

# 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

## LEAD GENERATION

- › 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

- › CX Connect Virtual Conference
- › CRM Evolution
- › Smart Customer Service

# 2022 MEDIA KIT



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## CONNECT



CRM Magazine



@CRM  
@destinationCRM



CRM Magazine - Sales |  
Marketing | Customer Service

# ABOUT **CRM MEDIA**

## ➤ **CRM MEDIA EXECUTIVE SUMMARY**

### **CRM Media**

- CRM Media launched in 1997 and has served the customer relationship management field through its growth for 25 years.
- Our editorial and circulation strategy targets five main categories of readers—all important at different stages of a CRM program's lifecycle: executive management, sales, marketing, customer service management, and IT management.
- Our audience is self-selected, attracted, and engaged by our business technology content in print, online, webcasts, and in-person conferences.

### **CRM Magazine**

- *CRM* magazine is the publication of record covering the field of CRM. The magazine—written, edited, and produced by our award-winning staff of journalists and designers—offers executives a unique blend of strategic business information, case studies, and in-depth analysis.
- *CRM* magazine began publication in 1997 and launched destinationCRM.com the following year.

### **Online**

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

### **CRM Conferences**

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

### **Information Today, Inc.**

- Our parent company is Information Today, Inc., a privately held, B2B publishing, conference and exhibition company founded in 1980. ITI has grown to include expert content domain coverage including magazines, websites, and conferences, in Speech Technology, Customer Relationship Management, Customer Experience, Database Trends and Technologies, Streaming Media, and other related business technologies.



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

**PROJECT MANAGER**  
**BTU INSTALLATION & MAINTENANCE LTD**

# ABOUT CRM MEDIA'S MARKET OPPORTUNITIES

## ➤ CRM Software and Solutions

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

*Grandview Research 2021*

## ➤ Contact Center Infrastructure

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

*MarketsandMarkets 2021*

## ➤ Contact Center Analytics

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

*Verified Market Research 2021*

## ➤ Business Intelligence and Analytics

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

## ➤ Customer Data Platforms (CDPs)

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

## ➤ Marketing Automation Software and Solutions

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

## ➤ Sales Force Automation Software and Solutions

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

## ➤ By Organization Size

### Large Enterprise

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

### Mid-Market

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

### Small Businesses

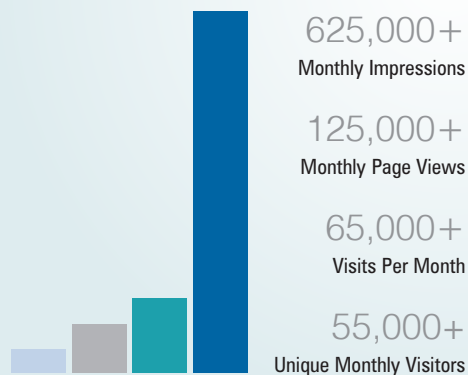
- **Employees:** 0–100
- **Annual Revenue:** \$5–\$10 million
- **IT Staff:** Typically one or a few
- **IT Skills:** Modest. Employees usually learn on the job.
- **Limited CapEx**
- **SMBs prefer the pay-as-you-go subscription model** for software purchases.
- The 28 million small businesses in the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

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

## destinationCRM.com and SmartCustomerService.com

➤ Launched: **1999**

	Circulation
➤ <b>CRM eWeekly</b> Newsletter.....	45,600
<b>CRM Bulletin Email Blast</b> .....	36,500
<b>Smart Customer Service eWeekly</b> Newsletter.....	6,300
<b>Smart Customer Service Bulletin Email Blast</b> .....	8,400



### Social Networks

**26K** **Twitter**  
followers

**2.9K** **LinkedIn**  
followers

**2.9K** **Facebook**  
followers

## CRM Magazine

### ➤ **21,000 Qualified Subscribers**

- Publishing since **1997**

### ➤ **Engaged Readers**

- **9 out of 10 subscribers** report that they are regular or **avid readers** of CRM magazine.
- **73%** of readers have **saved an article for future reference** or sent it to a colleague for discussion.
- More than **30%** have **shared an article** on social media.
- More than **36%** have **initiated a change** in their own company's CRM process after reading CRM magazine.

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

- **96%** say that CRM is an **important source** of information they **can't find anywhere else**.
- **98%** cite that it helps them professionally.
- **93%** say that CRM magazine is their **favorite** CRM-related publication.

### ➤ **Working From Home**

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

## CRM Webcasts

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

## Conferences

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

# CRM MEDIA DEMOGRAPHICS

## Who Are Our Subscribers?

### BY JOB LEVEL:

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

### BY JOB AREA:

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

## Company's Primary Industry

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

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

Percentages may not total 100 due to rounding

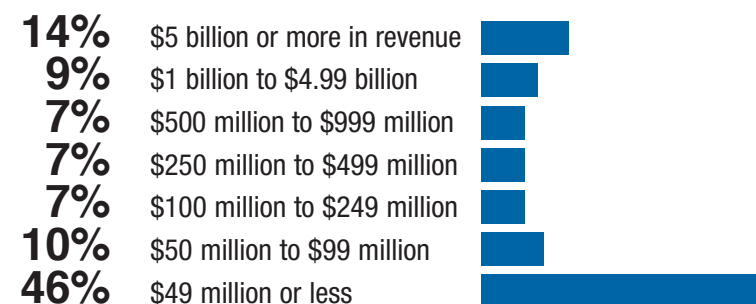
## Contact Center Size

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

## Sales Force Size

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

## Company Size by Sales Revenue



Average sales revenue is more than \$1.1 billion.

