



CCW

CUSTOMER CONTACT WEEK DIGITAL

The World's Largest Online Community of Customer
Contact and CX Professionals

www.customercontactweekdigital.com



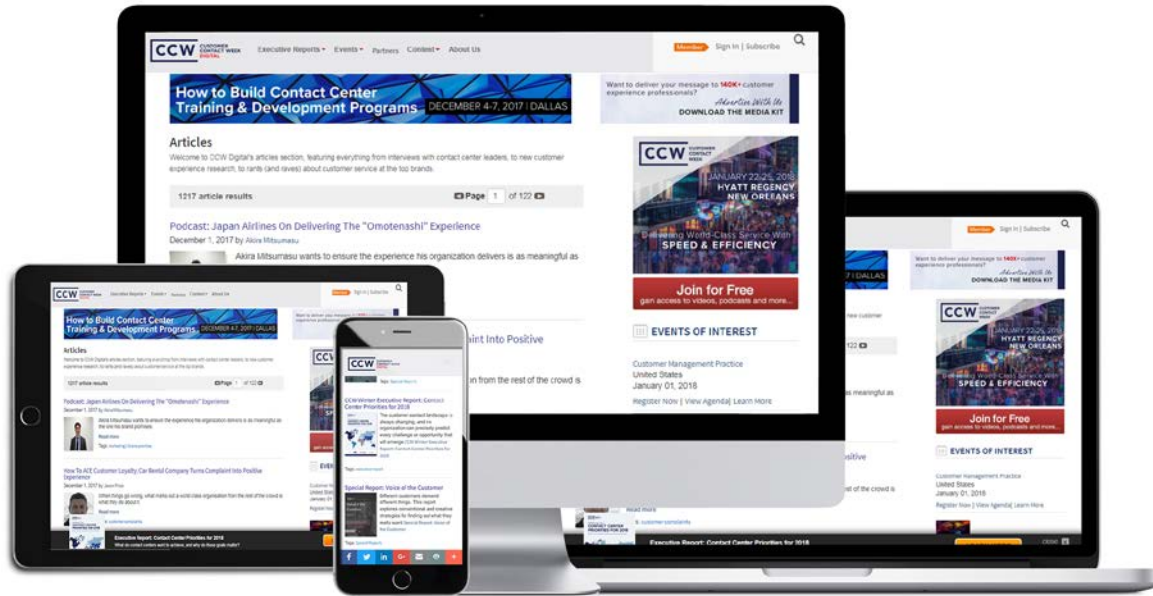
2020 MEDIA KIT



**CUSTOMER
CONTACT WEEK
DIGITAL**

ABOUT US

The Customer Contact and CX Community Relies on CCW Digital for Case Studies, Reports, Market Studies, and Online Events



BY THE NUMBERS

 **150,000+**
Members

 **45,000+**
Weekly Opt-in
Subscribers

 **10,000+**
Online Event
Registrants Yearly

 **12,000+**
Content Downloads
Every Year

 **130,000+**
Social Media
Members

 **NEW**
Content Every Day

OUR MEMBERS

79%

Are decision makers

68%

Surveyed are Director+

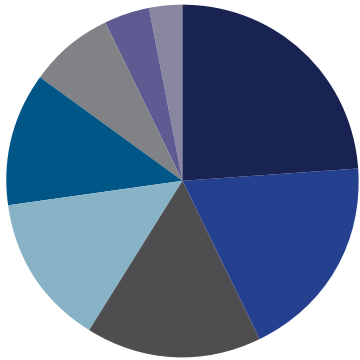
3.2 HOURS

On-site per month (average)

AUDIENCE DEMOGRAPHICS

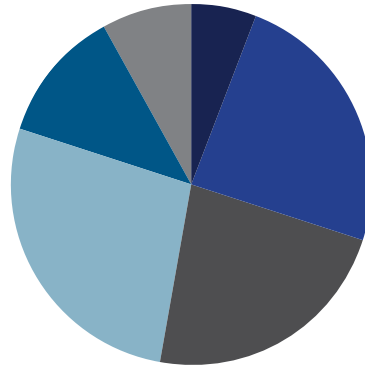
The CCW Digital community features executives from leading brands across all industries

