



The 2022-23 US CX Decision-Makers' Guide

ContactBabel's annual **US & UK Contact Centre Decision-Makers' Guides** have become the benchmark for up-to-date and insightful coverage of the contact center industry over the past 15 years.

In 2018, we launched the **US & UK Customer Experience Decision-Makers' Guides**, which extended our research and analysis into the wider customer experience space as well.

RESEARCH COVERAGE

The Customer Experience Decision-Makers' Guides are based on extensive surveys of over 200 US organizations' CX strategies, practices, technologies and plans.

Additionally, surveys with 1,000 US consumers are carried out in order to judge whether organizations' CX focus and investments are being put into the areas which consumers actually value most. The analysis and results coming from this direct comparison attract significant extra PR and interest for the **US CX Decision-Makers' Guide**, increasing its readership and benefiting sponsors.

The report contains data and analysis on the following areas:

- Use of CX supporting technology
- The role of analytics and video
- CX budgets and ROI (split by investment type and channel)
- CX ownership & governance
- The focus of CX improvement programs
- The most important CX factors, as judged by organizations and consumers
- The current & future role of automation in CX
- Future CX investments
- Omnichannel and the customer experience
- The success and failure of CX programs
- CX measurement methods
- CX benchmark scores and usefulness
- How customer-facing employees are rewarded

SPONSORSHIP BENEFITS

Sponsors of the **US CX Decision-Makers' Guide** get a credible platform to display solutions that support CX, as well as widespread access to decision-makers already interested in the type of solutions being discussed.

Platinum sponsors receive details of downloaders (with opt-in consent under GDPR standards), including information on their role, business size and the CX solutions that they are most interested in buying.

There are four possible levels of involvement for sponsors, starting at \$750 for inclusion into the Supplier Directory, up to \$6,000 for a full-page advertisement, thought leadership / case study piece, front-page branding, own-brand **US CX Decision-Makers' Guide** and full details **(with GDPR-level marketing consent)** of those interested prospects who have downloaded the multi-brand **US CX Decision-Makers' Guide**.

Please see the final page for full details of sponsorship benefits and pricing.



DISTRIBUTION AND READERSHIP

The US CX Decision-Makers' Guide is written and marketed to appeal to commercially-minded CX decision-makers, usually at a strategic or senior operational level.

The US CX Decision-Makers' Guide is provided in two formats, both downloadable as PDFs.

- **Multi-brand CX Decision-Makers' Guide:** available - **free** - from the ContactBabel website and promoted directly via email to 200,000+ senior CX decision-makers worldwide, as well as through social media, press releases and a series of articles in the industry press. Sponsors can have their adverts, case studies, thought leadership pieces, product details and branding within the Guide. Platinum sponsors also receive the details of the **CX Decision-Makers' Guide's** downloaders.
- **Own-brand CX Decision-Makers' Guide:** Additionally, Platinum and Gold solution providers will have an **own-brand CX Decision-Makers' Guide** created for their own electronic distribution. 'Own-brand' Guides contain similar content to the multi-brand Guide, but are suitable for direct distribution to your own prospects and clients, as they contain branding and messaging **solely from your own company.**

Downloaders of the **CX Decision-Makers' Guide** are required to provide the following information before they can access the report, and they agree (to a GDPR consent standard) that they may be contacted by the report's sponsors:

- First Name
- Surname
- Company
- Job Title
- Email Address
- Telephone Number
- State/Province (US & Canada)
- Country
- Size of Contact Center (approx. # of seats)
- What responsibility do you have for CX?
- Interest in purchasing CX solutions
- Vertical market

The US CX Decision-Makers' Guide is available for download over a 12-month period. Sponsors regularly receive downloaders' details throughout that time. The report usually receives 300-500 downloaders per year.

TIMESCALE

Until early September 2022: Sponsorship of the **US CX Decision-Makers' Guide** is available

Wednesday 14th September 2022: Sponsors provide artwork and copy for inclusion into the report

Thursday 22nd September 2022: Launch of the **US CX Decision-Makers' Guide**. 'Own-brand' Guides provided to Gold and Platinum sponsors.



PAST SPONSORS OF CONTACTBABEL REPORTS





COSTS

If written on behalf of a single client, a report with this level of research, depth and content would cost in excess of \$40,000. **US CX Decision-Makers' Guide** sponsorship costs far less than such an exclusively-commissioned White Paper, but delivers much more.

Bronze: \$750

Your logo, and full-page product/company description and contact details are put into the Supplier Directory section within the **US CX Decision-Makers' Guide**.

Silver: \$2,000

In addition to the Bronze-level Supplier Directory entry, Silver-level solution providers have a full-page advert within the **US CX Decision-Makers' Guide**, in which hyperlinks to your website may be placed.

Gold: \$4,000

Sponsors also receive their own-brand PDF version of the **US CX Decision-Makers' Guide** for distribution via email or website, at a fraction of the usual cost of commissioning a White Paper.

Platinum: \$6,000

Sponsors also receive details of the downloaders of the **US CX Decision-Makers' Guide** over a 12-month period, to whom you may market directly. You will also receive front-page branding in the multi-brand Guide, as well as including a one-page case study or thought leadership article within the report.

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, color logo, hyperlink & contact details	✓	✓	✓	✓
Full-page color advert, with hyperlinks if required		✓	✓	✓
Own-brand US CX Decision-Makers' Guide for your website & distribution			✓	✓
Full contact details of downloaders of the US CX Decision-Makers' Guide (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the US CX Decision-Makers' Guide				✓
Front-page branding				✓
Cost	\$750	\$2,000	\$4,000	\$6,000