ABOUT CRM MEDIA’S MARKETS

CRM Media Executive Summary

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

› Our editorial and circulation strategy targets five main categories of readers—all important at different stages of a CRM program’s lifecycle: executive management, sales, marketing, customer service management, and IT management.

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

Market Summary

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

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

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

TECHNOLOGY PURCHASING BY CATEGORY*

Large Enterprise

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

Mid-Market

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

Small Businesses

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

*Source: Digium Blog
HOW TO REACH OUR AUDIENCE — ONLINE, PRINT, WEBCASTS, CONFERENCES, CPL

destinationCRM.com & SmartCustomerService.com

- **Launched:** 1999

**CRM eWeekly** Newsletter.................................36,000

**CRM Bulletin Email Blast**.................................25,600

**Smart Customer Service eWeekly** Newsletter.................................6,200

**Smart Customer Service Bulletin Email Blast**.................................4,400

- **625,000+** Monthly Impressions
- **125,000+** Monthly Page Views
- **65,000+** Visits Per Month
- **55,000+** Unique Monthly Visitors

**SOCIAL NETWORKS**

<table>
<thead>
<tr>
<th>Platform</th>
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<tr>
<td>Twitter</td>
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</table>

**CRM Magazine**

- **21,000 Qualified Subscribers**
  - Publishing since 1997

**Engaged Readers**

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

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

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

**CRM Webcasts**

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

**Conferences**

Washington, D.C.

- CRM Evolution
- Smart Customer Service
**CRM MEDIA DEMOGRAPHICS**

**Who Are Our Subscribers?**

**BY JOB LEVEL:**
- C Level: 20%
- Vice President: 9%
- Director: 22%
- Manager: 24%
- Supervisor: 4%
- Staff: 14%
- Technical: 7%

**BY JOB AREA:**
- Sales: 8%
- Marketing: 17%
- Customer Service: 32%
- Technical: 20%
- Corporate/General Management: 22%

**Company’s Primary Industry**

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

Percentages may not total 100 due to rounding.

**Company Size by Sales Revenue**

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

Average sales revenue is more than $888 million.

**Company Size by Number of Employees**

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

Average number of employees is 3,900.

**Contact Center Size**

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

**Sales Force Size**

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

Source: August 2020 Audience Survey
### CRM Budgets for 2021

- **11%** $1 million or more
- **11%** $500k to $1 million
- **17%** $100k to $500k

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

### Expected CRM Budget Changes in 2021

- **4%** Increase by 25% or more
- **17%** Increase by 10% to 24%
- **23%** Increase 0 to 10%
- **46%** Stay the same
- **2%** Decrease by less than 10%
- **4%** Decrease by 10% to 25%
- **5%** Decrease by 25% or more

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

### Our Readers’ Top Priorities in the Next 12 Months

- **Customer Experience** 84%
- **Analytics/Business Intelligence** 75%
- **Customer Journey** 71%
- **Data Quality** 67%
- **CRM Platform** 62%
- **Knowledge Management** 58%
- **Marketing Technologies** 57%
- **Self-Service (Web, Speech, Kiosk)** 55%
- **Customer Data Platforms** 54%
- **Mobile Customer Service** 51%
- **Contact Center** 47%
- **Artificial Intelligence/Machine Learning** 47%
- **Sales Technologies** 46%
- **Ecommerce** 43%
- **Omnichannel** 37%
- **Speech or Voice Technologies** 36%
- **Field Service Technologies** 24%

### Contact Center Budgets

- **69%** of our readers’ companies have in-house or outsourced contact centers. More than **27%** will spend more than **$500,000** on contact center-related products and services. The average company will spend more than **$273,000** on contact center-related solutions.

### Our Subscribers’ Influence

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

### How Our Readers View Their Purchasing Role

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

### CRM or Customer Experience Decision Makers

<table>
<thead>
<tr>
<th>Category</th>
<th>Makes final decision</th>
<th>Involved in decision</th>
<th>Not involved in decision</th>
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<tbody>
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<tr>
<td>Executive Management</td>
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<tr>
<td>IT Management</td>
<td>13%</td>
<td>74%</td>
<td>14%</td>
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