INDUSTRY



- 24% Financial Services & Insurance
- 19% Healthcare
- 16% Retail/etail
- 14% Telecommunication
- 12% Travel & Hospitality
- 8% Technology
- 4% Energy
- 3% Government

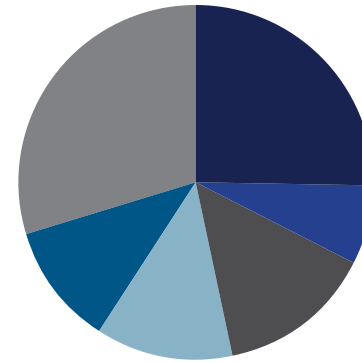
JOB FUNCTION



- 6% C-level
- 24% V.P./Global Head
- 23% Director
- 27% Manager/Senior Manager
- 12% Supervisor/Team Lead
- 8% Other

**Source: CCW Digital Annual Survey*

COMPANY SIZE



- 25% 10,000+
- 7% 5,000-9,999
- 14% 2,500-4,999
- 12% 1,000-2,499
- 11% 500-999
- 29% 1-499



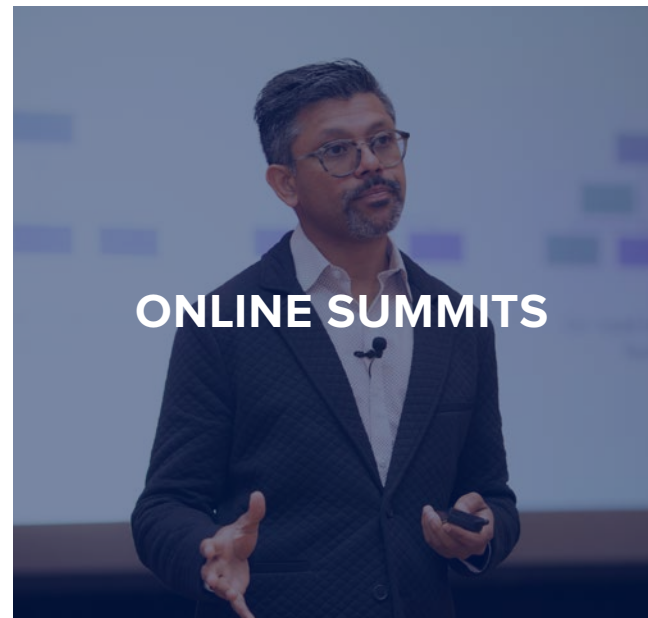
OFFERS CONTENT CREATION, LEAD GENERATION, & BRANDING



SPECIAL REPORTS



MARKET STUDIES



ONLINE SUMMITS



WEBINARS



HOW TO GUIDES



**GO-TO-MARKET
STRATEGY**

Featuring insights from world-class executives and exclusive research, the reports dive deeply into pressing CX and contact center topics. New reports - each focusing on a unique topic.

LEAD SPONSOR (LIMITED TO 1)

\$25,000

A senior executive from your company will be interviewed by one of our CCW Digital Analysts. These thoughts and comments will be incorporated throughout the report and be the only quoted vendor in the report. You will have the opportunity to supply links to your company's homepage or relevant whitepapers promoting your work. Your Company logo will be on the front page of the report, and leads will be emailed out to solution providers on a weekly basis.

