvements across customer satisfaction, financial, and strategic metrics.

Roundtable Date: January 27, 2021

➤ **Supercharging Your Contact Center With Artificial Intelligence**

Artificial intelligence (AI) and machine learning technologies are already rapidly transforming the contact center due to their promise of better customer experiences at lower cost. A recent study predicted that the market for contact center AI technology would increase from \$800 million in 2019 to \$2.8 billion by 2024. These new tools offer organizations a boost in customer retention, loyalty, and, ultimately, revenue and shareholder value.

The benefits of a well-orchestrated contact center AI program also include more effective and satisfied agents, which increases employee retention. New agent time-to-train, job satisfaction, and turnover-rate metrics are substantially improved with better technology tools.

In this month's Best Practices installment, inform our readers what they can do to transform their contact centers with AI, as well as the rewards they can expect to earn from their efforts.

Roundtable Date: February 10, 2021

JULY/AUGUST ISSUE

Commit: 5/28/21 | Copy Due: 6/7/21 | Marketed: AUGUST

➤ **Top Data Quality Issues for a Data-Driven Decade**

The success of current and future data-driven customer strategies depends on high-quality, trusted data. But the ease of collecting massive amounts of data often has the unintended consequence of diluting the overall quality of the information leaders need to power their strategic investments in analytics, artificial intelligence (AI), and data-driven customer programs.

Fortunately for them, this fundamental issue is not insurmountable.

Contribute to our Best Practices special section and provide our readers with your take on how their organizations can improve data quality and reap the benefits of data-driven customer strategies.

Roundtable Date: February 24, 2021

➤ **The Omnichannel Support Imperative**

According to one current survey, two out of three customers use at least three channels, on average, to connect with customer service. That's one of the more conservative estimates of how customers are inclined to switch channels when contacting a company for support. The critical point here is that customers will use the most convenient communication method available to them at any given moment.

Organizations must respond coherently to channel-hopping customers by unifying data across all of their customer support touchpoints so that the information gathered in one channel is seamlessly available in others.

Many of our readers' organizations struggle to unify data across channels. Make sure to educate them in this Best Practices installment, helping them achieve a clear, consistent omnichannel support strategy.

Roundtable Date: March 24, 2021

Continued on next page >>

2021 **BEST PRACTICES** DEEP DIVES *(cont.)*

SEPTEMBER ISSUE

Commit: 7/30/21 | Copy Due: 8/6/21

➤ **Analytics and Business Intelligence Solutions for Challenging Times**

2021 will be a year of rapid change, a departure from the pre-pandemic world that will see the establishment of a “new normal” way of doing business. Many industries will scramble to survive, and others will benefit from the sudden shift in the economy and consumer demand, but the economy will not return to business as usual.

Business intelligence (BI) solutions collect and analyze current, actionable data to provide insights into improving business operations. Business analytics (BA) tools also analyze historical data and predict business trends, which can help organizations stay prepared even in times of great uncertainty.

Contribute to this Best Practices installment and tell our audience how BA and BI can help them make intelligent, data-driven decisions to keep their organizations ready for the next new normal stage in the post-pandemic economy.

Roundtable Date: June 16, 2021

➤ **Workforce Optimization for More Productive Agents and More Satisfied Customers**

The experience of the past year has highlighted workforce optimization (WFO) as a critical component of managing contact center agents comprehensively, regardless of location.

WFO solutions encompass many different technologies and applications and enable excellent customer service by supporting agents as frontline brand ambassadors. Call recording, quality monitoring, workforce management, coaching and e-learning, performance management, and even speech analytics fall under the WFO umbrella. From the call center to the back office, WFO is a crucial component to any customer-focused enterprise.

Contribute to this month’s Best Practices installment and tell our readers how WFO solutions enable contact centers to run efficiently and increase customer satisfaction.

Roundtable Date: April 7, 2021

OCTOBER ISSUE

Commit: 8/30/21 | Copy Due: 9/7/21

➤ **Voice-of-the-Customer Strategies and Tactics for Better Customer Insights**

Top-performing businesses pay close attention to how their customers feel about their experiences with a product or service, and voice-of-the-customer (VoC) programs deliver those crucial insights.

