

# 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 1000 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 up-time, 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.

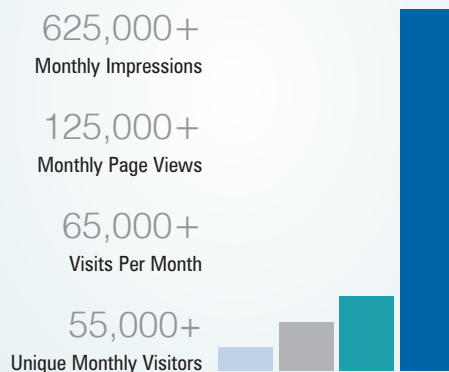
\*Source: Digium Blog

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

## destinationCRM.com & SmartCustomerService.com

➤ Launched: **1999**

	Circulation
➤ <b>CRM eWeekly</b> Newsletter.....	45,000
<b>CRM Bulletin Email Blast</b> .....	32,000
<b>Smart Customer Service eWeekly</b> Newsletter.....	7,700
<b>Smart Customer Service Bulletin Email Blast</b> .....	5,500



### SOCIAL NETWORKS

**26.5k** Twitter followers  
**2,729** Facebook followers  
**2,766** LinkedIn 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?

- **94%** say that CRM is an **important source** of information they **can't find anywhere else**.
- **95%** cite that it helps them professionally.
- **90%** say that CRM magazine is their **favorite** CRM-related publication.

## CRM Webcasts

- **More than 2,000** live webcasts since 1998
- Roundtable or solo events.

## Conferences

April 27–29, 2020, Washington, D.C.

- CRM Evolution
- Smart Customer Service

# CRM MEDIA DEMOGRAPHICS

## Who Are Our Subscribers?

### BY JOB LEVEL:

C Level	18%
Vice President	5%
Director	21%
Manager	32%
Supervisor	3%
Staff	12%
Technical	9%

### BY JOB AREA:

Sales	14%
Marketing	14%
Customer Service	35%
Technical	21%
Corporate/General Management	17%

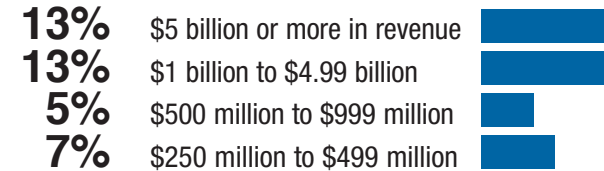
## Company's Primary Industry

Advertising Agency/ Public Relations	2%	Media/Publishing	4%
Banking/Finance	9%	Medical/Healthcare	4%
Call Center	2%	Nonprofit	3%
Consulting/Integrator/Var	8%	Professional Services	6%
Consumer Product Goods	2%	Retail/Etail	5%
CRM Solution Provider	5%	Sports	1%
Education/Training	4%	Technology	13%
Government—Federal, State, Local	7%	Telecommunication	7%
Insurance	4%	Travel/Hospitality	2%
Manufacturing	7%	Utility/Energy	4%
Marketing	3%	Wholesale/Distribution	2%

Percentages may not total 100 due to rounding

“DestinationCRM.com is a great source for trends and real-world solutions for business. We use it as a source for educational and technology decision making for our company.”  
CEO, OMI

## Company Size by Sales Revenue



Average sales revenue is more than \$1.119 billion.

## Company Size by Number of Employees



Average number of employees is 4,064.

## Contact Center Size

- **69%** of our subscribers' companies have a contact center, outsource their contact center, or both.
- **29%** have more than 100 seats.
- **52** seats is the average.

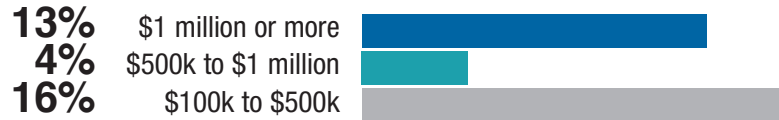
## Sales Force Size

- **21%** of our readers' companies have sales forces in excess of **250** representatives. The average sales force size is **183** people.

