

# CRM Media

A Division of Information Today, Inc.

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

# 2025

## MEDIA KIT

### 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

### MEDIA KIT

➤ CRM Magazine Editorial Calendar  
➤ CRM Magazine Rates & Specs  
➤ Market Summaries ➤ Our Audience  
➤ Demographics ➤ Audience Budgets

**WWW.DESTINATIONCRM.COM**



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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** is CRM magazine's website and online presence. New and unique original content posted daily including news, analysis, and case studies.
- **SmartCustomerService.com** is focused exclusively on customer service.
- **Solo and Roundtable Webcast** opportunities are offered every Wednesday since 1998. See our schedule beginning on page 10 for topics and available dates.

### Information Today, Inc.

- Our parent company is Information Today, Inc. (ITI), 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.



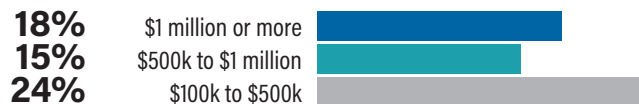
*The information that I get from CRM magazine helps me set the **strategic and tactical planning** for our company. The results have been significant **increased revenue** and **reduction in operating expenses.***

CTO/CFD

**AVANT-GARDE-TECHNOLOGIES CORP**

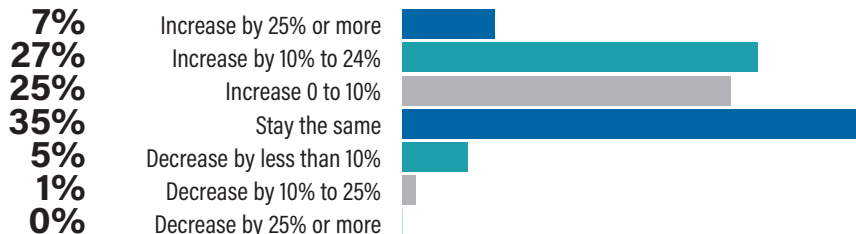
# CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

## ➔ CRM/CX Budgets for 2025



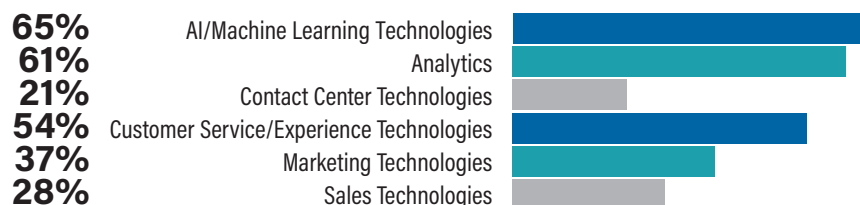
Average expected CRM budget for 2025 is \$419,000.

## ➔ Expected CRM/CX Budget Changes in 2025



Average 2025 CRM budget is expected to be **up 7.3%** from 2024.

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



## ➔ Path to AI-Assisted Customer Service



## ➔ Contact Center Budgets

- **75%** of our readers' companies have in-house or outsourced contact centers.
- More than **29%** will spend more than **\$1 million** on contact center-related products and services.
- The average company will spend more than **\$472,000** on contact center-related solutions.

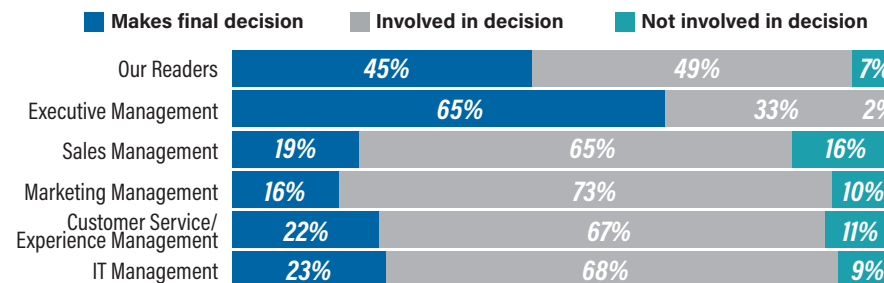
## ➔ Our Subscribers' Influence

- **89%** of our readers view themselves as their companies' champions/advocates for CRM implementations.
- **93%** of our readers are involved in the decision-making process.
- **45%** cite themselves as their companies' final decision makers for CRM- and CX-related products and services.

## ➔ How Our Readers View Their Purchasing Role

- **28%** Business Decision Maker
- **17%** Technical Decision Maker
- **45%** Both
- **10%** Neither

## ➔ CRM or Customer Experience Decision-Making Team



Percentages may not total 100 due to rounding

# CRM MEDIA **DEMOGRAPHICS**

## ➤ Who Are Our Subscribers?

### BY JOB LEVEL:

C-Level	<b>33%</b>
Vice President	<b>7%</b>
Director	<b>30%</b>
Manager	<b>20%</b>
Supervisor	<b>3%</b>
Staff	<b>7%</b>

### BY JOB FOCUS:

Customer Service/ Customer Experience	<b>21%</b>
Operations/Technical	<b>28%</b>
Corporate/General Management	<b>30%</b>
Marketing	<b>12%</b>
Sales	<b>9%</b>






## ➤ Company's Primary Industry

Automotive .....	<b>3%</b>
Banking/Finance.....	<b>8%</b>
Contact Center.....	<b>4%</b>
Consulting/Integrator/Var.....	<b>9%</b>
Consumer Product Goods.....	<b>1%</b>
CRM Solution Provider.....	<b>5%</b>
Education/Training.....	<b>6%</b>
Government—Federal, State, Local.....	<b>5%</b>
Insurance.....	<b>4%</b>
Manufacturing .....	<b>5%</b>
Marketing .....	<b>2%</b>