Getting to the heart of what a customer is thinking, feeling, and intending to do in the future is a difficult task, but gleaming actionable insights is crucial for companies to stay on track.

Offer your expertise in this month’s Best Practices installment, telling our readers how their organizations can gather useful feedback to keep their offerings in line with their customers’ needs and desires.

Roundtable Date: April 21, 2021

➤ **Smart IVRs for Exceptional Service**

Interactive voice response (IVR) solutions have evolved tremendously over the past few years and still manage half of all customer inquiries, especially for complex issues. Fortunately, this workhorse of customer service has expanded far beyond the much-maligned phone-tree-based systems that have frustrated customers for decades.

Modern IVRs can incorporate natural language processing, conversational AI, and call-back features; predict caller intent; capture information for context and continuity; and include a whole host of customer-friendly features that can quickly and painlessly retrieve information.

Tell our readers about the latest advances in IVR technology and how you can help their businesses serve customers quickly and accurately.

Roundtable Date: March 10, 2021

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2021 BEST PRACTICES DEEP DIVES *(cont.)*

NOVEMBER/DECEMBER ISSUE

Commit: 10/29/21 | Copy Due: 11/5/21 | Marketed: NOVEMBER

➔ **Virtual Contact Centers: Lessons Learned in Uncertain Times**

There are plenty of practical benefits gained by implementing a virtual contact center in your organization, ones that have nothing to do with preparing for a worst-case scenario—which we’ve all collectively experienced in the past year. But one benefit that very early on made itself a necessity is the ability to conduct business seamlessly even in the face of calamity.

Fortunately, virtual contact centers offer all the customer-facing components businesses need to serve customers, including voice, email, chat, messaging, and self-service tools, to answer questions quickly and deliver on key performance indicators. They also can support a far-flung workforce with workforce optimization, coaching, and other employee-focused engagement tools to help develop agent skills and improve retention. Plus, they enable business continuity by virtue of their very architecture.

Contribute to our Best Practices special section and inform our readers with your take on how their organizations can benefit by moving their contact centers into the cloud.

Roundtable Date: May 5, 2021

➔ **Smart Field Service Management Strategies for 2021**

The field service market is estimated to hit \$1.6 billion in 2020. Sending technicians into the field is an expensive proposition; field service reps have to be well-trained, have good customer service skills, and have the technology and tools to keep them on track and on time.

Customers need to be able to schedule appointments online, at a convenient time for them and be kept in the loop when bad weather, traffic, or other realities prevent the technician from arriving on time.

Fortunately, many solutions and best practices can systematically improve the odds that field service calls will be punctual, technicians will be well-equipped with spare parts and the necessary skills, and customers will be satisfied.

Contribute to this month’s Best Practices installment and tell our readers how to build a world-class field service organization.

Roundtable Date: May 19, 2021

➔ **Transformational CX: Designing Experiences That Wow Customers**

It seems that every survey of business leaders cites customer experience (CX) as a crucial stated goal for their organization. But how does a company deliver CX that differentiates them from their competitors? What priorities should they focus on first? How do they truly transform their CX efforts in a way that customers notice and that leads to the business outcomes executives expect?

The first step is to reimagine the CX process with the customer as the central constituent. This takes executive buy-in and a long-range vision that affects every aspect of the core business strategies and processes. Many newer business models have leap-frogged into the future because they were unencumbered by legacy systems and ways of doing business. They proved new strategies and models could produce extreme success.

Contribute to this extremely popular Best Practices installment and educate our readers with advice that will help them transform their organization’s CX efforts in a way that wows customers and delivers tangible results.

Roundtable Date: July 14, 2021

NOVEMBER/DECEMBER ISSUE

Commit: 10/29/21 | Copy Due: 11/5/21 | Marketed: DECEMBER

➔ **Speech Analytics and AI: A Game Changer for CX**

The combination of speech analytics and artificial intelligence (AI) is a powerful tool for understanding what customers are communicating and how to address their intent, even in real time. That’s a game changer. Natural language processing and understanding technologies can be extended one step further to include quality management and agent coaching, even while the customer is still on the phone.

Self-reported surveys certainly provide useful information, but speech analytics and AI can provide a much more accurate picture of what customers are communicating because the technologies are working with all the information, not just a sample of the whole.