## Company Size by Number of Employees



Average number of employees is 3,900.

Source: August 2021 Audience Survey

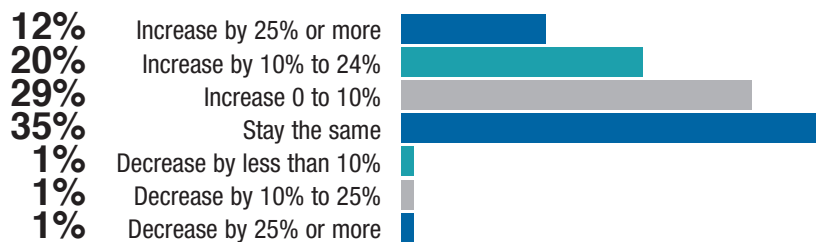
# CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

## ➤ CRM Budgets for 2022



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

## ➤ Expected CRM Budget Changes in 2022

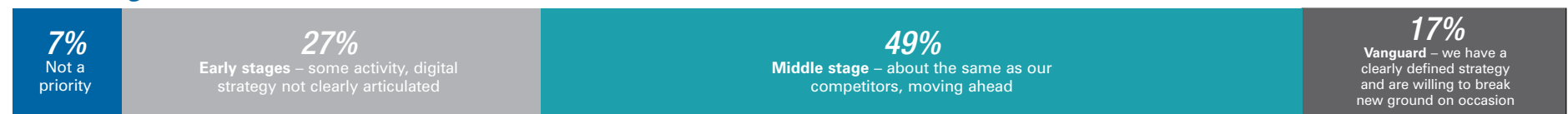


Average 2022 CRM budget is expected to be up **7.5%** from 2021.