Media/Publishing .....	<b>3%</b>
Medical/Healthcare.....	<b>5%</b>
Nonprofit.....	<b>3%</b>
Pharmaceutical.....	<b>1%</b>
Professional Services.....	<b>6%</b>
Retail.....	<b>5%</b>
Technology .....	<b>16%</b>
Telecommunication .....	<b>5%</b>
Travel/Hospitality.....	<b>2%</b>
Utility/Energy .....	<b>1%</b>
Wholesale/Distribution .....	<b>2%</b>






Percentages may not total 100 due to rounding

## ➤ Company Size by Sales Revenue

<b>18%</b>	\$5 billion or more in revenue	
<b>6%</b>	\$1 billion to \$4.99 billion	
<b>6%</b>	\$500 million to \$999 million	
<b>6%</b>	\$250 million to \$499 million	
<b>6%</b>	\$100 million to \$249 million	

Average sales revenue is more than \$852 million.

## ➤ Company Size by Number of Employees

<b>8%</b>	20,000 or more employees	
<b>5%</b>	10,000 to 19,999 employees	
<b>17%</b>	1,000 to 9,999 employees	
<b>11%</b>	500 to 999 employees	
<b>12%</b>	250 to 499 employees	

Average number of employees is 3,500.

Source: August 2024 Audience Survey

## ➤ Contact Center Size

- **75%** of our subscribers' companies have a contact center.
- **12%** have more than 1,000 seats.
- **340** seats is the average.

## ➤ Sales Force Size

**20%** of our readers' companies have sales forces in excess of **50** representatives. The average sales force size is **249** people.

“CRM magazine has been my **single source of key information** about industry updates and technology trends for **over two decades**. CRM magazine is a regular part of my reading regimen.”  
CEO  
**MARKETING-QA**



# 2025 CRM MAGAZINE EDITORIAL CALENDAR

	CUSTOMER SERVICE	MARKETING/SALES	CUSTOMER EXPERIENCE/ENTERPRISE STRATEGY
<b>January/February</b>	<b>Advances in Answering Machine/Voicemail Detection</b> for Outbound Dialing	Steps for Switching from SMS/MMS to the <b>New RCS Format for Text Messaging</b>	<b>Real-Time Translation and Dubbing with AI</b>
<b>March</b>	<b>Noise Cancellation Technologies</b> for Contact Center Voice Interactions	<b>Scent Marketing:</b> What It Is, Which Platforms Support It, and How to Bring It to Customers	<b>What Happened to the Metaverse?</b> Is the Concept Still Viable, or Has the Hype Died Down?
<b>April (PRINT ISSUE)</b>	<b>THE CRM 100, plus the top trends and technologies in customer service, marketing, and sales</b>		
<b>May</b>	<b>Contact Center Intelligence:</b> Solutions to Ensure That Agents Have Access to the Information They Need	<b>Event Marketing:</b> Why Analysts Say Events Are More Important Now Than They Were Before the Pandemic	<b>Working with the Federal Government:</b> The Value of FedRAMP Authorization and How to Get It
<b>June</b>	<b>Social Media's Comeback as a Customer Service Channel:</b> Customer service agents on these channels will need to be ready to answer questions quickly and adapt their language and conversational style to the channel.	Using <b>Generative AI to Create Video Marketing and Sales Content</b>	<b>E-Commerce Update:</b> Tips for Choosing the Right Cloud Marketplace for Your Products or Services
<b>July/August</b>	Driving Higher Numbers of Customer Contacts to <b>Bots/Self-Service Solutions</b>	<b>Identifying and Selling to 'Shadow Buyers'</b>	<b>Integrating Voice Ordering</b> into Your Retail/Hospitality Outlets
<b>September (PRINT ISSUE)</b>	<b>THE CRM INDUSTRY LEADER AWARDS</b>		
<b>October</b>	<b>People Analytics for Agent Hiring:</b> Tools to Ensure Incoming Contact Center Talent Has the Right Attributes for Success	<b>Hyper-Personalization with Customer Success Platforms</b> That Will Use Data to Personalize Every Customer Touchpoint	<b>Advancing Self-Service</b> with the Latest <b>Generative AI Bots</b>
<b>November/December</b>	Solutions for <b>Monitoring Agent Mental and Physical Health and Well-Being</b>	<b>Using Digital Doubles</b> (AI Agents That Consumers Can Personalize and Customize on Their Own) for Marketing	Making <b>White-Glove Customer Service Available to All</b> , Not Just Your Most Valuable Customers

## ➔ THE 2025 CRM TOP 100

Appears in the **April** 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 Buyer's Guide, available on our website ([DestinationCRM.com](https://www.destinationCRM.com)).

## ➔ THE 2025 CRM INDUSTRY AWARDS

Appears in the **September** issue

**Industry Leader Awards** Industry analysts and consultants help our editors identify the top five vendors providing contact center, sales, and marketing services and technologies across 11 categories: Enterprise CRM Suite, Small/Mid-Market Business CRM Suite, Contact Center Infrastructure, Complete Customer Experience Suite, Contact Center Interaction Analytics, Workforce Engagement Management, Generative Artificial Intelligence Engine, Data Management Solutions, Business Intelligence/Data Analytics, Marketing Automation, and Salesforce Automation.

**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](https://www.destinationCRM.com)).*

## 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 End Notes, written by some of the top analysts and consultants in the CRM industry.

## EDITORIAL CONTACTS

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# CRM Magazine RATE CARD & AD SPECIFICATIONS

NET RATES	Print & PDF	PDF Only
Full Page	\$2,000	\$500
1/2 Page	\$1,200	\$300

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2025	12/13	12/20
March 2025	2/13	2/20
April 2025 (Print)	3/3	3/10
May 2025	4/13	4/20
June 2025	5/13	5/20
July/August 2025	6/13	6/20
September 2025 (Print)	8/3	8/10
October 2025	9/13	9/20
November/December 2025	10/13	10/20

## AD SIZES

	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"
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"

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.