This Best Practices installment is your chance to show our readers what can be accomplished when speech analytics and AI are the drivers of customer experience.

Roundtable Date: June 2, 2021

➔ **I Prefer Self-Service—Don’t Make Me Talk to a CSR**

Does your company inadvertently add to their operational costs by encouraging customers to call your contact center? Let’s face it, with 75% of customers preferring to give self-service a try rather than talk to a customer service representative, you’re at odds with delivering what customers desire while increasing your own costs. That’s a lose-lose strategy.

The landscape of solutions offering increasingly savvy self-service, via the web, mobile apps, and voice, has changed dramatically in the past few years. But delivering poor self-service that nudges customers willing to try serving themselves to the phone channel is a failure from both perspectives.

Contribute to our Best Practices special section and inform our audience with your take on what they can do to satisfy their customers by catering to their preferences.

Roundtable Date: August 11, 2021

2021 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue/Closing Dates
January	1/20/21	Megatrends in Customer Experience: Near-term adjustments and long-term structural changes	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: January
January	1/27/21	Customer Journey Analytics to Improve CX at Scale	July/August Issue Commit: 5/28/21 Copy Due: 6/7/21 Lead Gen: July
February	2/10/21	Supercharging Your Contact Center With Artificial Intelligence	July/August Issue Commit: 5/28/21 Copy Due: 6/7/21 Lead Gen: August
February	2/24/21	Top Data Quality Issues for a Data-Driven Decade	July/August Issue Commit: 5/28/21 Copy Due: 6/7/21 Lead Gen: July
March	3/10/21	Smart IVRs for Exceptional Service	October Issue Commit: 8/30/21 Copy Due: 9/7/21
March	3/24/21	The Omnichannel Support Imperative	September Issue Commit: 7/30/21 Copy Due: 8/6/21
April	4/7/21	Workforce Optimization for More Productive Agents and More Satisfied Customers	September Issue Commit: 7/30/21 Copy Due: 8/6/21
April	4/21/21	Voice of the Customer Strategies and Tactics for Better Customer Insights	October Issue Commit: 8/30/21 Copy Due: 9/7/21
May	5/5/21	Virtual Contact Centers: Lessons Learned in Uncertain Times	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: November
May	5/19/21	Smart Field Service Management Strategies	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: November

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Schedule is subject to change.

2021 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue/Closing Dates
June	6/2/21	Speech Analytics and AI: A Game-Changer for CX	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: December
June	6/16/21	Analytics and Business Intelligence Solutions for Challenging Times	September Issue Commit: 7/30/21 Copy Due: 8/6/21
June	6/30/21	Sales and Marketing Tools That Drive Business-to-Business Quota Achievement	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: January
July	7/14/21	Transformational CX – Designing Experiences That Wow Customers	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: December
July	7/28/21	Master Data Management – A Single View of the Truth	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: February
August	8/11/21	I Prefer Self-Service – Don't Make Me Talk to a CSR	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: December
August	8/25/21	Customer Experience Management for Driving B2C Growth	March Issue Commit: 1/28/21 Copy Due: 2/4/21
September	9/1/21	Designing a Customer Engagement Center	April Issue Commit: 2/26/21 Copy Due: 3/5/21
September	9/15/21	Creating a Customer-First Organization: Technology and People	April Issue Commit: 2/26/21 Copy Due: 3/5/21
September	9/29/21	The State of Knowledge Management in an AI World	May Issue Commit: 3/31/21 Copy Due: 4/7/21

Schedule is subject to change.

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2021 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue/Closing Dates
October	10/13/21	Conversational AI: The Future of Customer Service?	May Issue Commit: 3/31/21 Copy Due: 4/7/21
October	10/27/21	Linking Employee and Customer Experience: Workforce Engagement Management	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: February
November	11/3/21	2021 Contact Center Innovations – Successful Case Study Snapshots	June Issue Commit: 4/3/21 Copy Due: 5/7/21
November	11/17/21	Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships	June Issue Commit: 4/3/21 Copy Due: 5/7/21
December	12/1/21	Customer Service in a Smartphone World	March Issue Commit: 1/28/21 Copy Due: 2/4/21
December	12/15/21	C-Level Leadership: Who Owns Customer Experience?	June Issue Commit: 4/3/21 Copy Due: 5/7/21

Schedule is subject to change.

