

CRM MEDIA DEMOGRAPHICS

Who Are Our Subscribers?

BY JOB LEVEL:

C Level	18%
Vice President	14%
Director	25%
Manager	23%
Supervisor	4%
Staff	10%
Technical	6%

BY JOB FOCUS:

Customer Service/ Customer Experience	36%
Technical	27%
Corporate/General Management	21%
Marketing	9%
Sales	7%

Company's Primary Industry

Advertising Agency/Public Relations.....	1%	Media/Publishing	6%
Automotive	1%	Medical/Healthcare.....	3%
Banking/Finance.....	6%	Nonprofit.....	4%
Call Center.....	4%	Pharmaceutical.....	1%
Consulting/Integrator/Var.....	11%	Professional Services.....	7%
Consumer Product Goods.....	4%	Retail/Etail.....	4%
CRM Solution Provider.....	4%	Technology.....	15%
Education/Training.....	6%	Telecommunication.....	2%
Government—Federal, State, Local.....	4%	Travel/Hospitality.....	2%
Insurance.....	5%	Wholesale/Distribution	4%
Manufacturing.....	7%		
Marketing.....	2%		

Percentages may not total 100 due to rounding

Company Size by Sales Revenue

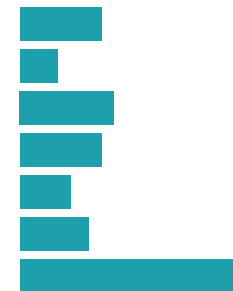
18%	\$5 billion or more in revenue
6%	\$1 billion to \$4.99 billion
6%	\$500 million to \$999 million
6%	\$250 million to \$499 million
6%	\$100 million to \$249 million
10%	\$50 million to \$99 million
50%	\$49 million or less



Average sales revenue is more than \$1.1 billion.

Company Size by Number of Employees

13%	20,000 or more employees
6%	10,000 to 19,999 employees
15%	1,000 to 9,999 employees
13%	500 to 999 employees
8%	250 to 499 employees
11%	100 to 249 employees
34%	99 or less employees



Average number of employees is 4,500.

Contact Center Size

- 75% of our subscribers' companies have a contact center, outsource their contact center, or both.
- 20% have more than 1,000 seats.
- 275 seats is the average.

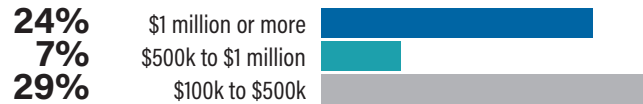
Sales Force Size

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

Source: August 2023 Audience Survey

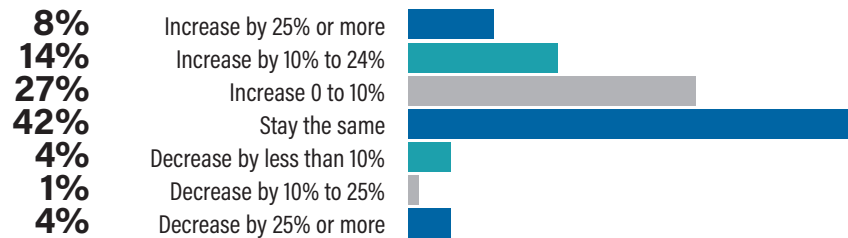
CRM MEDIA AUDIENCE BUDGETS AND INFLUENCE

CRM/CX Budgets for 2024



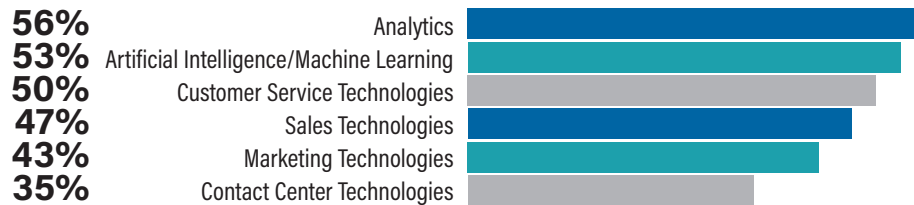
Average expected CRM budget for 2024 is \$418,000.

Expected CRM/CX Budget Changes in 2024



Average 2024 CRM budget is expected to be up 4.5% from 2023.