## ➤ Our Readers' Top Priorities in the Next 12 Months

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

## ➤ Path to Digital Transformation



## ➤ Contact Center Budgets

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

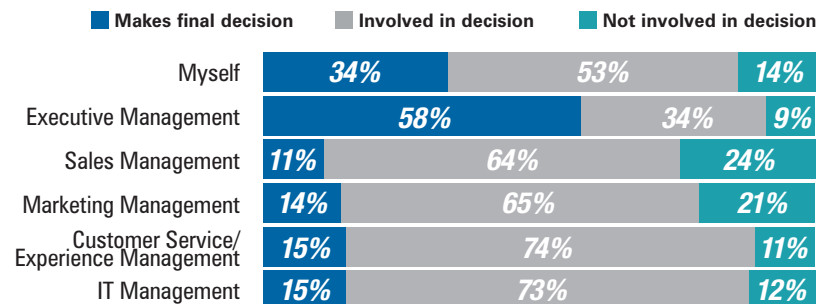
## ➤ Our Subscribers' Influence

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

## ➤ How Our Readers View Their Purchasing Role

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

## ➤ CRM or Customer Experience Decision-Making Team



Percentages may not total 100 due to rounding



# 2022 CRM MAGAZINE EDITORIAL CALENDAR

ISSUE DATE	FEATURE STORIES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS	
		BEST PRACTICES PROGRAMS	ROUNDTABLE WEBCASTS
January/ February	<ul style="list-style-type: none"> <li>Why You Need an Enterprise-Level Marketing Taxonomy</li> <li>Making the Most of Experiential Sales Tools</li> <li>Analytics and Emotion Detection: Mining Contact Center Interactions to Determine Customer Sentiment</li> </ul>	<ul style="list-style-type: none"> <li>Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond</li> <li>How to Deliver Exceptional Customer Experiences</li> <li>Sales Enablement Tools for 21st-Century Sales Teams</li> <li>Identity Verification in a Scary World</li> </ul>	<ul style="list-style-type: none"> <li>1/12/22 Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond</li> <li>1/26/22 Voice-of-the-Customer Programs Guide CX Improvement</li> <li>2/2/22 Contact Center as a Service (CaaS): Why Now Is the Time</li> <li>2/16/22 Customer Journey Management for Maximum Customer Engagement</li> </ul>
March	<ul style="list-style-type: none"> <li>Keeping the Consumer Connection in a Digital Environment</li> <li>Real-Time Sales Guidance: How Reliable Is the Advice AI Can Provide to Sales Reps?</li> <li>Agent Workflow and Productivity Tools</li> </ul>	<ul style="list-style-type: none"> <li>Speech Analytics in the Contact Center</li> <li>Customer Data Platforms for True Personalization</li> </ul>	<ul style="list-style-type: none"> <li>3/2/22 The Power of Personalization in Customer Experience</li> <li>3/16/22 CX Connect Virtual Conference</li> <li>3/17/22 CX Connect Virtual Conference</li> <li>3/30/22 AI-Powered Self-Service: The Next Step in Empowering Your Customers</li> </ul>
April (Print)	<ul style="list-style-type: none"> <li>CRM Magazine's 25th Anniversary Commemorative Issue</li> </ul>	<ul style="list-style-type: none"> <li>Digital Transformation of the Contact Center</li> <li>Voice-of-the-Customer Programs Guide CX Improvement</li> </ul>	<ul style="list-style-type: none"> <li>4/6/22 Contact Center Analytics: Actionable Intelligence at the Point of Service</li> <li>4/27/22 Smart Customer Service Done Right: Real-World Success Stories From the Field</li> </ul>
May	<ul style="list-style-type: none"> <li>The Myths and Realities of Performance Marketing</li> <li>The Sales Metrics That Still Matter</li> <li>Low-Code and No-Code Tools for User Interface Design</li> </ul>	<ul style="list-style-type: none"> <li>Contact Center as a Service (CaaS): Why Now Is the Time</li> <li>Customer Journey Management for Maximum Customer Engagement</li> </ul>	<ul style="list-style-type: none"> <li>5/11/22 Creating an Omnichannel Strategy for Seamless Customer Journeys</li> <li>5/25/22 Conversational AI: The Promise of Intelligent Customer Support</li> </ul>
June	<ul style="list-style-type: none"> <li>Tools to Uncover Real-Time Consumer Behavior</li> <li>Tools for Creating Professional-Quality Sales Presentations</li> <li>Integrating Third-Party Messaging into the Customer Service Channel Mix</li> </ul>	<ul style="list-style-type: none"> <li>The Power of Personalization in Customer Experience</li> <li>AI-Powered Self-Service: The Next Step in Empowering Your Customers</li> </ul>	<ul style="list-style-type: none"> <li>6/1/22 Speech Analytics in the Contact Center March Issue</li> <li>6/15/22 Data Quality Challenges for a Data-Driven Decade</li> </ul>
July/August	<ul style="list-style-type: none"> <li>THE CRM TOP 100: The Hottest Marketing, Sales, and Customer Service Trends and Technologies of 2022</li> </ul>	<ul style="list-style-type: none"> <li>Happier Agents Create Happier Customers</li> <li>Welcome to the Customer Experience Center!</li> <li>Customer Journey Analytics: Actionable Insights That Drive Revenue Growth</li> <li>Smart Customer Service Done Right: Real-World Success Stories From the Field</li> </ul>	<ul style="list-style-type: none"> <li>7/13/22 Digital Transformation of the Contact Center</li> <li>7/27/22 The Management of Customer Experiences</li> <li>8/17/22 Work Smarter, Not Harder, With Workforce Optimization</li> <li>8/24/22 Sales Enablement Tools for 21st-Century Sales Teams</li> <li>8/31/22 Welcome to the Customer Experience Center!</li> </ul>
September	<ul style="list-style-type: none"> <li>The CRM Industry Awards</li> </ul>	<ul style="list-style-type: none"> <li>Contact Center Analytics: Actionable Intelligence at the Point of Service</li> <li>Creating an Omnichannel Strategy for Seamless Customer Journeys</li> </ul>	<ul style="list-style-type: none"> <li>9/14/22 Customer Journey Analytics: Actionable Insights That Drive Revenue Growth</li> <li>9/28/22 Customer Data Platforms for True Personalization</li> </ul>
October	<ul style="list-style-type: none"> <li>Creating the Ideal Marketing Material: Using AI to Identify Which Content Resonates with Prospects</li> <li>Crafting an Accurate Sales Forecast: Using AI to Identify Which Prospects Have a Higher Chance of Conversion</li> <li>Real-Time Support Guidance: How Reliable Is the Advice that AI Can Provide to Contact Center Agents?</li> </ul>	<ul style="list-style-type: none"> <li>AI &amp; Bots in Customer Care</li> <li>Work Smarter, Not Harder, With Workforce Optimization</li> </ul>	<ul style="list-style-type: none"> <li>10/12/22 Happier Agents Create Happier Customers</li> <li>10/26/22 Identity Verification in a Scary World</li> </ul>
November/ December	<ul style="list-style-type: none"> <li>Proper Ad Placement: Tools to Analyze Where to Spend Limited Marketing Dollars</li> <li>Selling on the Leading B2B Marketplaces</li> <li>Automated Functional Testing and Tuning Tools for the Contact Center</li> </ul>	<ul style="list-style-type: none"> <li>Conversational AI: The Promise of Intelligent Customer Support</li> <li>The Management of Customer Experiences</li> <li>Data Quality Challenges for a Data-Driven Decade</li> <li>2022 Contact Center Innovations—Successful Case Study Snapshots</li> </ul>	<ul style="list-style-type: none"> <li>11/2/22 2022 Contact Center Innovations—Successful Case Study Snapshots</li> <li>11/16/22 How to Deliver Exceptional Customer Experiences</li> <li>12/7/22 AI &amp; Bots in Customer Care</li> </ul>

# 2022 CRM MAGAZINE EDITORIAL CALENDAR

## ➔ THE 2022 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 2022 Buyers Guide, available on our website (DestinationCRM.com).*

## ➔ THE 2022 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.

### **Conversation Starters**

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.)*



*You provide comprehensive insights on emerging technology, trends, and how to achieve new marketing growth and customer fulfillment. Good ideas come from CRM."*

VICE PRESIDENT, MARKETING INNOVATION  
**DEMAND GEN ASSOCIATES**

## 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 the hard and soft business benefits that companies achieved using CRM solutions.*

### **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.*

## EDITORIAL CONTACTS

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**Chris Cronis**

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# RATE CARD & AD SPECIFICATIONS

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 2022	12/31/21	1/7/22
March 2022	2/4/22	2/11/22
April 2022	3/7/22	3/14/22
May 2022	4/5/22	4/12/22
June 2022	5/5/22	5/12/22
July/August 2022	6/7/22	6/14/22
September 2022	8/5/22	8/12/22
October 2022	9/6/22	9/12/22
November/December 2022	11/7/22	11/14/22

	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](http://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](mailto:adsubmit@infotoday.com)

# PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

## ➤ Ad production requirements — downloadable PDF

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://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.