2021 ROUNDTABLE TOPICS

JANUARY

Roundtable Date: January 20, 2021	<p>Megatrends in Customer Experience: Near-Term Adjustments and Long-Term Structural Changes</p> <p>If there has been a bright spot in the COVID-19 crisis, now entering its second year, it is the role technology has played in serving customers despite extraordinary circumstances. The implementation of key technologies before the pandemic struck has enabled organizations and employees to continue to provide excellent customer support despite the unique challenges.</p> <p>What started as a scramble to enable business continuity for employees and customers alike has grown into an effort to adapt to the long-term realities that organizations now face.</p> <p>But what still needs to be done in 2021 to deal with the new normal? What are the long-term ramifications for organizations that want to build on the lessons learned in these difficult times to better serve customers beyond 2021?</p> <p>Find out what our panel of experts predicts will be the key trends of 2021 and what changes they think will live on after the current crisis subsides.</p> <p>January/February Best Practices Issue</p>
Roundtable Date: January 27, 2021	<p>Customer Journey Analytics to Improve CX at Scale</p> <p>Improving the customer journey is one of the most relevant components of the critical overarching goal of enhancing customer experience (CX) at scale. The customer journey affects every customer, after all, and journey improvements power key performance indicators that drive the bottom line. The larger the organization, the more difficult it is to overcome structural, technological, and cultural challenges that impede change and increase risk.</p> <p>Learn from our panel of experts how customer journey analytics can help your company understand and transform your own journeys, keeping them firmly on target with continuous improvements across customer satisfaction, financial, and strategic metrics.</p> <p>July/August Best Practices Issue</p>

FEBRUARY

Roundtable Date: February 10, 2021	<p>Supercharging Your Contact Center With Artificial Intelligence</p> <p>Artificial intelligence (AI) and machine learning technologies are already rapidly transforming the contact center due to their promise of better customer experiences at lower cost. A recent study predicted that the market for contact center AI technology would increase from \$800 million in 2019 to \$2.8 billion by 2024. These new tools offer organizations a boost in customer retention, loyalty, and, ultimately, revenue and shareholder value.</p> <p>The benefits of a well-orchestrated contact center AI program also include more effective and satisfied agents, which increases employee retention. New agent time-to-train, job satisfaction, and turnover-rate metrics are substantially improved with better technology tools.</p> <p>Learn what other companies have done to transform their contact centers with AI, as well as the rewards they've reaped from their efforts.</p> <p>July/August Best Practices Issue</p>
Roundtable Date: February 24, 2021	<p>Top Data Quality Issues for a Data-Driven Decade</p> <p>The success of your current and future data-driven customer strategies depends, of course, on high-quality, trusted data. But the ease of collecting massive amounts of data often has the unintended consequence of diluting the overall quality of the information you need to power your strategic investments in analytics, artificial intelligence (AI), and data-driven customer programs.</p> <p>Fortunately, this fundamental issue is not unique or insurmountable.</p> <p>Join us on this expert roundtable webcast and learn how to ensure your organization can improve data quality and reap the benefits of your data-driven customer strategies.</p> <p>July/August Best Practices Issue</p>

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2021 ROUNDTABLE TOPICS

MARCH

Roundtable Date: March 10, 2021	<p>Smart IVRs for Exceptional Service</p> <p>Interactive voice response (IVR) solutions have evolved tremendously over the past few years and still manage half of all customer inquiries, especially for complex issues. Fortunately, this workhorse of customer service has expanded far beyond the much-maligned phone-tree-based systems that have frustrated customers for decades.</p> <p>Modern IVRs can incorporate natural language processing, conversational AI, and call-back features; predict caller intent; capture information for context and continuity; and include a whole host of customer-friendly features that can quickly and painlessly retrieve information.</p> <p>To find out the latest advances in IVR technology and how they can help your business serve customers quickly and accurately, join us on this roundtable webcast.</p> <p>October Best Practices Issue</p>
Roundtable Date: March 24, 2021	<p>The Omnichannel Support Imperative</p> <p>According to one current survey, two out of three customers use at least three channels, on average, to connect with customer service. That's one of the more conservative estimates of how customers are inclined to switch channels when contacting a company for support. The critical point here is that customers will use the most convenient communication method available to them at any given moment.</p> <p>Organizations must respond coherently to channel hopping customers by unifying data across all of their customer support touchpoints so that the information gathered in one channel is seamlessly available in others.</p> <p>If your company struggles to unify data across channels, learn what our panel of experts recommends to present a clear, consistent omnichannel support strategy.</p> <p>September Best Practices Issue</p>