Source: August 2019 Audience Survey

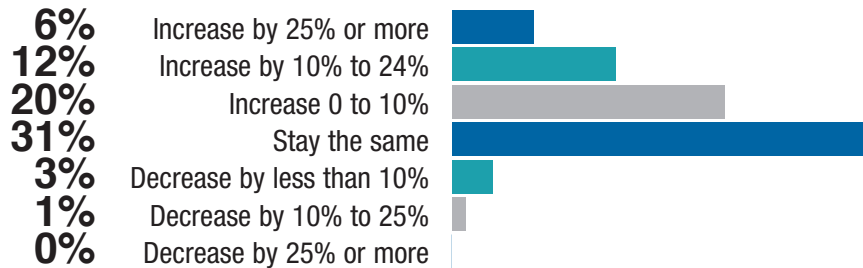
# CRM MEDIA AUDIENCE BUDGETS

## ⇒ CRM Budgets for 2020



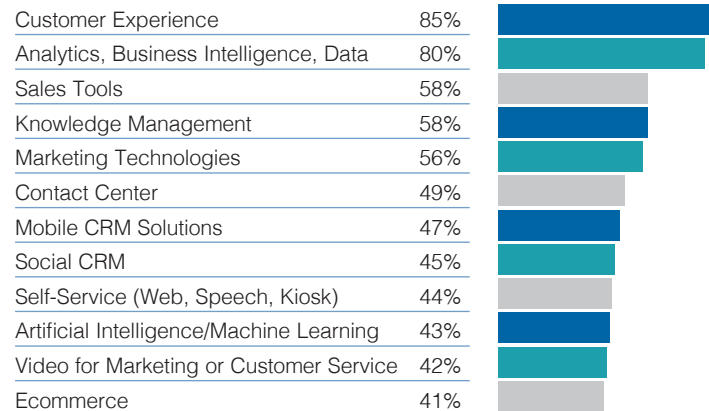
Average expected CRM budget for 2020 is \$350,370, up slightly from 2019.

## ⇒ Expected CRM Budget Changes in 2020



Average CRM budget is expected to be up 6% from 2019.

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



“Appreciate your coverage of a wide spectrum of CRM related updates and latest industry trends.”  
**EQUINOX CONSULTING GROUP**

## ⇒ Contact Center Budgets

- **64%** of our readers' companies have in-house 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.

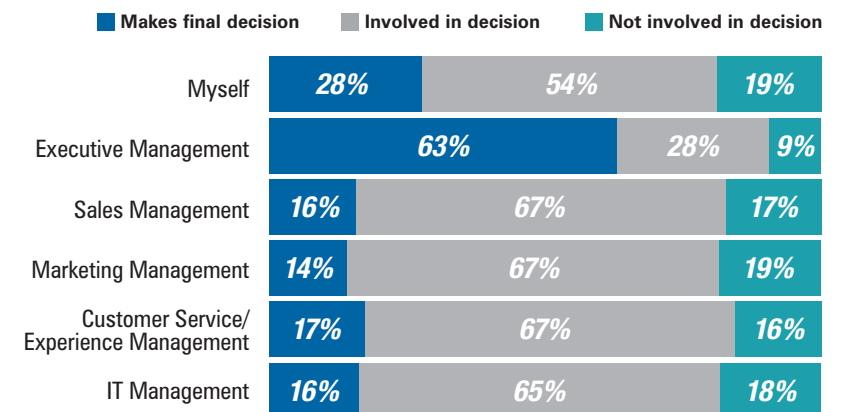
## ⇒ Our Subscribers' Influence

- **81%** of our readers are involved in the decision-making process, and **28%** cite themselves as their companies' final decision makers for CRM-related products and services.
- **84%** of our readers view themselves as their companies' champions/advocates for CRM implementations.

## ⇒ How Our Readers View Their Purchasing Role

- **30%** Business Decision Maker
- **21%** Technical Decision Maker
- **30%** Both

## ⇒ CRM or Customer Experience Decision Makers



Percentages may not total 100 due to rounding