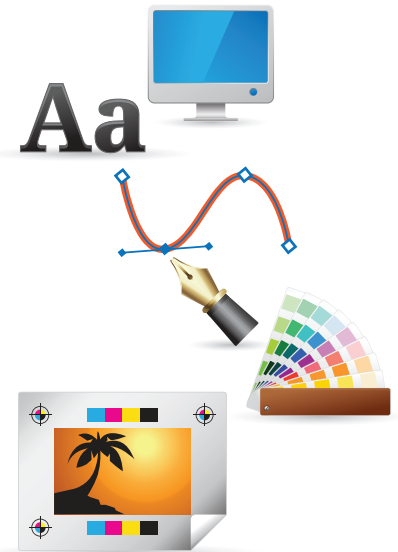
- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

## ➤ 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 9.**

## For production questions contact:

**Jackie Crawford** • Ad Trafficking Coordinator  
[jcrawford@infotoday.com](mailto:jcrawford@infotoday.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)
- 37,000 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 (46,000 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

### **Mountain & Pacific**

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203-650-6920  
dennis@infotoday.com

### **Eastern & Central**

Adrienne Snyder  
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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 2,300 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 37,000-name database
- Three advertisements in *CRM's eWeekly* HTML newsletter with a circulation of 46,000
- 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

# 2022 BEST PRACTICES SCHEDULE

Issue Month	Important Deadlines	Title	Roundtable Date
January/ February	Commit: 12/31/21 Copy Due: 1/7/22	<b>Megatrends</b> in Customer Technology: Expert Predictions for 2022 and Beyond	1/12/2022
		How to Deliver <b>Exceptional Customer Experiences</b>	11/16/2022
		<b>Sales Enablement</b> Tools for 21st-Century Sales Teams	8/24/2022
		<b>Identity Verification</b> in a Scary World	10/26/2022
March	Commit: 2/4/22 Copy Due: 2/11/22	<b>Speech Analytics</b> in the Contact Center	6/1/2022
		<b>Customer Data Platforms</b> for True Personalization	9/28/2022
April	Commit: 3/7/22 Copy Due: 3/14/22	Digital Transformation of the <b>Contact Center</b>	7/13/2022
		<b>Voice-of-the-Customer</b> Programs Guide CX Improvement	1/26/2022
May	Commit: 4/5/22 Copy Due: 4/12/22	<b>Contact Center as a Service (CaaS):</b> Why Now Is the Time	2/2/2022
		<b>Customer Journey Management</b> for Maximum Customer Engagement	2/16/2022
June	Commit: 5/5/22 Copy Due: 5/12/22	The Power of <b>Personalization</b> in Customer Experience	3/2/2022
		AI-Powered <b>Self-Service:</b> The Next Step in Empowering Your Customers	3/30/2022
July/August	Commit: 6/7/22 Copy Due: 6/14/22	<b>Happier Agents Create Happier Customers</b>	10/12/2022
		Welcome to the <b>Customer Experience Center!</b>	8/31/2022
		<b>Customer Journey Analytics:</b> Actionable Insights That Drive Revenue Growth	9/14/2022
		<b>Smart Customer Service Done Right:</b> Real-World Success Stories From the Field	4/27/2022
September	Commit: 8/5/22 Copy Due: 8/12/22	<b>Contact Center Analytics:</b> Actionable Intelligence at the Point of Service	4/6/2022
		Creating an <b>Omnichannel Strategy</b> for Seamless Customer Journeys	5/11/2022
October	Commit: 9/6/22 Copy Due: 9/12/22	<b>AI &amp; Bots</b> in Customer Care	12/7/2022
		<b>Work Smarter, Not Harder, With Workforce Optimization</b>	8/17/2022
November/ December	Commit: 11/7/22 Copy Due: 11/14/22	<b>Conversational AI:</b> The Promise of Intelligent Customer Support	5/25/2022
		The <b>Management of Customer Experiences</b>	7/27/2022
		<b>Data Quality</b> Challenges for a Data-Driven Decade	6/15/2022
		<b>2022 Contact Center Innovations</b> —Successful Case Study Snapshots	11/2/2022

*Schedule is subject to change.*

# 2022 BEST PRACTICES DEEP DIVES

## JANUARY/FEBRUARY

Commit: 12/31/21 | Copy Due: 1/7/22

### ➤ **Megatrends** in Customer Technology: Expert Predictions for 2022 and Beyond

In the 25 years since the launch of *CRM* magazine in 1997, an entire ecosystem of customer technologies has completely transformed the way organizations deliver customer support and market and sell their products and services.

Advances in broadband, Wi-Fi, smartphones, social networks, and ecommerce and rapidly changing customer expectations have radically altered the way we live and do business.

In this month's Best Practices topic, we ask our contributors to peer into the future and share their predictions for which trends will yield the most significant opportunities or challenges in the near and long term.

This glimpse into the future is always fun and fascinating. Help our readers make sense of it all with your expert perspective.

**Roundtable Date:** 1/12/2022

### ➤ **How to Deliver Exceptional Customer Experiences**

Delivering exceptional customer experiences (CX) is the goal of C-suite decision makers and CX professionals everywhere. But how should companies approach this lofty goal and reap the benefits of more loyal customers, higher profit margins, and increased shareholder value?

Contribute to this month's Best Practices Series and help our readers build a business case for their CX programs so they can deliver exceptional experiences that ensure their competitive edge.