APRIL

Roundtable Date: April 7, 2021	<p>Workforce Optimization for More Productive Agents and More Satisfied Customers</p> <p>The experience of the past year has highlighted workforce optimization (WFO) as a critical component of managing contact center agents comprehensively, regardless of location.</p> <p>WFO solutions encompass many different technologies and applications and enable excellent customer service by supporting agents as front-line brand ambassadors. Call recording, quality monitoring, workforce management, coaching and e-learning, performance management, and even speech analytics fall under the WFO umbrella. From the call center to the back office, WFO is a crucial component to any customer-focused enterprise.</p> <p>Join this roundtable webcast and learn how WFO solutions enable contact centers to run efficiently and increase customer satisfaction.</p> <p>September Best Practices Issue</p>
Roundtable Date: April 21, 2021	<p>Voice of the Customer Strategies and Tactics for Better Customer Insights</p> <p>Top-performing businesses pay close attention to how their customers feel about their experiences with a product or service, and voice-of-the-customer (VoC) programs deliver those crucial insights.</p> <p>Getting to the heart of what a customer is thinking, feeling, and intending to do in the future is a difficult task, but gleaning actionable insights is crucial for companies to stay on track.</p> <p>Join our panel of industry experts and learn how your organization can gather useful feedback from customers to keep your brand or offerings in line with your customers' needs and desires.</p> <p>October Best Practices Issue</p>

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2021 ROUNDTABLE TOPICS

MAY	
Roundtable Date: May 5, 2021	<p>Virtual Contact Centers: Lessons Learned in Uncertain Times</p> <p>There are plenty of practical benefits gained by implementing a virtual contact center in your organization, ones that have nothing to do with preparing for a worst-case scenario—which we’ve all collectively experienced in the past year. But one benefit that very early on made itself a necessity is the ability to conduct business seamlessly even in the face of calamity.</p> <p>Fortunately, virtual contact centers offer all the customer-facing components businesses need to serve customers, including voice, email, chat, messaging, and self-service tools, to answer questions quickly and deliver on key performance indicators. They also can support a far-flung workforce with workforce optimization, coaching, and other employee-focused engagement tools to help develop agent skills and improve retention. Plus, they enable business continuity by virtue of their very architecture.</p> <p>Join us on this educational roundtable webcast and find out how your organization can benefit by moving your contact center into the cloud.</p> <p>November/December Best Practices Issue</p>
Roundtable Date: May 19, 2021	<p>Smart Field Service Management Strategies for 2021</p> <p>The field service market is estimated to hit \$1.6 billion in 2020. Sending technicians into the field is an expensive proposition; field service reps have to be well-trained, have good customer service skills, and have the technology and tools to keep them on track and on time.</p> <p>Customers need to be able to schedule appointments online, at a convenient time for them and be kept in the loop when bad weather, traffic, or other realities prevent the technician from arriving on time.</p> <p>Fortunately, many solutions and best practices can systematically improve the odds that field service calls will be punctual, technicians will be well-equipped with spare parts and the necessary skills, and customers will be satisfied.</p> <p>Join our panel of experts on this roundtable webcast and find out how to build a world-class field service organization.</p> <p>November/December Best Practices Issue</p>