## 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.**



### For production questions contact:

**Jackie Crawford** • Ad Trafficking Coordinator

[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)



### 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.

# 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, 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**

- 75,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com
- Inclusion in all eight *eWeekly* newsletters
- Archived on destinationCRM.com for 1 year. Original content will be posted as contributed articles after the lead-generation period.
- 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

**Webcast Sponsors** — 50% discount

## ADVERTISING CONTACTS

**Mountain & Pacific**  
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adrienne@destinationCRM.com

## ➤ 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
- Pre-recorded webcasts are available.

### **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 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 2,500 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 database
- 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 post-event 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

# 2025 BEST PRACTICES SCHEDULE

➔ January	Copy Due 12/20/24	<b>CX Megatrends to Watch in 2025 and Beyond</b>	Webcast Title: CX Megatrends to Watch in 2025 and Beyond – January 15
➔ January	Copy Due 12/20/24	<b>Leveraging CRM, CDPs, and AI for Enhanced Customer Insights</b>	Webcast Title: Unlock CRM, CDPs, and AI for Next-Level Customer Insights – October 1
➔ February	Copy Due 1/20/25	<b>Knowledge Management and AI for Customer and Employee Success</b>	Webcast Title: Knowledge Management and AI: Enhancing CX and Employee Productivity – June 4
➔ February	Copy Due 1/20/25	<b>Best Practices in Sales Enablement for 2025</b>	Webcast Title: Sales Enablement 2025: Support Your Sales Team This Year! – September 10
➔ March	Copy Due 2/20/25	<b>Generative AI for Customer Interactions</b>	Webcast Title: Generative AI: Revolutionizing Customer Interactions – February 12
➔ March	Copy Due 2/20/25	<b>Omnichannel Solutions for Smarter Customer Care</b>	Webcast Title: Omnichannel Solutions for Smarter Customer Care: Harnessing AI and Data – August 13
➔ April (PRINT)	Copy Due 3/10/25	<b>Proactive Customer Service with Predictive Analytics</b>	Webcast Title: Predictive Analytics & AI: The Future of Customer Service – October 15
➔ April (PRINT)	Copy Due 3/10/25	<b>Transforming Agent Experience with AI</b>	Webcast Title: Transforming Agent Experience with AI: Boosting Performance and Satisfaction – May 7
➔ April (PRINT)	Copy Due 3/10/25	<b>The Role of AI in Compliance and Data Privacy</b>	Webcast Title: The Role of AI in Compliance and Data Privacy – October 29
➔ May	Copy Due 4/20/25	<b>Best Practices in Marketing Automation for 2025</b>	Webcast Title: Top Marketing Automation Trends in 2025: A Preview – January 29
➔ May	Copy Due 4/20/25	<b>Redefining Contact Center Efficiency with AI Solutions</b>	Webcast Title: Redefining Contact Center Efficiency with AI Solutions – April 16
➔ June	Copy Due 5/20/25	<b>Fraud Detection and Prevention with AI</b>	Webcast Title: AI in Fraud Detection and Prevention – November 5
➔ June	Copy Due 5/20/25	<b>Conversational AI: Revolutionizing Customer Interactions</b>	Webcast Title: Conversational AI: Revolutionizing Customer Interactions – March 5
➔ July	Copy Due 6/20/25	<b>The Power of Personalization: AI-Driven Strategies for Customer Loyalty</b>	Webcast Title: The Power of Personalization: AI-Driven Strategies for Customer Loyalty – November 19
➔ July	Copy Due 6/20/25	<b>Smarter Self-Service: Leveraging AI for Customer Care</b>	Webcast Title: Smarter Self-Service: Leveraging Technology for Effortless Customer Care – April 30
➔ August	Copy Due 7/20/25	<b>Addressing Data Challenges in Customer Experience</b>	Webcast Title: Data Issues Derailing Customer Experience: What You Need to Know – February 26
➔ August	Copy Due 7/20/25	<b>Mastering Hybrid Contact Centers: Challenges and Solutions</b>	Webcast Title: Mastering Hybrid Contact Centers: Overcoming Key Challenges – July 16
➔ Sept. (PRINT)	Copy Due 8/10/25	<b>Orchestrating Smart Customer Journeys with AI</b>	Webcast Title: Smart Customer Journeys with AI and Technology – July 30
➔ Sept. (PRINT)	Copy Due 8/10/25	<b>AI, Automation, and Omnichannel: Redefining Customer Support</b>	Webcast Title: AI, Automation, and Omnichannel: Redefining Customer Support in 2025 – December 17
➔ Sept. (PRINT)	Copy Due 8/10/25	<b>Future-Proofing Customer Experience with AI</b>	Webcast Title: Future-Proofing Customer Experience with AI-Powered Solutions – April 2
➔ October	Copy Due 9/20/25	<b>Best Practices in AI-Driven Analytics for Business Growth</b>	Webcast Title: Exploring the Future of AI-Driven Analytics: Trends Shaping Tomorrow's Decisions – May 21
➔ October	Copy Due 9/20/25	<b>Best Practices for Real-Time Customer Feedback with AI</b>	Webcast Title: Transforming Real-Time Customer Feedback into Action with AI – June 18
➔ November	Copy Due 10/20/25	<b>Customer Service Reinvented: CCaaS, WEM, and AI in Action</b>	Webcast Title: Customer Service Reinvented: CCaaS, WEM, and AI in Action – September 24, 2025
➔ November	Copy Due 10/20/25	<b>Marketing Automation for the Midmarket: Connecting with Customers</b>	Marketing Automation for the Midmarket: Connecting with Customers - August 27
➔ December	Copy Due 11/10/25	<b>2025 Customer Experience Wins – What Worked and Why</b>	Webcast Title: 2025 Customer Experience Wins – What Worked and Why – December 3
➔ December	Copy Due 11/10/25	<b>Expert Insights on AI and VoC: Turning Customer Feedback into Action</b>	Webcast Title: Expert Insights on AI and VoC: Turning Customer Feedback into Action – March 19