Request the 2020 Special Reports Calendar

*Send me
the 2020
Calendar*



FEBRUARY	APRIL	JUNE	AUGUST	NOVEMBER
State of Contact Center Technology Feb 03, 2020	New Standards for Customer Contact Performance Apr 27, 2020	Modernizing Service Experience With AI & Digital June 19, 2020	Customer Experience Trends, Challenges & Innovations Aug 11, 2020	Future of the Contact Center: A Forecast Nov 3, 2020

BRONZE PACKAGE \$10,000

Demand Gen (LIMITED TO 4)

- Weekly download report
- Opportunity to include links to two (2) whitepapers/e-books in appendix (CCW Digital approved)
- Logo on the report and all e-mail promotions

SILVER PACKAGE \$13,000

Demand Gen + Your Content Featured (LIMITED TO 4)

- Weekly download report
- Opportunity to include approved, 2-3 page pre-written case study or white paper in the practicality guide
- Opportunity to include links to two (2) whitepapers/e-books in appendix (CCW Digital approved)
- Logo on report and all external e-mail promotions

GOLD PACKAGE \$17,000

Demand Gen + Custom Whitepaper Composition by Our Editors (LIMITED TO 4)

- Weekly download report
- CCW Digital will develop a 3-5 page custom whitepaper based on the company's completed content worksheet, an interview with a key executive
- Opportunity to include links to two (2) whitepapers/e-books in appendix (CCW Digital approved)
- Logo on report and all external e-mail promotions

GOLD PACKAGE ADD-ONS *based on availability*

- \$8,000 – Participation in roundtable for corresponding online event (includes associated event sponsorship elements)
- \$10,000 – Dedicated 30-minute session on corresponding event (must present with client/analyst speaker; includes associated event sponsorship elements)
- \$10,000 – 30-minute product demo using slideshow, video or live screenshare on corresponding online event

MARCH	MAY	JULY	SEPTEMBER
State of the Contact Center Technology Mar 3-4, 2020	New Standards for Customer Contact Performance May 19-22, 2020	Modernizing Service Experience With AI & Digital July 21-23, 2020	Customer Experience Trends, Challenges & Innovations Sep 22-24, 2020
OCTOBER	NOVEMBER	DECEMBER	
Business Continuity for Customer Contact October 20-22, 2020	New Era of Customer Insights & Analytics November 10-12, 2020	Future of the Contact Center: A Forecast Dec 1-3, 2020	

BRONZE PACKAGE \$12,000

(LIMITED TO 4 PER EVENT)

- Registration report
- Opportunity to include links to two (2) whitepapers/e-books in resource center of landing page (CCW Digital approved)
- Logo on event website, all e-mail promotions, and intro-slide

SILVER PACKAGE \$14,000

(LIMITED TO 4 PER EVENT)

- Registration report
- Speaking position on an expert panel or roundtable
- Opportunity to include links to two (2) whitepapers/e-books in resource center of landing page (CCW Digital approved)
- Logo on event website, all e-mail promotions, and intro-slide

GOLD PACKAGE \$16,000

(LIMITED TO 8 PER EVENT)

- Registration report
- Exclusive 30-minute session (Choice of 1 speaker from company + 1 approved end-user/client/CMP analyst)
- Opportunity to consult with CCW Digital's Principal Analyst
- Opportunity to include links to two (2) whitepapers/e-books in resource center of landing page (CCW Digital approved)
- Logo on event website, all e-mail promotions, and intro-slide

"The meeting was very good and informative. Brian did a great job and our teams were very engaged."