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2021 ROUNDTABLE TOPICS

JUNE

Roundtable Date: June 2, 2021	<p>Speech Analytics and AI: A Game Changer for CX</p> <p>The combination of speech analytics and artificial intelligence (AI) is a powerful tool for understanding what customers are communicating and how to address their intent, even in real time. That's a game changer. Natural language processing and understanding technologies can be extended one step further to include quality management and agent coaching, even while the customer is still on the phone.</p> <p>Self-reported surveys certainly provide useful information, but speech analytics and AI can provide a much more accurate picture of what customers are communicating because the technologies are working with all the information, not just a sample of the whole.</p> <p>Join our panel of experts on this roundtable webcast and learn what can be accomplished when speech analytics and AI are the drivers of customer experience.</p> <p>November/December Best Practices Issue</p>
Roundtable Date: June 16, 2021	<p>Analytics and Business Intelligence Solutions for Challenging Times</p> <p>2021 will be a year of rapid change, a departure from the pre-pandemic world, and the establishment of a "new normal" way of doing business. Many industries will scramble to survive, and others will benefit from the sudden shift in the economy and consumer demand, but the economy will not return to business as usual.</p> <p>Business intelligence (BI) solutions collect and analyze current, actionable data to provide insights into improving business operations. Business analytics (BA) tools also analyze historical data and predict business trends, which can help you stay prepared even in times of great uncertainty.</p> <p>Join our experts on this roundtable webcast and learn how BA and BI can help you make intelligent, data-driven decisions that will keep your organization ready for the next new normal stage in the post-pandemic economy.</p> <p>September Best Practices Issue</p>

Roundtable Date: June 30, 2021	<p>Sales and Marketing Tools That Drive B2B Quota Achievement</p> <p>Are you looking for technology tools to supercharge your B2B salesforce and create better alignment between your marketing team and your frontline sales team? This roundtable webcast will highlight tools that are focused on delivering actionable leads and closing sales in a B2B environment.</p> <p>Our experts will discuss a wide range of sales and marketing tools for closing deals, including solutions for AI sales assistants, sales enablement, contract management, e-signatures, partner management, quote management, sales acceleration, sales analytics, sales gamification, and sales intelligence.</p> <p>This roundtable webcast will offer practical tips for filling your sales pipeline, targeting high-probability opportunities, and shortening sales cycles. If your B2B sales and marketing teams work hand in hand to close deals in the real world, you should attend this web event.</p> <p>January/February Best Practices Issue</p>
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2021 ROUNDTABLE TOPICS

JULY		AUGUST	
Roundtable Date: July 14, 2021	<p>Transformational CX – Designing Experiences That Wow Customers</p> <p>It seems that every survey of business leaders cites customer experience (CX) as a crucial stated goal for their organization. But how does a company deliver CX that differentiates them from their competitors? What priorities should they focus on first? How do they truly transform their CX efforts in a way that customers notice and that leads to the business outcomes executives expect?</p> <p>The first step is to reimagine the CX process with the customer as the central constituent. This takes executive buy-in and a long-range vision that affects every aspect of the core business strategies and processes. Many newer business models have leap-frogged into the future because they were unencumbered by legacy systems and ways of doing business. They proved new strategies and models could produce extreme success.</p> <p>Join our panel of customer experience experts and find out how you can help transform your organization's CX efforts in a way that wows customers and delivers tangible results.</p> <p>November/December Best Practices Issue</p>	Roundtable Date: August 11, 2021	<p>I Prefer Self-Service – Don't Make Me Talk to a CSR</p> <p>Does your company inadvertently add to their operational costs by encouraging customers to call your contact center? Let's face it, with 75% of customers preferring to give self-service a try rather than talk to a customer service representative, you're at odds with delivering what customers desire while increasing your own costs. That's a lose-lose strategy.</p> <p>The landscape of solutions offering increasingly savvy self-service, via the web, mobile apps, and voice, has changed dramatically in the past few years. But delivering poor self-service that nudges customers willing to try serving themselves to the phone channel is a failure from both perspectives.</p> <p>Join our panel of experts and learn what you can do to satisfy your customers by catering to their preferences—and save yourself some money in the process.</p> <p>November/December Best Practices Issue</p>
Roundtable Date: July 28, 2021	<p>Master Data Management – A Single View of the Truth</p> <p>Data collection is probably the most straightforward aspect of a data-driven business strategy, but combining many databases into an up-to-date, single view of your customers is a challenging undertaking.</p> <p>Master data management (MDM) links all the critical business data of an enterprise to a single reference point. It reduces errors and helps pave the way for artificial intelligence and other technologies expected to dominate business applications in the 2020s.</p> <p>Join this educational roundtable webcast and learn from our panel of experts how to create a master data management system, best practices, and the benefits that will accrue in the decade to come.</p> <p>January/February Best Practices Issue</p>	Roundtable Date: August 25, 2021	<p>Customer Experience Management for Driving B2C Growth</p> <p>Customer experience management (CEM) platforms will be a crucial growth driver of the business-to-consumer (B2C) sector in the next decade. The market for CEM solutions is estimated to grow 18% annually through 2027, with eventual sales hitting \$27 billion. This market is hot right now for a reason.</p> <p>Large consumer B2C companies need data-centric, artificial intelligence-enhanced solutions to drive efficiencies for, and interactions with, their customers.</p> <p>If your company is considering a CEM strategy to propel future growth, plan on attending this roundtable webcast. Our panel of experts will outline the benefits of CEM and the results achieved with well-planned implementations.</p> <p>March Best Practices Issue</p>