**Roundtable Date:** 11/16/2022

### ➤ **Sales Enablement** Tools for 21st-Century Sales Teams

Sales teams face new challenges as buyers are better prepared than ever to evaluate vendors and products without ever speaking to a sales representative.

Sales enablement tools can combine business intelligence, content analytics, customer experience, CRM, gamification, automation, sales analytics, and other processes to enable sales reps to close deals.

Contribute your experiences and recommendations to this month's Best Practices installment and help our readers learn how these new tools and technologies can help their sales teams close more business and increase their win ratios.

**Roundtable Date:** 8/24/2022

### ➤ **Identity Verification** in a Scary World

One of the most insidious crimes targeting individuals and institutions is identity theft and fraud. Its total cost to consumers was \$56 billion in 2020 alone.

Fraudsters have become very sophisticated at targeting call centers and online accounts, especially when security hasn't kept pace with creative hackers.

Most customers are willing to submit to security questions because they know that these inconveniences are put in place to protect them. But is there a better way to ensure that security without undue friction to the customer?

Contribute your expertise to this month's Best Practices Series and help our readers understand the full range of customer authentication and identity verification technologies that will help them keep customers and institutions safe from fraud.

**Roundtable Date:** 10/26/2022

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*One of the few places I see actual value from vendor-sponsored articles and case studies, and webinars; they aren't sales pitches."*

**DISTINGUISHED VP, TECHNOLOGY ECOSYSTEMS  
TSIA**

# 2022 BEST PRACTICES DEEP DIVES *(continued)*

MARCH	APRIL
Commit: 2/4/22   Copy Due: 2/11/22	Commit: 3/7/22   Copy Due: 3/14/22
<p>➤ <b>Speech Analytics in the Contact Center</b></p> <p>Speech analytics can glean critical insights from the torrent of unstructured voice data flowing through a contact center. Analysis of voice data has been the missing piece for monitoring what is happening in the contact center in real-time. There can be no digital transformation of the contact center without speech analytics.</p> <p>It is no wonder that speech analytics is one of the fastest-growing call center technology segments. Speech analytics can analyze 100% of customer interactions to detect trends and emotions that might signal a problem. It can also empower agents in real-time and guide them to provide better service by improving their effectiveness and consistency.</p> <p>Contribute your expert perspectives to this month's Best Practices installment and help our information-seeking readers benefit from your knowledge and expertise.</p> <p><b>Roundtable Date:</b> 6/1/2022</p>	<p>➤ <b>Digital Transformation of the Contact Center</b></p> <p>The goal of digital transformation is to integrate digital technology into all aspects of an organization to create real value for its customers. The contact center is the primary source of customer-facing information flows and absolutely must be prioritized for any organization-wide, digital transformation effort.</p> <p>Contribute your expertise to this month's Best Practices installment and help our readers transform their contact center into the eyes, ears, and source of customer data insights your organization requires to provide value to customers, employees, and shareholders.</p> <p><b>Roundtable Date:</b> 7/13/2022</p>
<p>➤ <b>Customer Data Platforms for True Personalization</b></p> <p>The primary goal of customer data platforms (CDPs) is to yield one persistent, unified customer record that is accessible to other systems. Data can be gathered from multiple sources, cleaned, combined, and appended to create a single customer profile.</p> <p>CDPs allow for deep personalization. The centralized customer data in the CDP is then available to other systems for marketing campaigns, customer service, and all customer experience initiatives.</p> <p>Contribute to this month's Best Practices topic and explain how a CDP platform and strategy can provide personalized customer experiences in customer support, marketing, and other areas where deep personalization is a core goal.</p> <p><b>Roundtable Date:</b> 9/28/2022</p>	<p>➤ <b>Voice-of-the-Customer Programs Guide CX Improvement</b></p> <p>Our readers want to deliver excellent customer experiences that lead to higher customer satisfaction, loyalty, and profits and a Voice of the Customer (VoC) program to guide their efforts.</p> <p>Well implemented VoC programs keep organizations consistently on track while producing key metrics that reveal their successes, plan deviations, and service gaps that might otherwise go unnoticed.</p> <p>VoC feedback is crucial for the optimal alignment of customer success, operations, and product development departments. Elimination of these blind spots also eliminates unforced errors.</p> <p>Contribute your guidance in this month's Best Practices topic and help our readers learn how to incorporate VoC programs into their efforts to align their organizations and increase the customer experiences they aspire to deliver.</p> <p><b>Roundtable Date:</b> 1/26/2022</p>