# 2025 BEST PRACTICES DEEP DIVES

## JANUARY

Copy Due: 12/20/24

➔ **CX Megatrends to Watch in 2025 and Beyond** Explore key trends shaping customer experience, including omnichannel CX, AI, and personalization. Learn how automation, scalability, and hybrid contact centers are transforming the industry and what trends to expect in 2025 to stay competitive in the CX landscape.  
Webcast Title: **CX Megatrends to Watch in 2025 and Beyond – January 15**

➔ **Leveraging CRM, CDPs, and AI for Enhanced Customer Insights** CRM, Customer Data Platforms, and AI are reshaping personalization and customer insights. Explore strategies for integrating these tools to drive engagement and improve customer experiences.  
Webcast Title: **Unlock CRM, CDPs, and AI for Next-Level Customer Insights – October 1**

## FEBRUARY

Copy Due: 1/20/25

➔ **Knowledge Management and AI for Customer and Employee Success** Explore how AI-powered knowledge management systems can improve CX and boost employee productivity. Learn best practices for implementing tools that deliver accurate, real-time information to customers and support agents effectively.  
Webcast Title: **Knowledge Management and AI: Enhancing CX and Employee Productivity – June 4**

➔ **Best Practices in Sales Enablement for 2025** Equip your sales team with the latest strategies in sales enablement, including AI-driven analytics, gamification, and omnichannel approaches. Discover actionable insights to optimize your sales pipeline and drive growth.  
Webcast Title: **Sales Enablement 2025: Support Your Sales Team This Year! – September 10**

## MARCH

Copy Due: 2/20/25

➔ **Generative AI for Customer Interactions** Learn how generative AI is creating dynamic, personalized experiences across customer service, marketing, and sales. Discover strategies for using AI to drive customer engagement, enhance loyalty, and build long-term relationships.  
Webcast Title: **Generative AI: Shaping the Future of Customer Engagement – February 12**

➔ **Omnichannel Solutions for Smarter Customer Care** Customer care is transforming with omnichannel solutions powered by AI and data. Discover strategies for creating connected, personalized experiences that meet rising customer expectations across every channel.  
Webcast Title: **Omnichannel Solutions for Smarter Customer Care: Harnessing AI and Data – August 13**



*I enjoy attending the **webcasts** and reading or reviewing the **white papers**. Also, the guests are always highly informative. They bring **fresh perspectives, interesting and useful ideas, comments and suggestions.***  
CUSTOMER RELATIONS MANAGER, **SAFE RETRIEVE, LLC**

*Continued on next page >>*

# 2025 BEST PRACTICES DEEP DIVES *(continued)*

## APRIL — PRINT ISSUE

Copy Due: 3/10/25

- **Proactive Customer Service with Predictive Analytics** Stay ahead of customer needs by implementing predictive analytics. Learn how to detect patterns, forecast potential issues, and deliver proactive customer service that resolves problems before they arise.  
Webcast Title: [Predictive Analytics & AI: The Future of Customer Service – October 15](#)
- **Transforming Agent Experience with AI** AI-driven tools are revolutionizing the agent experience (AX), enhancing productivity and job satisfaction. Learn best practices for using AI to streamline tasks, support agents, and improve customer interactions.  
Webcast Title: [Transforming Agent Experience with AI: Boosting Performance and Satisfaction – May 7](#)
- **The Role of AI in Compliance and Data Privacy** As data privacy regulations grow more complex, AI-driven solutions are reshaping compliance and data security, enabling organizations to stay ahead of regulatory changes and safeguard customer trust. This Best Practices topic will explore how AI can streamline compliance checks, detect vulnerabilities early, and adapt quickly to evolving requirements. [Webcast Title: The Role of AI in Compliance and Data Privacy – October 29](#)

## MAY

Copy Due: 4/20/25

- **Best Practices in Marketing Automation for 2025** Discover the latest advancements in marketing automation, from AI-driven insights to predictive analytics and omnichannel strategies. Learn how automation can streamline customer engagement, enhance ROI, and keep you ahead in today's competitive market.  
Webcast Title: [Top Marketing Automation Trends in 2025: A Preview – January 29](#)
- **Redefining Contact Center Efficiency with AI Solutions** Discover how AI can streamline contact center operations, reduce costs, and improve customer satisfaction. Learn best practices for balancing AI-powered tools with human-centric service for optimized performance.  
Webcast Title: [Redefining Contact Center Efficiency with AI Solutions – April 16](#)

## JUNE

Copy Due: 5/20/25

- **Fraud Detection and Prevention with AI** AI and machine learning are revolutionizing fraud detection. Discover best practices for using these technologies to identify and prevent fraudulent activities in real time, safeguarding customer data and trust. [Webcast Title: AI in Fraud Detection and Prevention – November 5](#)
- **Conversational AI: Revolutionizing Customer Interactions** Conversational AI is transforming customer engagement, enabling businesses to deliver seamless, personalized interactions through AI-driven chatbots and virtual assistants. This Best Practices topic will explore the latest advancements in conversational AI.  
Webcast Title: [Conversational AI: Revolutionizing Customer Interactions – March 5](#)



CRM consistently delivers **high-quality content** that addresses the latest trends and challenges in the CRM industry. Your **carefully curated topics**, including insightful webcasts, comprehensive case studies, and informative white papers, provide invaluable resources for professionals. The **balanced coverage and expert analysis** ensure readers stay well-informed." SOFTWARE DEVELOPER, MAILBLUSTER

*Continued on  
next page >>*

# 2025 BEST PRACTICES DEEP DIVES *(continued)*

## JULY

Copy Due: 6/20/25

➔ **The Power of Personalization: AI-Driven Strategies for Customer Loyalty** Personalization is essential for building customer loyalty. Learn how AI can enhance customer engagement by delivering hyper-personalized experiences that drive satisfaction and retention.