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2021 ROUNDTABLE TOPICS

SEPTEMBER

Roundtable Date: September 1, 2021	<p>Designing a Customer Engagement Center</p> <p>The evolution from call center to contact center to customer engagement center (CEC) reflects an evolving vision for an organization's central customer-facing entity, a vision that centers on delivering consistent, high-quality customer experiences (CX).</p> <p>A well-designed CEC will provide highly personalized customer communications from every current and future channel for interacting with customers. It emphasizes a single view of the customer, which includes their previous history, intent, sentiments, and even proactively anticipating their needs. The improvements in CX will drive all of the positive drivers' organizations' desires and improve operational efficiencies for the customer service organization that CEOs love.</p> <p>Join our expert panel and find out how to design a customer engagement center to maximize business outcomes and intelligently leverage the new crop of AI-assisted solutions, which will only increase in the next decade.</p> <p>April Best Practices Issue</p>
Roundtable Date: September 15, 2021	<p>Creating a Customer-First Organization: Technology and People</p> <p>What does creating a customer-first organization really mean? Fundamentally, it means viewing all aspects of the sales journey first from your customers' perspective, and then from your company's.</p> <p>It could take the form of a liberal return policy with free shipping from an online shoe store, which helps customers overcome their reluctance to buy shoes online. That willingness to put customers first can increase sales and profits significantly beyond the cost of shifting risk from customers to the company. Does incurring extra costs make good business sense? Ask Zappos.</p> <p>A well-implemented customer-first strategy will keep your customers happy and have a positive long-term impact on your profits.</p> <p>Join our panel of experts and find out how your company can benefit from putting customers at the center of all your decision making.</p> <p>April Best Practices Issue</p>
Roundtable Date: September 29, 2021	<p>The State of Knowledge Management in an AI World</p> <p>Traditional knowledge management (KM) focuses on creating content, storing it, indexing it, and retrieving it to answer relevant questions. Subject matter experts create and curate content and revise it when necessary. Artificial intelligence (AI) and related technologies promise to automate this process and deliver a perfect answer to specific questions.</p> <p>Join our panel of experts and find out if AI can leverage previous investments in KM and how your organization should make the transition from traditional KM to the next incarnation that harnesses the power of AI.</p> <p>May Best Practices Issue</p>

OCTOBER

Roundtable Date: October 13, 2021	<p>Conversational AI: The Future of Customer Service?</p> <p>There is no doubt that conversational artificial intelligence (AI) has the potential to deliver far more personalized customer service at lower cost by combining historical data and natural language processing that continuously learns from interactions. The impact on customer loyalty and retention is enormous.</p> <p>Conversational AI can not only identify and resolve service issues quickly and efficiently, but also track customer actions and glean sentiment data to identify customers who are at high risk of leaving. This allows organizations to optimize next-best-action strategies and personalize the end-to-end customer experience.</p> <p>Join our panel of experts and find out what is possible with conversational AI today and how this technology will be used to transform customer service.</p> <p>May Best Practices Issue</p>
Roundtable Date: October 27, 2021	<p>Linking Employee and Customer Experience: Workforce Engagement Management</p> <p>In 2021, most large organizations have prioritized improving their customer experience (CX) metrics to distinguish their business and successfully compete in their markets. What is overlooked in many scenarios? The role employees have in making this top priority a reality.</p> <p>The impact employees have on CX is undeniable. Engaged, well-trained employees are more likely to deliver excellent experiences, even in the face of difficult interactions. Engaged employees are more productive, get more value from the tools they use, and leave less often.</p> <p>How do you engage your workforce? Join our panel of experts and learn from their recommendations and experiences.</p> <p>January/February Best Practices Issue</p>