*Continued on next page >>*



# 2022 BEST PRACTICES DEEP DIVES *(continued)*

MAY	JUNE
<p>Commit: 4/5/22   Copy Due: 4/12/22</p> <p>➤ <b>Contact Center as a Service (CaaS): Why Now Is the Time</b></p> <p>The events of the past few years have escalated interest in all cloud services, although not necessarily for their featured benefits, such as no/low capital expenditures, decreased need for IT support, or instant updates and fixes.</p> <p>The ability to connect with remote workers, while always a core feature, has sprung to the forefront as supporting work-from-home agents has become key to retaining staff and providing even better customer experiences.</p> <p>Contribute your expertise to help our readers evaluate on-premises versus cloud solutions in this month's highly relevant Best Practices series.</p> <p><b>Roundtable Date:</b> 2/2/2022</p> <hr/> <p>➤ <b>Customer Journey Management for Maximum Customer Engagement</b></p> <p>Customer journeys are the complete sum of experiences that customers go through when interacting with your company.</p> <p>Customer journey management encompasses sales, marketing, and customer service as prospects and customers move through their journeys, defined by your journey maps, at each stage of the process.</p> <p>The challenge of customer journey management is to create smooth paths for customers by determining which messages or actions can successfully move them from one phase to the next and keep them engaged enough to purchase and sufficiently satisfied with their post-sales experiences to keep coming back.</p> <p>Contribute your experience-based recommendations in this month's Best Practices topic to help our audience manage their customer journey processes in order to retain their customers for life.</p> <p><b>Roundtable Date:</b> 2/16/2022</p>	<p>Commit: 5/5/22   Copy Due: 5/12/22</p> <p>➤ <b>The Power of Personalization in Customer Experience</b></p> <p>Personalization is a powerful tactic that supports customer experience (CX) strategies with undeniably positive results. Adopting personalization as a core, actionable means for driving positive CX outcomes is essential for your company's customer-facing departments. Customer service, marketing, and sales need to know their customers and prospects and use this information to serve their needs better.</p> <p>Contribute your recommendations to this month's Best Practices topic to help our readers deliver superior CX that leverages personalization techniques so they can achieve their goals.</p> <p>Our readers need to learn why personalization is essential for true digital transformation, and they can benefit from the expertise you share.</p> <p><b>Roundtable Date:</b> 3/2/2022</p> <hr/> <p>➤ <b>AI-Powered Self-Service: The Next Step in Empowering Your Customers</b></p> <p>Providing a well-implemented self-service strategy helps organizations achieve a classic win-win scenario for their customers and companies. Research shows that customers overwhelmingly prefer self-service over speaking with a human agent. And, the ROI analysis will reveal that self-service is far less expensive than involving an agent.</p> <p>Repetitive service inquiries like tracking shipments, changing passwords, or asking simple product questions are already diverted from agents by chatbots, FAQs, and IVRs to the delight of customers and CFOs everywhere. But can companies use AI-powered options to further extend customer self-service and the cost reductions it yields?</p> <p>Contribute your expertise to this month's timely Best Practices topic to help our readers determine which AI-powered self-service options are available and how they should plan to incorporate these powerful technologies into their tech stacks and strategic plans.</p> <p><b>Roundtable Date:</b> 3/30/2022</p>

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# 2022 BEST PRACTICES DEEP DIVES *(continued)*

## JULY/AUGUST

Commit: 6/7/22 | Copy Due: 6/14/22

### ➤ **Happier Agents Create Happier Customers**

Contact center agents have challenging and often stressful jobs dealing with demanding customers while simultaneously satisfying the performance indicators that measure their success.

Even before the pandemic, organizations realized that improving the work lives of front-line agents was essential for providing better customer experiences.

But how can organizations attract and retain agents in a tight labor market by satisfying employees' work/life needs?

Contribute your expert recommendations to this month's Best Practices installment and share your knowledge for creating a better working environment for employees and agents by providing them with the tools and support they need to serve customers.

**Roundtable Date:** 10/12/2022

### ➤ **Welcome to the Customer Experience Center!**

The evolution of the call center, as a concept, can easily be tracked by noting the changes in its continuously morphing name. The call center became the contact center as more channels were deployed and integrated. Now the customer experience center (CX center) extends the concept of the simple call center by focusing on its intended purpose rather than the channels it supports.

Aside from being more aligned with its actual intended function, the new moniker, CX center, clearly announces management's commitment to an overarching business strategy of improving customer experiences to create positive business outcomes.

But how to get there from here?

Contribute your expertise to this month's Best Practices series and share your knowledge of the technology and processes that will help reimagine the contact center's role as the primary driver of better customer experiences in their organizations.

**Roundtable Date:** 8/31/2022

### ➤ **Customer Journey Analytics: Actionable Insights That Drive Revenue Growth**

Customer journey analytics can help companies increase customer lifetime value, improve customer loyalty, and drive revenue growth. Journey analytics can provide valuable insights from every customer interaction and uncover points of friction that prevent customer journeys from flowing smoothly.

Customer journey analytics measures the effectiveness of customer experiences (CX) and helps optimize customer journey mapping, ensuring customers stay on the path toward conversion and future business.

Contribute your expertise to this month's Best Practices series and share your knowledge and experience with our readers to help them keep their customers on track and coming back.

**Roundtable Date:** 9/14/2022

### ➤ **Smart Customer Service Done Right: Real-World Success Stories From the Field**

Do you ever wonder what your chief competitor is doing to solve the same problems your company is experiencing? Or maybe a new upstart is killing it because they aren't entangled in the same web of chaotic legacy systems that hamper your efforts.

Contribute to this month's Best Practices topic with a case study, success story, or relevant information from the field to illustrate what other companies have done to substantially improve their customer experiences.

Help our readers benefit from your hard-earned wisdom so they can skirt the mistakes of others and benefit from proven best practices that have been field tested and determined to be the best path to follow.