Webcast Title: **The Power of Personalization: AI-Driven Strategies for Customer Loyalty – November 19**

➔ **Smarter Self-Service: Leveraging AI for Customer Care** Self-service is evolving with AI-driven automation, predictive analytics, and omnichannel support. Explore strategies to create faster, more personalized customer experiences that empower users to solve their own issues.

Webcast Title: **Smarter Self-Service: Leveraging Technology for Effortless Customer Care – April 30**

## AUGUST

Copy Due: 7/20/25

➔ **Addressing Data Challenges in Customer Experience** Explore best practices for overcoming data issues that can derail customer satisfaction. Learn strategies for ensuring data accuracy, safeguarding customer trust, and managing inconsistent or outdated data for a seamless CX.

Webcast Title: **Data Issues Derailing Customer Experience: What You Need to Know – February 26**

➔ **Mastering Hybrid Contact Centers: Challenges and Solutions** Hybrid contact centers are becoming the new norm. Discover best practices for managing remote and on-site agents, integrating technology, and ensuring seamless communication for optimized performance.

Webcast Title: **Mastering Hybrid Contact Centers: Overcoming Key Challenges – July 16**

## SEPTEMBER — PRINT ISSUE

Copy Due: 8/10/25

➔ **Orchestrating Smart Customer Journeys with AI** As customer journeys evolve, AI and automation are essential for delivering personalized, seamless experiences. Learn how to streamline customer journeys and engage users across multiple touchpoints effectively.

Webcast Title: **Smart Customer Journeys with AI and Technology – July 30**

➔ **AI, Automation, and Omnichannel: Redefining Customer Support** Customer service technology is rapidly evolving. Explore best practices for using AI, automation, and omnichannel solutions to drive satisfaction, streamline operations, and keep up with the latest trends in customer support.

Webcast Title: **AI, Automation, and Omnichannel: Redefining Customer Support in 2025 – December 17**

➔ **Future-Proofing Customer Experience with AI** Explore how AI-driven solutions can help future-proof your CX strategy. Learn best practices for personalizing interactions, automating processes, and leveraging AI to stay ahead of customer expectations.

Webcast Title: **Future-Proofing Customer Experience with AI-Powered Solutions – April 2**

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# 2025 BEST PRACTICES DEEP DIVES *(continued)*

## OCTOBER

Copy Due: **9/20/25**

➔ **Best Practices in AI-Driven Analytics for Business Growth** Discover the latest trends in AI-driven analytics and learn how to apply them to transform customer experiences and drive measurable growth. Explore topics like real-time analytics, generative AI, and ethical AI practices.

Webcast Title: **Exploring the Future of AI-Driven Analytics: Trends Shaping Tomorrow's Decisions – May 21**

➔ **Best Practices for Real-Time Customer Feedback With AI** Turning real-time customer feedback into actionable insights is key to enhancing satisfaction and loyalty. Learn strategies for capturing, analyzing, and responding to feedback quickly with AI-driven insights.

Webcast Title: **Transforming Real-Time Customer Feedback into Action with AI – June 18**

## NOVEMBER

Copy Due: **10/20/25**

➔ **Customer Service Reinvented: CCaaS, WEM, and AI in Action** Discover how AI-driven CCaaS and WEM solutions are transforming contact centers by enhancing agent productivity, engagement, and customer satisfaction. This Best Practices installment explores strategies that blend technology and personalized coaching to future-proof your customer service. Webcast Title: **Customer Service Reinvented: CCaaS, WEM, and AI in Action – September 24, 2025**

➔ **Marketing Automation for the Midmarket: Connecting with Customers** Midmarket businesses face unique marketing challenges. Contribute to this month's marketing automation topic and advise our readers how marketing automation can help them streamline operations, enhance customer communications, and drive measurable growth. We'll explore tools designed for growing businesses to automate lead generation and personalize journeys.

Webcast Title: **Marketing Automation for the Midmarket: Connecting with Customers – August 27**

## DECEMBER

Copy Due: **11/10/25**

➔ **2025 Customer Experience Wins – What Worked and Why** Reflect on the year's best CX strategies that delivered real results. Learn from expert insights on innovations like AI-driven customer support and omnichannel engagement that achieved measurable gains in satisfaction and operational efficiency.

Webcast Title: **2025 Customer Experience Wins – What Worked and Why – December 3**

➔ **Expert Insights on AI and VoC: Turning Customer Feedback into Action** AI-powered VoC technology is transforming how businesses capture and act on customer feedback, enabling deeper insights and personalized interactions.

Webcast Title: **Expert Insights on AI and VoC: Turning Customer Feedback into Action – March 19**



Overall an **excellent source of information** for those of us involved in the Customer Relationship Management/ Customer Experience areas. I read the magazine from front to back every time I receive it."