WEBINAR PRODUCTION \$18,000

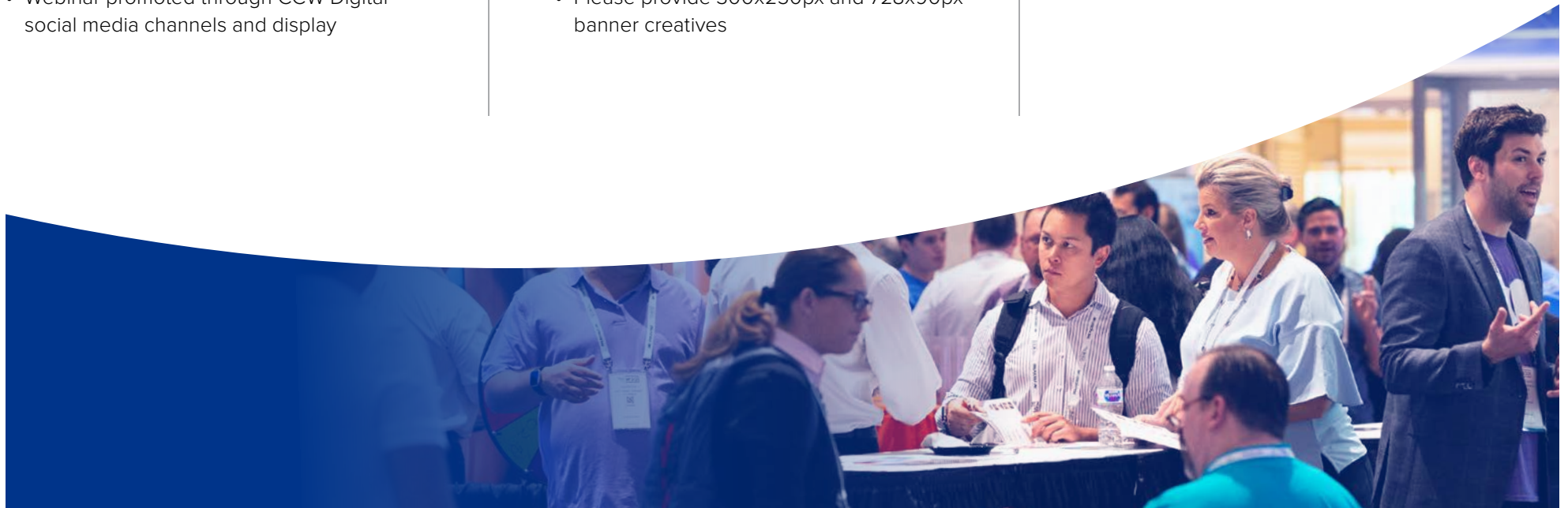
- Registration and attendee reporting
- Email promotion to CCW Digital members
- 45 minute to 1 hour webinar presentation featuring an executive from your business and a respective client (or a CCW Digital analyst). Can include a half-hour product demo.
- Consultation with CCW Digital analyst to perfect topic and content details
- Webinar listing on CCW Digital website and Weekly Newsletters
- Dedicated landing page featuring company branding
- Webinar promoted through CCW Digital social media channels and display

ANALYST SESSION \$14,000

- Email promotion to CCW Digital
 - Email promotion must be related to webinar content and date is dependent on current email inventory
 - HTML to be provided 1 week prior to email date
- 45 minute to 1 hour webinar presentation with a CCW Digital analyst
- Consultation with CCW Digital analyst to perfect topic and content details
- Webinar promoted through CCW Digital social media channels and display
 - Please provide 300x250px and 728x90px banner creatives

WEBINAR PROMOTION \$12,000

- 1x email promotion to CCW Digital members
 - Email promotion must be related to webinar content and date is dependent on current email inventory
 - HTML to be provided 1 week prior to email date
- Webinar promoted through CCW Digital social media channels and display
 - Banner creatives must be related to webinar content and will run for the duration leading up until the webinar date
 - Please provide 300x250px and 728x90px creatives



Customer contact leaders know the challenges. They know they must take action. What happens next? Our How-To Guides have the answer.

LEAD SPONSOR

\$25,000

- Exclusive branding on the report and all e-mail promotions
- Weekly download report
- Opportunity to consult with principal analyst
- Opportunity to include linking to two (2) whitepapers/e-books in the appendix (CCW Digital approved).