**Roundtable Date:** 4/27/2022

*Continued on next page >>*

# 2022 BEST PRACTICES DEEP DIVES *(continued)*

SEPTEMBER	OCTOBER
Commit: 8/5/22   Copy Due: 8/12/22	Commit: 9/6/22   Copy Due: 9/12/22
<p>➤ <b>Contact Center Analytics: Actionable Intelligence at the Point of Service</b></p> <p>One of the hottest areas projected for investment in the already heated contact center market is analytics. Recent research indicates that the contact center analytics market will see a compound annual growth rate (CAGR) of 16%, reaching almost \$3 billion by 2027.</p> <p>The market is driven by increasing demand for predictive analytics and real-time monitoring capabilities and integrating data from multiple customer channels and enterprise systems.</p> <p>The ability to analyze speech, text, agent desktops, self-service, and cross-channel interactions is essential to providing proactive support that is suggested by predictive analytics.</p> <p>Contribute your expertise to this month's Best Practices topic and help our readers learn how contact center analytics can help them stay on target to provide extraordinary customer journeys.</p> <p><b>Roundtable Date:</b> 4/6/2022</p>	<p>➤ <b>AI &amp; Bots in Customer Care</b></p> <p>Way back in 2020, Gartner estimated that 40% of all customer interactions will be guided by AI and machine learning technologies by 2023.</p> <p>Are we there yet? What are the best applications for these technologies? How can organizations use these technologies to expand their self-service capabilities, and how have consumers responded to these promising technologies?</p> <p>Contribute to this month's Best Practices installment and help our readers understand the current state of AI and bots and where these technologies will be deployed or expanded in the coming year.</p> <p><b>Roundtable Date:</b> 12/7/2022</p>
<p>➤ <b>Creating an Omnichannel Strategy for Seamless Customer Journeys</b></p> <p>Creating a seamless customer journey, integrated across multiple channels, is crucial for delivering smooth, frictionless customer experiences, whether customers engage with you on the phone, your app or website, or even in person at your brick-and-mortar store.</p> <p>Most likely, your customers are already using multiple channels when doing business with you. According to a recent Harvard Business Review study, 73% of all customers use multiple channels during their purchase journeys.</p> <p>So how do you meet your customers in their preferred channels and turn these multichannel interactions into a smooth journey?</p> <p>Contribute your recommendations to this month's Best Practices installment and help our readers create seamless omnichannel experiences that increase customer loyalty and sales.</p> <p><b>Roundtable Date:</b> 5/11/22</p>	<p>➤ <b>Work Smarter, Not Harder, With Workforce Optimization</b></p> <p>Workforce optimization (WFO) is a business strategy focused on balancing customer satisfaction, service levels, employee scheduling, operational costs, and other key performance metrics in order to get the maximum benefit from your contact center agents.</p> <p>WFO also ensures employees are appropriately scheduled, trained, monitored, evaluated, rewarded, and engaged. WFO includes every functional aspect of running a modern contact center, including workforce management, quality management, business intelligence and analytics, and concepts like agent engagement and customer retention programs.</p> <p>Contribute your recommendations to this Best Practices installment and educate our readers on the benefits of WFO for better agent experiences that will translate into better customer experiences.</p> <p><b>Roundtable Date:</b> 8/17/2022</p>

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# 2022 BEST PRACTICES DEEP DIVES *(continued)*

## NOVEMBER/DECEMBER

Commit: 11/7/22 | Copy Due: 11/14/22

### ➤ **Conversational AI: The Promise of Intelligent Customer Support**

A recent study predicts the global market for conversational AI solutions will reach \$12.12 billion by 2025, up from \$5.1 billion in 2020. This translates to almost a 19% growth rate over the next 5 years.

Conversational AI is a priority for C-level management, and they are investing in this powerful technology.

Done right, conversational AI enables companies to automate highly personalized customer service resolutions at scale but at a much lower cost than human agents. Many of the most easily automated issues are repetitive and low value, which frees up agents to focus on more complex and high-value inquiries.

Contribute to this month's Best Practices series and inform our readers how incorporating conversational AI into their plans for digital transformation can boost their customer experience excellence.

**Roundtable Date:** 5/25/2022

### ➤ **The Management of Customer Experiences**

The well-documented benefits of focusing on customer experience (CX) as a significant driver of profits and competitive advantage have elevated customer experience management (CEM) to a strategic priority among CEOs.

Delivering superior CX throughout the customer lifestyle and managing customers' brand perceptions are immense continuous efforts that span departments, technologies, and company culture. CX is such an essential priority, the CEM market is forecasted to expand at a compound annual growth rate of 17.9%, to \$23.8 billion, by 2028.

Contribute your recommendations to this month's Best Practices series and help our readers implement or expand their customer experience management programs.

**Roundtable Date:** 7/27/2022

### ➤ **Data Quality Challenges for a Data-Driven Decade**

Businesses have accelerated their digital transformation initiatives, especially in the customer-facing areas of customer care, marketing, and sales. Currently, there is an overabundance of data from multiple sources, leading to accuracy, security, and compliance problems.

What is the best way to deal with these data quality issues to extract maximum value from the torrent of information flowing into your organization?

Contribute your recommendations to this month's Best Practices installment and help our audience solve their fundamental data quality issues.

**Roundtable Date:** 6/15/2022

### ➤ **2022 Contact Center Innovations—Successful Case Study Snapshots**

What will be the most significant innovations in contact centers in 2022?

On this special roundtable webcast, we will ask our panel of industry experts to cite concrete examples and case study examples of actual implementations they have delivered with significant success.

We will look at innovations that have produced positive quantitative outcomes as determined by ROI numbers, key performance indicators, and examples of unique, real-world innovations that have helped actual customers achieve significant success.

If you have an innovative success story to share with our audience, this is an excellent opportunity to help our readers build a strong business for their contact center innovations.

