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*

<table>
<thead>
<tr>
<th>Large Enterprise</th>
<th>Mid-Market</th>
<th>Small Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Employees</strong>: More than 1000 employees</td>
<td><strong>Employees</strong>: 101–500 employees</td>
<td><strong>Employees</strong>: 0–100</td>
</tr>
<tr>
<td><strong>Annual Revenue</strong>: More than $1 billion</td>
<td><strong>Annual Revenue</strong>: $10 million–$1 billion</td>
<td><strong>Annual Revenue</strong>: $5–$10 million</td>
</tr>
<tr>
<td><strong>IT Staff</strong>: Full time IT staff, including several specialists</td>
<td><strong>IT Staff</strong>: A small group to several employees</td>
<td><strong>IT Staff</strong>: Typically one or a few</td>
</tr>
<tr>
<td><strong>IT Skills</strong>: A wide variety of broad and specific skills</td>
<td><strong>IT Skills</strong>: Generalist skills. Employees often lack specialty skills.</td>
<td><strong>IT Skills</strong>: Modest. Employees usually learn on the job.</td>
</tr>
<tr>
<td><strong>Location</strong>: Several office locations domestically and internationally</td>
<td><strong>Location</strong>: Likely to have more than one office location and more remote employees</td>
<td><strong>Location</strong>: Limited CapEx</td>
</tr>
<tr>
<td><strong>Large CapEx</strong></td>
<td><strong>Some CapEx</strong></td>
<td><strong>SMBs prefer the pay-as-you-go subscription model for software purchases.</strong></td>
</tr>
<tr>
<td><strong>Main considerations for technology purchases</strong> include guaranteed up-time, advanced features, and security.</td>
<td><strong>Main considerations for technology purchases</strong> include capabilities, functionality, and reporting.</td>
<td><strong>The 28 million small businesses</strong> in the U.S. account for 54% of the country’s sales.</td>
</tr>
<tr>
<td><strong>Large enterprises</strong> employ 9 million people in the U.S. (51.6% of all employees).</td>
<td><strong>If the middle market were a country</strong>, its GDP would rank it as the fourth-largest economy in the world.</td>
<td><strong>Source</strong>: Digium Blog</td>
</tr>
</tbody>
</table>

*Source: Digium Blog
destinationCRM.com & SmartCustomerService.com

- Launched: 1999

**CRM eWeekly** Newsletter............................................. 45,000

**CRM Bulletin Email Blast**............................................. 32,000

**Smart Customer Service eWeekly** Newsletter............................................. 7,700

**Smart Customer Service Bulletin Email Blast**............................................. 5,500

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

### 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

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Updated 10/25/2019
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%
- Banking/Finance: 9%
- Call Center: 2%
- Consulting/Integrator/Var: 8%
- Consumer Product Goods: 2%
- CRM Solution Provider: 5%
- Education/Training: 4%
- Government—Federal, State, Local: 7%
- Insurance: 4%
- Manufacturing: 7%
- Marketing: 3%
- Media/Publishing: 4%
- Medical/Healthcare: 4%
- Nonprofit: 3%
- Professional Services: 6%
- Retail/Trade: 5%
- Sports: 1%
- Technology: 13%
- Telecommunications: 7%
- Travel/Hospitality: 2%
- Utility/Energy: 4%
- 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

- 13% $5 billion or more in revenue
- 13% $1 billion to $4.99 billion
- 5% $500 million to $999 million
- 7% $250 million to $499 million

Average sales revenue is more than $1.119 billion.

Company Size by Number of Employees

- 10% 20,000 or more employees
- 4% 10,000 to 19,999 employees
- 27% 1,000 to 9,999 employees
- 7% 500 to 999 employees
- 8% 250 to 499 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
Average expected CRM budget for 2020 is $350,370, up slightly from 2019.

**Expected CRM Budget Changes in 2020**

- **6%** Increase by 25% or more
- **12%** Increase by 10% to 24%
- **20%** Increase 0 to 10%
- **31%** Stay the same
- **3%** Decrease by less than 10%
- **1%** Decrease by 10% to 25%
- **0%** Decrease by 25% or more

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

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

- **Customer Experience** 85%
- **Analytics, Business Intelligence, Data** 80%
- **Sales Tools** 58%
- **Knowledge Management** 58%
- **Marketing Technologies** 56%
- **Contact Center** 49%
- **Mobile CRM Solutions** 47%
- **Social CRM** 45%
- **Self-Service (Web, Speech, Kiosk)** 44%
- **Artificial Intelligence/Machine Learning** 43%
- **Video for Marketing or Customer Service** 42%
- **Ecommerce** 41%

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**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**

<table>
<thead>
<tr>
<th>Role</th>
<th>Makes final decision</th>
<th>Involved in decision</th>
<th>Not involved in decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myself</td>
<td>28%</td>
<td>54%</td>
<td>19%</td>
</tr>
<tr>
<td>Executive Management</td>
<td>63%</td>
<td>28%</td>
<td>9%</td>
</tr>
<tr>
<td>Sales Management</td>
<td>16%</td>
<td>67%</td>
<td>17%</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>14%</td>
<td>67%</td>
<td>19%</td>
</tr>
<tr>
<td>Customer Service/Experience Management</td>
<td>17%</td>
<td>67%</td>
<td>16%</td>
</tr>
<tr>
<td>IT Management</td>
<td>16%</td>
<td>65%</td>
<td>18%</td>
</tr>
</tbody>
</table>

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