PUBLISH DATE	HOW-TO-GUIDE TOPIC	SPONSORSHIP DEADLINE	PUBLISH DATE	HOW-TO-GUIDE TOPIC	SPONSORSHIP DEADLINE
1/15/2020	How to Choose an Analytics Provider	1/10/2020	8/11/2020	How to Achieve a 360-Degree Customer View	8/6/2020
2/11/2020	How to Reduce Customer Effort	2/6/2020			
3/10/2020	How to Improve Self-Service	3/5/2020	9/15/2020	How to Elevate Contact Center Messaging	9/10/2020
4/14/2020	How to Select an Outsourcing Partner	4/9/2020	10/13/2020	How to Select a Chatbot Provider	10/7/2020
5/26/2020	How to Improve Agent Desktops	5/20/2020			
6/9/2020	How to Map Customer Journeys	6/4/2020	11/3/2020	How to Measure Contact Center Performance	10/29/2020
7/14/2020	How to Create an Omnichannel Contact Center	7/9/2020	12/1/2020	How to Predict Customer Behavior	11/24/2020

PRODUCT REVIEW **\$7,500**

Confident you have an industry-leading technology? This is your chance to prove it - before an audience of 150,000.

- 1000-word review on dedicated section on CCW Digital
- Follow-up article detailing progression and success stories.
- Banners for product to run on CCW Digital website and newsletter for 4 weeks.
- Social media promotion

Additional opportunities include on-site recognition at live CCW event and/or remarketing campaign.

VENDOR PROFILE **\$7,500**

Share your company's story - and why you're a perfect fit for today's customer contact decision-makers.

- Podcast interview with a subject matter expert from your company.
- One-page brief detailing your mission, value proposition and success stories.
- "Vendor of the month" feature in CCW Digital newsletter
- Social media promotion

INDUSTRY INTELLIGENCE **\$15,000**

Let the world know that you're an authority on pivotal topics like automation, customer experience, contact center performance and analytics!

- Annual reports highlighting CCW Digital's exclusive research and analysis of our most-demanded topics.
- Technology-minded foreword by CCW Digital analyst team.
- Branding and calls-to-action in each report.
- Inclusion on CCW Digital website and newsletter.