**Roundtable Date:** 11/2/2022

# SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

## ➤ ROUNDTABLE WEB EVENTS *(see schedule on page 20)*

### ➤ 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](https://www.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 40,000-name database
- › Banner advertising on [destinationCRM.com](https://www.destinationCRM.com)
- › Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn
- › 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 46,000 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](https://www.destinationCRM.com) for extended lead generation
- › Complete production and management of the technology
- › Sponsored webcast archived on [destinationCRM.com](https://www.destinationCRM.com)

## 2022 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue
January	1/12/22	<b>Megatrends</b> in Customer Technology: Expert Predictions for 2022 and Beyond	January/February Issue
	1/26/22	<b>Voice-of-the-Customer</b> Programs Guide CX Improvement	April Issue
February	2/2/22	<b>Contact Center as a Service (CaaS)</b> : Why Now Is the Time	May Issue
	2/16/22	<b>Customer Journey Management</b> for Maximum Customer Engagement	May Issue
March	3/2/22	The Power of <b>Personalization</b> in Customer Experience	June Issue
	3/16/22	CX Connect Virtual Conference	
	3/17/22	CX Connect Virtual Conference	
	3/30/22	AI-Powered <b>Self-Service</b> : The Next Step in Empowering Your Customers	June Issue
April	4/6/22	<b>Contact Center Analytics</b> : Actionable Intelligence at the Point of Service	September Issue
	4/27/22	<b>Smart Customer Service Done Right</b> : Real-World Success Stories From the Field	July/August Issue
May	5/11/22	Creating an <b>Omnichannel Strategy</b> for Seamless Customer Journeys	September Issue
	5/25/22	<b>Conversational AI</b> : The Promise of Intelligent Customer Support	November/December Issue
June	6/1/22	<b>Speech Analytics</b> in the Contact Center	March Issue
	6/15/22	<b>Data Quality</b> Challenges for a Data-Driven Decade	November/December Issue
July	7/13/22	Digital Transformation of the <b>Contact Center</b>	April Issue
	7/27/22	The <b>Management of Customer Experiences</b>	November/December Issue
August	8/17/22	<b>Work Smarter, Not Harder, With Workforce Optimization</b>	October Issue
	8/24/22	<b>Sales Enablement</b> Tools for 21st-Century Sales Teams	January/February Issue
	8/31/22	Welcome to the <b>Customer Experience Center!</b>	July/August Issue
September	9/14/22	<b>Customer Journey Analytics</b> : Actionable Insights That Drive Revenue Growth	July/August Issue
	9/28/22	<b>Customer Data Platforms</b> for True Personalization	March Issue
October	10/12/22	<b>Happier Agents Create Happier Customers</b>	July/August Issue
	10/26/22	<b>Identity Verification</b> in a Scary World	January/February Issue
November	11/2/22	<b>2022 Contact Center Innovations</b> —Successful Case Study Snapshots	November/December Issue
	11/16/22	How to Deliver <b>Exceptional Customer Experiences</b>	January/February Issue
December	12/7/22	<b>AI &amp; Bots</b> in Customer Care	October Issue

*Schedule is subject to change.*



## EMAIL OPPORTUNITIES

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

- **Circulation:** 46,000
- **Frequency:** Monday & Wednesday

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

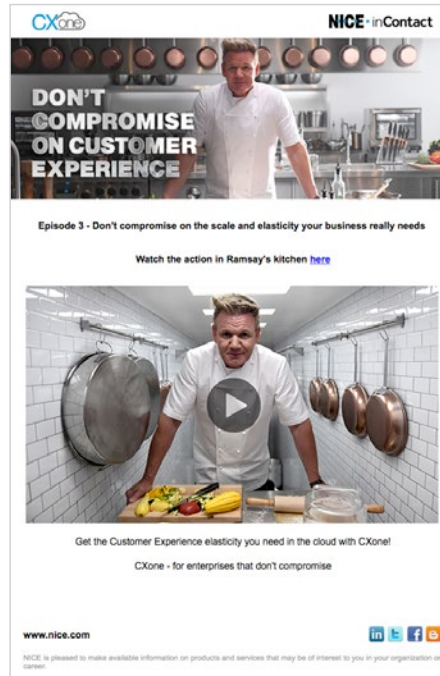
### ➔ CRM Bulletin Email Blast

- **Circulation:** 37,000
- **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:** 8,800
- **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.*

**“** I'm always sharing updated information about the industry from CRM magazine with my peers.”  
**COMMAND CENTER  
GNP**

# 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

## 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.



*I particularly like to reference CRM magazine to keep up-to-date on content and help to get new ideas."*

**SENIOR MANAGER BUSINESS SOLUTIONS  
HEALTH ADVANCES**

## ADVERTISING CONTACTS

**Mountain & Pacific**  
Dennis Sullivan  
Advertising Director  
203-650-6920  
dennis@infotoday.com

**Eastern & Central**  
Adrienne Snyder  
Advertising Director  
(201) 966-1439  
adrienne@infotoday.com

Bob Fernekees,  
VP/Group Publisher  
bfernekees@infotoday.com

# 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



*A very good publication to stay on top of trends in CRM, the contact center, and customer experience."*

SENIOR DIRECTOR, MARTECH  
**GE HEALTHCARE**

## 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



# 2022 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, 2022.**  
(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](http://www.destinationcrm.com/BuyersGuide)
2. If it is not listed, ADD it to our database; EDIT it if it was created prior to 9/1/21.
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](http://www.destinationcrm.com/BuyersGuide/Add)
- 🔧 **EDIT an existing record:**  
[www.destinationcrm.com/BuyersGuide/Edit](http://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 2022 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 (37,000 subscribers)
  - Newsletter Sponsorships (46,000 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

### **East & Midwest**

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### **Pacific & Mountain**

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