

ABOUT CRM MEDIA'S MARKETS

➤ CRM Media Executive Summary

- CRM magazine is the publication of record covering the field of CRM. The magazine—written, edited, and produced by our award-winning staff of journalists and designers—offers executives a unique blend of strategic business information, case studies, and in-depth analysis.
- Our editorial and circulation strategy targets five main categories of readers—all important at different stages of a CRM program's lifecycle: executive management, sales, marketing, customer service management, and IT management.
- CRM magazine began publication in 1997 and launched destinationCRM.com the following year. CRM launched its first conference in 2006.

➤ Market Summary

- The global **CRM software market** was valued at about \$25.5 billion in 2018 and is expected to grow to \$36.53 billion at a CAGR of 9.4% through 2022. —*BusinessResearchReport.com*
- The global **cloud-based contact center** market is projected to grow by \$28.6 billion by 2025. —*ResearchAndMarkets.com*
- The global **customer experience management market** is estimated to register a healthy CAGR of 30% over the forecast period 2019–2026. —*Data Bridge Market Research*

➤ TECHNOLOGY PURCHASING BY CATEGORY*

Large Enterprise



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

Mid-Market



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

Small Businesses



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

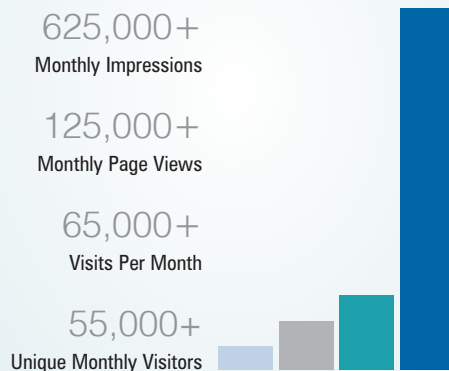
*Source: Digium Blog

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

destinationCRM.com & SmartCustomerService.com

➤ Launched: **1999**

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



SOCIAL NETWORKS

26.3k Twitter followers
2,913 LinkedIn followers
2,838 Facebook followers

CRM Magazine

➤ 21,000 Qualified Subscribers

- Publishing since **1997**

➤ Engaged Readers

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

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

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

CRM Webcasts

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

Conferences

Washington, D.C.

- CRM Evolution
- Smart Customer Service

CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

BY JOB LEVEL:

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

BY JOB AREA:





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

Company's Primary Industry

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






Percentages may not total 100 due to rounding

Company Size by Sales Revenue

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

Average sales revenue is more than \$888 million.

Company Size by Number of Employees

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

Average number of employees is 3,900.

Contact Center Size

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

Sales Force Size

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

Source: August 2020 Audience Survey

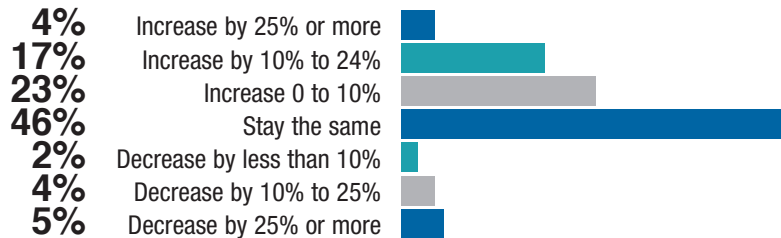
CRM MEDIA AUDIENCE BUDGETS

CRM Budgets for 2021



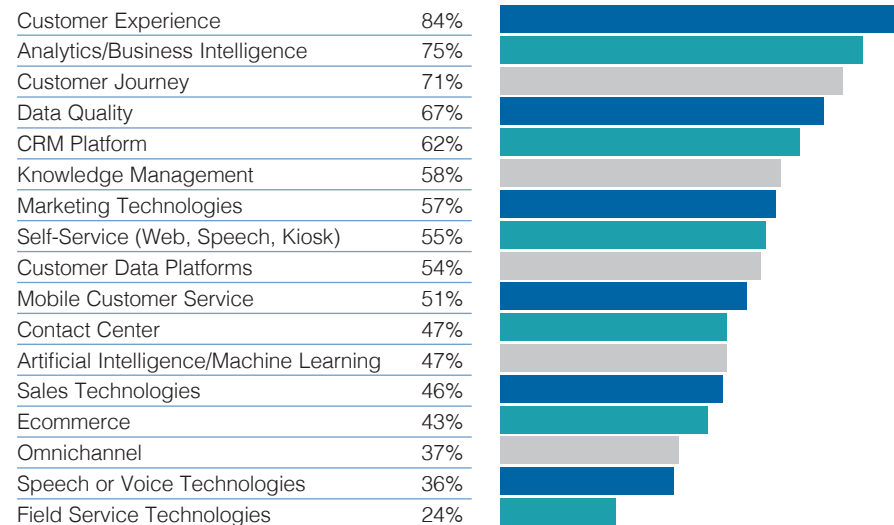
Average expected CRM budget for 2021 is \$270,000.

Expected CRM Budget Changes in 2021



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

Our Readers' Top Priorities in the Next 12 Months



Contact Center Budgets

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

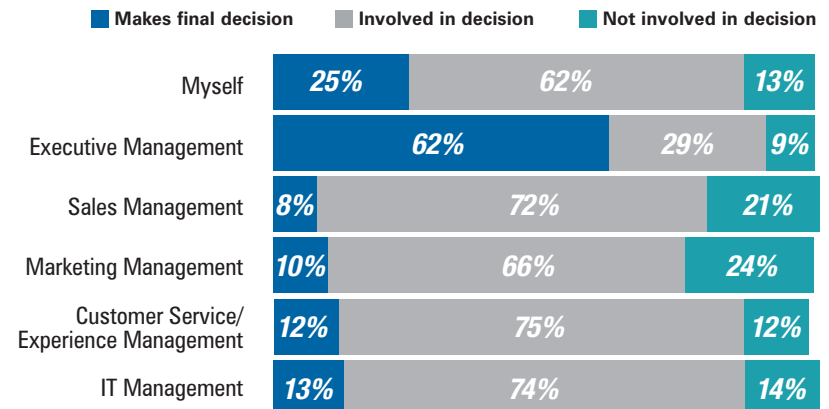
Our Subscribers' Influence

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

How Our Readers View Their Purchasing Role

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

CRM or Customer Experience Decision Makers



Percentages may not total 100 due to rounding