2021 ROUNDTABLE TOPICS

NOVEMBER

Roundtable Date: November 3, 2021	<p>2021 Contact Center Innovations – Successful Case Study Snapshots</p> <p>What were the most significant innovations in contact centers in 2021?</p> <p>On this unique roundtable webcast, we will ask our panel of industry experts to give concrete examples, quick case studies, of actual implementations they have delivered in 2021, measured with success metrics. We will look at return-on-investment numbers, big returns on key performance indicators, and examples of significant digital transformation they've achieved.</p> <p>If you are looking to encourage executive buy-in for your strategic contact center transformation, this roundtable webcast will highlight real-world results to help you build a strong business case of your own.</p> <p>[Sponsors will present case study examples.]</p> <p>June Best Practices Issue</p>
Roundtable Date: November 17, 2021	<p>Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships</p> <p>Personalization is an extremely powerful concept that can strengthen the bond between customer and brand if carried out correctly. Data and technology are the key tools for weaving relevant information into customer communications.</p> <p>In this roundtable webcast, we will focus on how to accomplish personalization at scale, best practices to drive successful personalization strategies, the quick wins you can expect, and the long-term effects generated from a personalization strategy.</p> <p>Learn how to deliver relevant personal experiences from our panel of experts.</p> <p>June Best Practices Issue</p>

DECEMBER

Roundtable Date: December 1, 2021	<p>Customer Service in a Smartphone World</p> <p>Sixty percent of U.S. households do not have a landline, just a smartphone. In a nation of 330 million people, there are 276 million smartphones. Is it time to transition to a mobile-first customer service strategy?</p> <p>With smartphones, users can access all the service channels—voice, chat, apps, even video—on one device. The challenge for many organizations is to redirect their customer support efforts to leverage this undeniable device preference among the majority of consumers.</p> <p>If you are grappling with how to make the transition to a mobile-first customer strategy, join our panel of experts and learn how to take full advantage of the device in everyone's hands.</p> <p>March Best Practices Issue</p>
Roundtable Date: December 15, 2021	<p>C-Level Leadership: Who Owns Customer Experience?</p> <p>With the vast number of tools, data sources, and stakeholders involved in the strategic success of Customer Experience success (CX), what role do the C-Level executives play in tying together all the elements that tie it all together? Clearly, the CTO has to make it happen from a technology perspective, but who is the driving the bus, or taking are CTOs fielding an endless stream of disjointed requests?</p> <p>Join us on this unique webcast topic and learn how organizations balance the decision making process between C-Level Service, Marketing, Sales, and IT leadership. How do these possible competing viewpoints reconcile basic questions that have to be addressed for the grand vision to be achieved?</p> <p>June Best Practices Issue</p>

EMAIL OPPORTUNITIES

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

- **Circulation:** 35,000
- **Frequency:** Monday & Wednesday

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

➔ CRM Bulletin Email Blast

- **Circulation:** 26,000
- **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:** 6,200
- **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:** 4,400
- **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

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 newsletter 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



*Now optimized for every device.



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

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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

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



2021 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—11,000 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 21, 2021.
(Online listings go live immediately.)

Get Listed!

1. Check to see if your company is currently listed in destinationCRM.com's database. All of our lead-generation programs require advertisers to be listed in our directory.
www.destinationcrm.com/BuyersGuide
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 9/1/20.
3. Call your representative to upgrade your listing to a Premium Listing in online for just \$1,000 net.

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

- ➕ **ADD a new record:**
www.destinationcrm.com/BuyersGuide/Add
- 🔧 **EDIT an existing record:**
www.destinationcrm.com/BuyersGuide/Edit

**Got video content?
Embed it right into
your listing!**



Check out some of the great listing examples we have created.

Advertise in the 2021 CRM Buyer's Guide and Generate Leads All Year Long.

CHOOSE FROM ANY OF THESE TOPIC CENTERS:

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

RATES

Online Premium Profile and 1/2 Page in PDF issue download — \$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>

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 (26,000 subscribers)
 - Newsletter Sponsorships (35,000 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)

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