CEO, **CUSTOMER RELATIONSHIP MGT./CUSTOMER EXPERIENCE CONSULTING**

# SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

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

### ➤ 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](http://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 database
- Banner advertising on [destinationCRM.com](http://destinationCRM.com)
- Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn
- 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](http://destinationCRM.com) for extended lead generation
- Complete production and management of the technology
- Sponsored webcast archived on [destinationCRM.com](http://destinationCRM.com)



*You put on great **webinars** offering a multitude of guests making it easier for me as I go back to my team to pitch recommendations."*

**VOIP TECH III SPECIALIST**  
**VGM GROUP, INC.**



# 2025 ROUNDTABLE/WEBCAST SCHEDULE

➔ Jan. 15, 2025	<b>CX Megatrends to Watch in 2025 and Beyond</b>	JANUARY Best Practices Copy Due: 12/20/24 * CX Megatrends to Watch in 2025 and Beyond
➔ Jan. 29, 2025	<b>Top Marketing Automation Trends in 2025: A Preview</b>	MAY Best Practices Copy Due: 4/20/25 * Best Practices in Marketing Automation for 2025
➔ Feb. 12, 2025	<b>Generative AI: Shaping the Future of Customer Engagement</b>	MARCH Best Practices Copy Due: 2/20/25 * Generative AI for Customer Interactions
➔ Feb. 26, 2025	<b>Data Issues Derailing Customer Experience: What You Need to Know</b>	
➔ March 5, 2025	<b>Conversational AI: Revolutionizing Customer Interactions</b>	JUNE Best Practices Copy Due: 5/20/25 * Conversational AI: Revolutionizing Customer Interactions
➔ March 19, 2025	<b>Expert Insights on AI and VoC: Turning Customer Feedback into Action</b>	DECEMBER Best Practices Copy Due: 11/10/25 * Expert Insights on AI and VoC: Turning Customer Feedback into Action
➔ April 2, 2025	<b>Future-Proofing Customer Experience with AI-Powered Solutions</b>	SEPT. — PRINT ISSUE Best Practices Copy Due: 8/10/25 * Future-Proofing Customer Experience with AI
➔ April 16, 2025	<b>Redefining Contact Center Efficiency with AI Solutions</b>	MAY Best Practices Copy Due: 4/20/25 * Redefining Contact Center Efficiency with AI
➔ April 30, 2025	<b>Smarter Self-Service: Leveraging Technology for Effortless Customer Care</b>	JULY Best Practices Copy Due: 6/20/25 * Smarter Self-Service: Leveraging AI for Customer Care
➔ May 7, 2025	<b>Transforming Agent Experience with AI: Boosting Performance and Satisfaction</b>	APRIL — PRINT ISSUE Best Practices Copy Due: 3/10/25 * Transforming Agent Experience with AI
➔ May 21, 2025	<b>Exploring the Future of AI-Driven Analytics: Trends Shaping Tomorrow's Decisions</b>	OCTOBER Best Practices Copy Due: 9/20/25 * Best Practices in AI-Driven Analytics for Business Growth
➔ June 4, 2025	<b>Knowledge Management and AI: Enhancing CX and Employee Productivity</b>	FEBRUARY Best Practices Copy Due: 1/20/25 * Knowledge Management and AI for Customer and Employee Success
➔ June 18, 2025	<b>Transforming Real-Time Customer Feedback into Action with AI</b>	OCTOBER Best Practices Copy Due: 9/20/25 * Best Practices for Real-Time Customer Feedback with AI
➔ July 16, 2025	<b>Mastering Hybrid Contact Centers: Overcoming Key Challenges</b>	
➔ July 30, 2025	<b>Smart Customer Journeys with AI and Technology</b>	SEPTEMBER — PRINT ISSUE Best Practices Copy Due: 8/10/25 * Orchestrating Smart Customer Journeys with AI
➔ Aug. 13, 2025	<b>Omnichannel Solutions for Smarter Customer Care: Harnessing AI and Data</b>	MARCH Best Practices Copy Due: 2/20/25 * Omnichannel Solutions for Smarter Customer Care
➔ Aug. 27, 2025	<b>Marketing Automation for the Midmarket: Connecting with Customers</b>	
➔ Sept. 10, 2025	<b>Sales Enablement 2025: Support Your Sales Team This Year!</b>	FEBRUARY Best Practices Copy Due: 1/20/25 * Best Practices in Sales Enablement for 2025
➔ Sept. 24, 2025	<b>Customer Service Reinvented: CCaaS, WEM, and AI in Action</b>	
➔ Oct. 1, 2025	<b>Unlock CRM, CDPs, and AI for Next-Level Customer Insights</b>	JANUARY Best Practices Copy Due: 12/20/24 * Leveraging CRM, CDPs, and AI for Enhanced Customer Insight
➔ Oct. 15, 2025	<b>Predictive Analytics &amp; AI: The Future of Customer Service</b>	APRIL — PRINT ISSUE Best Practices Copy Due: 3/10/25 * Proactive Customer Service with Predictive Analytics
➔ Oct. 29, 2025	<b>The Role of AI in Compliance and Data Privacy</b>	APRIL — PRINT ISSUE Best Practices Copy Due: 3/10/25 * The Role of AI in Compliance and Data Privacy
➔ Nov. 5, 2025	<b>AI in Fraud Detection and Prevention</b>	JUNE Best Practices Copy Due: 5/20/25 * Fraud Detection and Prevention with AI
➔ Nov. 19, 2025	<b>The Power of Personalization: AI-Driven Strategies for Customer Loyalty</b>	JULY Best Practices Copy Due: 6/20/25 * The Power of Personalization: AI-Driven Strategies for Customer Loyalty
➔ Dec. 3, 2025	<b>2025 Customer Experience Wins – What Worked and Why</b>	DECEMBER Best Practices Copy Due: 11/10/25 * 2025 Customer Experience Wins – What Worked and Why
➔ Dec. 17, 2025	<b>AI, Automation, and Omnichannel: Redefining Customer Support in 2025</b>	SEPTEMBER — PRINT ISSUE Best Practices Copy Due: 8/10/25 * AI, Automation, and Omnichannel: Redefining Customer Support