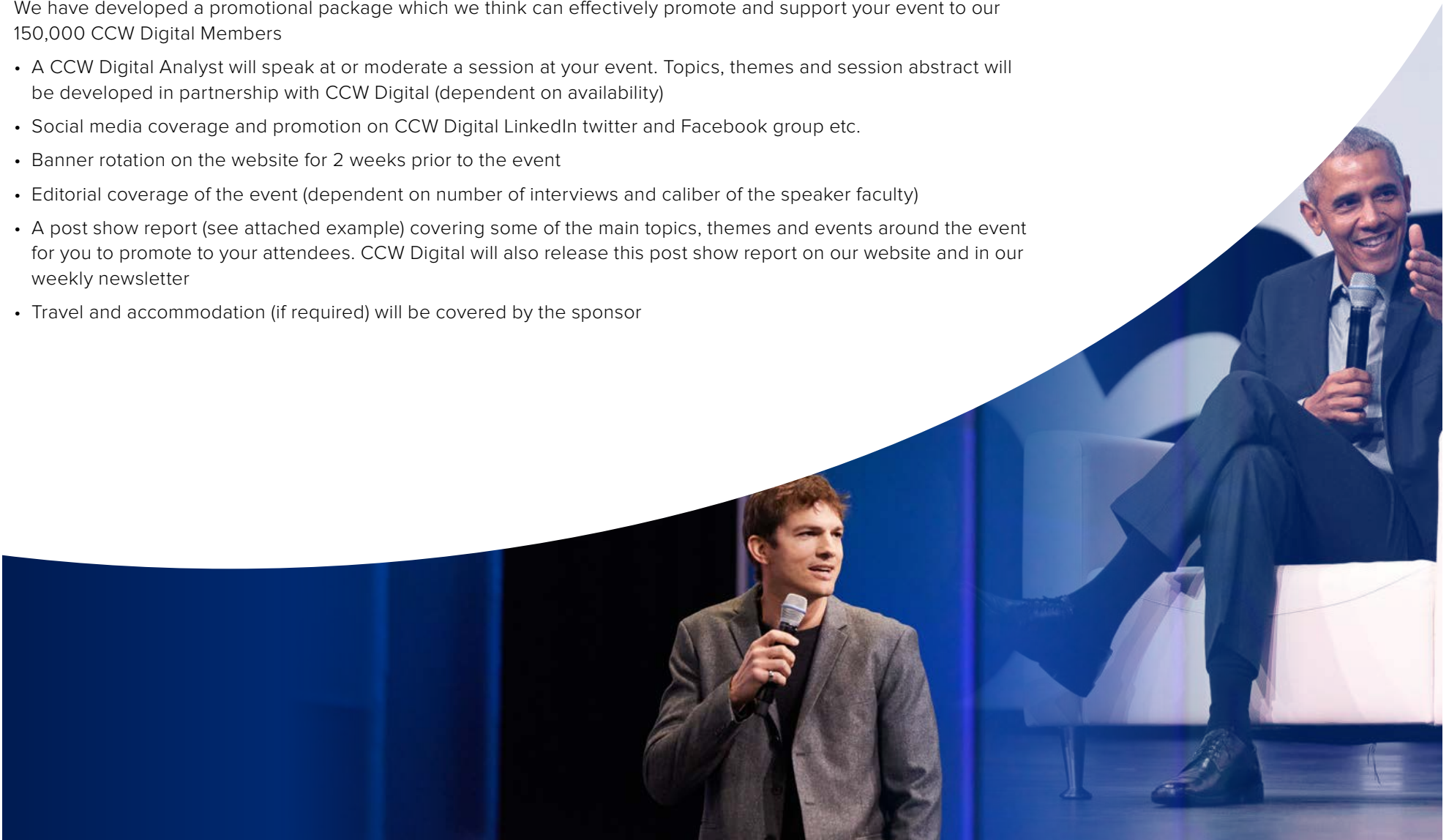


USER CONFERENCE COVERAGE

\$10,000

We have developed a promotional package which we think can effectively promote and support your event to our 150,000 CCW Digital Members

- A CCW Digital Analyst will speak at or moderate a session at your event. Topics, themes and session abstract will be developed in partnership with CCW Digital (dependent on availability)
- Social media coverage and promotion on CCW Digital LinkedIn twitter and Facebook group etc.
- Banner rotation on the website for 2 weeks prior to the event
- Editorial coverage of the event (dependent on number of interviews and caliber of the speaker faculty)
- A post show report (see attached example) covering some of the main topics, themes and events around the event for you to promote to your attendees. CCW Digital will also release this post show report on our website and in our weekly newsletter
- Travel and accommodation (if required) will be covered by the sponsor



In addition to producing a wealth of material for CCW Digital, the Analyst Team supports solution providers' independent content and marketing initiatives.



Speaking Engagements

CCW Digital Analysts participate in a variety of speaking engagements. These include hosting webinars, delivering keynotes or moderating panels at user conferences, and speaking on behalf of solution providers at industry events.



Content Development

CCW Digital Analysts provide forewords for research reports, books and other published works.



Advisory Support

CCW Digital Analysts coach marketers, sales representatives and subject matter experts on how to present their products to the marketplace.



Brian Cantor
Principal Analyst &
CCW Digital Director



Michael DeJager
Principal Analyst
& Divisional Director,
Experience Design Series



Max Ribitzky
Principal Analyst,
Go-to-market Strategy



Nadia Chaity
Senior Analyst,
CXO Series



Sandy Ko
Research Development
Analyst
CCW Series



Amanda Caparelli
Research Development
Analyst
CCW Series

**SCHEDULE AN APPOINTMENT TO
SPEAK WITH AN ANALYST TODAY**

*Contact us
for details*





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**Contact Todd
For Sponsor
Information**

Todd Smith

P: (732) 261-0823

E: Todd.Smith@customermanagementpractice.com