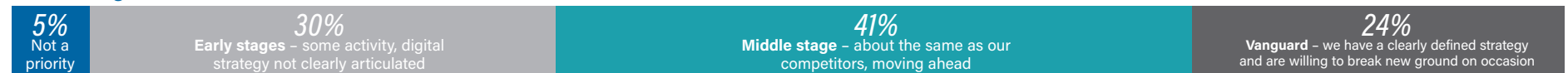
Our Readers' Top Priorities in the Next 12 Months



Path to AI-Assisted Customer Service



Path to Digital Transformation



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.

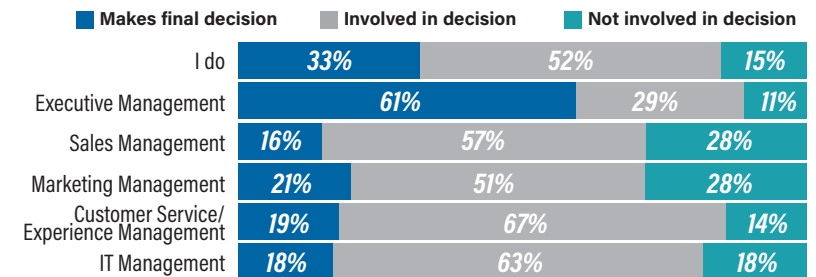
Our Subscribers' Influence

- 85% of our readers view themselves as their companies' champions/advocates for CRM implementations.
- 85% of our readers are involved in the decision-making process.
- 33% cite themselves as their companies' final decision makers for CRM- and CX-related products and services.

How Our Readers View Their Purchasing Role

- 24% Business Decision Maker
- 18% Technical Decision Maker
- 36% Both

CRM or Customer Experience Decision-Making Team



MARKET METRICS

➔ Enterprise

- Fortune Business Insights valued the global CRM market at **\$64.4 billion** in 2022 and expects it to top out at **\$71.1 billion** this year and **\$157.5 billion** by 2030, growing at a compound annual rate of **12 percent**.

➔ Midmarket/SMB

- Fortune Business Insights projects SMBs to record **15.3 percent** compound annual growth, accounting for **\$92.9 billion** of the total **\$181.9 billion** CRM market by 2030, while larger enterprise adoption is expected to grow by only **9.5 percent** per year over that time. Global Industry Analysts expects it to outpace larger enterprises.

➔ Contact Center Infrastructure

- Verified Market Research valued the global contact center infrastructure market at **\$19.5 billion** in 2020 and expects it to reach **\$55.6 billion** by 2028, growing at a compound annual rate of **13.9 percent**.

➔ Contact Center Interaction Analytics

- Emergen Research valued the contact center analytics market at **\$1.2 billion** in 2021 and expects it to grow at a compound annual rate of **18.9 percent** through 2030, when it is projected to reach **\$5.7 billion**. Small and midsize firms are anticipated to register the fastest growth through 2030.

➔ Workforce Engagement Management (WEM)

- Research firm SNS Insider valued the worldwide market for workforce engagement management (WEM) solutions at **7.6 billion** in 2022 and projects it to reach **\$15.2 billion** by 2030, growing at a compound annual rate of **9.2 percent**.

➔ Business Intelligence/Analytics

- Future Market Insights expects the global business intelligence market to top **\$28.2 billion** this year and hit **\$56.2 billion** by 2033, growing at a compound annual rate of **7.1 percent**.

➔ Customer Data Platforms

- Research firm Mordor Intelligence values the worldwide customer data platforms market at **\$2.6 billion** this year and expects it to reach **\$8.6 billion** by 2028, growing at a compound annual rate of **27.4 percent**.

➔ Marketing Automation

- Market research firm MarketsandMarkets expects the worldwide marketing automation software market to grow from **\$5.2 billion** in 2022 to **\$9.5 billion** by 2027, at a compound annual rate of **12.8 percent**.

➔ Sales Force Automation

- Research firm IMARC Group valued the global sales force automation software market at **\$7.5 billion** in 2022 and expects it to reach **\$14.7 billion** by 2028, growing at a compound annual rate of **11.6 percent**.

➔ E-Commerce Platforms

- Research firm MarketsandMarkets valued the worldwide e-commerce platform market at **\$7.1 billion** today and expects it to reach **\$13.5 billion** by 2028, growing at a compound annual rate of **13.8 percent**.

“**The future of contact center software is in the cloud**, although there will continue to be organizations that use premises-based solutions for the foreseeable future.”
DONNA FLUSS, PRESIDENT
DMG CONSULTING