# 2025 ROUNDTABLE/WEBCAST SCHEDULE

## JANUARY

- ➔ **1/15/25** **CX Megatrends to Watch in 2025 and Beyond** Join our panel of experts as they share their predictions on the future of customer service. They'll unveil key trends shaping customer experience, contact centers, and customer service in 2025, including omnichannel CX, AI, and personalization. Learn how automation and hybrid contact centers are transforming the industry.
- ➔ **1/29/25** **Top Marketing Automation Trends in 2025: A Preview** Explore the top marketing automation trends of 2025 in our expert roundtable! Discover how AI-driven insights, predictive analytics, and omnichannel strategies are reshaping customer engagement and boosting ROI. Learn about advancements in chatbots, voice shopping, and automated social media marketing.

## FEBRUARY

- ➔ **2/12/25** **Generative AI: Shaping the Future of Customer Engagement** Generative AI is rapidly transforming customer interactions across service, marketing, and sales. Join us to explore applications of generative AI that drive deeper customer engagement and loyalty. Discover how AI is crafting interactive customer journeys that foster long-term relationships.
- ➔ **2/26/25** **Data Issues Derailing Customer Experience: What You Need to Know** Learn how addressing data challenges can transform customer strategies. We'll discuss how inaccurate data disrupts personalization, mishandled data risks trust, and outdated data creates inefficiencies. Join our roundtable for strategies on leveraging data to enhance customer satisfaction.

## MARCH

- ➔ **3/5/25** **Conversational AI: Revolutionizing Customer Interactions** Conversational AI is changing how businesses engage with customers through personalized, seamless interactions. Join our panel to learn about advancements in AI-driven chatbots and virtual assistants, and discover tips on integrating conversational AI to enhance customer experience.
- ➔ **3/19/25** **Expert Insights on AI and VoC: Turning Customer Feedback into Action** Explore the latest in voice of the customer (VoC) technology. Learn how AI-powered analytics and hyper-personalization are transforming customer feedback into actionable insights. Discover strategies to capture deeper customer insights, personalize interactions, and boost loyalty.

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*I really enjoy the **webinars**. They are informative and help with research and information gathering, especially for **cutting-edge products and AI initiatives** that are new to the market."*

IT ADMINISTRATOR, **INTEGRITY INSURANCE**

## 2025 ROUNDTABLE/WEBCAST SCHEDULE *(continued)*

### APRIL

- ➔ **4/2/25**     **Future-Proofing Customer Experience with AI-Powered Solutions** Explore how AI can help you future-proof your customer experience strategy by driving personalization, automating processes, and improving satisfaction. Industry experts will discuss the latest AI tools and trends to stay ahead of the competition and elevate customer engagement.
- ➔ **4/16/25**     **Redefining Contact Center Efficiency with AI Solutions** AI is transforming contact centers by enhancing efficiency and improving customer interactions. Our panel will explore how AI-driven automation streamlines workflows, reduces operational costs, and improves customer satisfaction by delivering faster, more accurate responses.
- ➔ **4/30/25**     **Smarter Self-Service: Leveraging Technology for Effortless Customer Care** Discover how businesses are transforming self-service experiences with AI-driven automation, omnichannel integration, and voice-activated support. Learn how predictive analytics enables proactive customer service and enhances personalization across all interactions.

### MAY

- ➔ **5/7/25**     **Transforming Agent Experience with AI: Boosting Performance and Satisfaction** Explore how AI-driven tools are enhancing the agent experience (AX) by streamlining workflows and providing real-time support. Our panel will discuss best practices for integrating AI to empower agents, improve job satisfaction, and deliver exceptional customer interactions.
- ➔ **5/21/25**     **Exploring the Future of AI-Driven Analytics: Trends Shaping Tomorrow's Decisions** Join us to discover the hottest trends in AI-driven analytics. From generative AI and real-time analytics to ethical AI practices, our experts will share insights on how businesses are transforming customer experiences and achieving growth with the latest AI advancements.

### JUNE

- ➔ **6/4/25**     **Knowledge Management and AI: Enhancing CX and Employee Productivity** Explore how AI-powered knowledge management systems are revolutionizing customer interactions and boosting employee productivity. Learn about tools that provide real-time, accurate answers to customer inquiries and support team success through AI-enhanced knowledge management.
- ➔ **6/18/25**     **Transforming Real-Time Customer Feedback into Action with AI** Join us to discover how companies are using AI to capture and analyze customer feedback in real time, enabling proactive responses that enhance satisfaction. Our panel will discuss trends like hyper-personalization, multi-channel feedback integration, and AI-driven predictive analysis.

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*Solid webinars and articles, highlighting trends and best practices."*

PRODUCT MANAGER  
**SYNAPSE**

## 2025 ROUNDTABLE/WEBCAST SCHEDULE *(continued)*

### JULY

- ➔ **7/16/25** **Mastering Hybrid Contact Centers: Overcoming Key Challenges** This roundtable will focus on strategies and tools needed for managing hybrid contact centers. Explore seamless communication solutions, technology integration for remote and on-site teams, and performance monitoring with advanced analytics to enhance hybrid operations.
- ➔ **7/30/25** **Orchestrating Smart Customer Journeys with AI** Join us as we explore how AI and automation are revolutionizing customer journeys, enabling seamless, personalized experiences. Learn about trends in journey orchestration, compliance, and advanced analytics that help you deliver consistent, data-driven engagement across all touchpoints

### AUGUST

- ➔ **8/13/25** **Omnichannel Solutions for Smarter Customer Care: Harnessing AI and Data** As customer expectations evolve, discover how omnichannel solutions are transforming service delivery. Learn about advancements in customer analytics, AI-driven automation, and the importance of seamless engagement across channels to optimize workflows and improve satisfaction.
- ➔ **8/27/25** **Marketing Automation for the Midmarket: Connecting with Customers** Midmarket businesses face unique marketing challenges. Join us to learn how marketing automation can streamline operations, enhance customer engagement, and drive measurable growth. We'll explore tools designed for growing businesses to automate lead generation and personalize journeys.

### SEPTEMBER

- ➔ **9/10/25** **Sales Enablement 2025: Support Your Sales Team This Year!** This webcast explores the key trends in sales enablement, including AI-driven analytics, sales gamification, and omnichannel approaches. Discover actionable insights to streamline content management, enhance collaboration, and optimize your sales pipeline for growth.
- ➔ **9/24/25** **Customer Service Reinvented: CCaaS, WEM, and AI in Action** Explore how AI-powered Contact Center as a Service (CCaaS) and workforce engagement management (WEM) are reshaping customer service. Learn how these tools improve agent performance, increase retention, and deliver unmatched customer experiences through AI-driven analytics.

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CRM provides **quality, relevant content and events** to address technologies and/or solutions in the Customer Relationship Management space. It is the **first source of information** before going to other sources."

IT PROJECT MANAGER  
**HALLIBURTON**

## 2025 ROUNDTABLE/WEBCAST SCHEDULE *(continued)*

### OCTOBER

- ➔ **10/1/25**     **Unlock CRM, CDPs, and AI for Next-Level Customer Insights** Discover how CRM, customer data platforms (CDPs), and AI are reshaping personalization and predicting customer behavior. Our experts will discuss CDPs' role in creating unified profiles, real-time updates, and data integration to drive engagement and enhance CX.
- ➔ **10/15/25**     **Predictive Analytics & AI: The Future of Customer Service** Learn how predictive models and AI empower businesses to anticipate customer needs and deliver hyper-personalized experiences. Our panel will share real-world applications, equipping you with tools to transform customer service from reactive to proactive.
- ➔ **10/29/25**     **The Role of AI in Compliance and Data Privacy** Explore how AI-driven solutions are reshaping compliance and data security. Learn how AI streamlines compliance checks, identifies vulnerabilities, and adapts to regulatory changes faster than traditional approaches, empowering organizations to protect customer trust.

### NOVEMBER

- ➔ **11/5/25**     **AI in Fraud Detection and Prevention** Join us to discover how AI and machine learning are revolutionizing fraud detection by enabling real-time identification of suspicious activities. Learn about strategies for using AI to enhance fraud prevention and maintain trust in digital interactions.
- ➔ **11/19/25**     **The Power of Personalization: AI-Driven Strategies for Customer Loyalty** In today's competitive market, personalization is essential for building lasting customer relationships. Join our roundtable webcast to explore how AI-driven strategies are transforming customer engagement and loyalty. Discover how AI enables businesses to deliver the right message to the right customer at the right time.

### DECEMBER

- ➔ **12/3/25**     **2025 Customer Experience Wins - What Worked and Why** As 2025 concludes, recap the most successful CX strategies that delivered results. Learn from expert insights on innovations like AI-driven customer support and omnichannel engagement that achieved measurable gains in satisfaction and operational efficiency.
- ➔ **12/17/25**     **AI, Automation, and Omnichannel: Redefining Customer Support in 2025** Join us for a roundtable on trends in customer service technology. Discover how AI-powered support, predictive analytics, and omnichannel integration drive customer satisfaction and operational efficiency, equipping your business to stay ahead in a competitive landscape.



*I love the **webinars**. The host is fantastic."*  
KNOWLEDGE MANAGEMENT SPECIALIST  
**SONY PLAYSTATION**



# EMAIL OPPORTUNITIES

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

- **Circulation:** 30,000
- **Frequency:** Monday & Wednesday

1X	\$500 per issue
4X	\$450 per issue
8X	\$400 per issue
12X	\$350 per issue

## ➔ CRM Bulletin Email Blast

- **Circulation:** 23,000
- **Frequency:** Tuesday & Friday

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

1X	\$4,000
3X	\$3,750
6X	\$3,500
12X	\$3,250
24X+	\$3,000

*De-duplicating against suppression lists, plus \$500*

## EXCLUSIVE NEWSLETTER SPONSORSHIP INCLUDES:

- 75-word text description
- 1200 x 630 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.*

## ➔ Smart Customer Service eWeekly Newsletter

- **Circulation:** 4,600
- **Frequency:** Thursday

1X	\$200 per issue
6X	\$175 per issue
12X	\$150 per issue

## ➔ Smart Customer Service Bulletin Email Blast

- **Circulation:** 3,200
- **Frequency:** Tuesday & Wednesday

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



*I find **good insights** in there. I can't keep up with everything online in terms of new features and industry updates. I go here for good overviews."*

**DIRECTOR**  
**HEALTH ADVANCES LLC**

# 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
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The **topics are relevant and helpful.**  
It allows me to stay up-to-date on the latest platforms and best practices within the customer service industry."

OPERATIONS MANAGER  
**BRIDGESTONE GOLF**

## 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@infoday.com  
 ➤ **Mountain & Pacific:** dennis@infoday.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



*If there is **anything you need to know about CRM** you have to subscribe to CRM magazine and be a constant visitor to destinationCRM.com."*

PRESIDENT & COO  
**WHITMARKS LLC**

# CONTENT SYNDICATION / REPORTS & RESEARCH 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 content assets (white papers, case studies, research, eBooks) 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: Title, Industry, Company Size, Targeted Account List (TAL).

## ➤ 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.



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