Media Information

SEPTEMBER 2018
KEY INFORMATION

Call Centre Helper is a free, weekly online magazine, published every Thursday, aimed at giving call centre people up-to-the-minute advice on how to make their businesses work more effectively.

Call Centre Helper Website

August 2018

- 255,229 readers (visitors)
- 615,040 page views

Call Centre Helper Newsletter

- Opted-in Subscribers: 14,452

Statistics are independently provided by Google Analytics and Campaign Monitor.

Stats exclude website spiders and newsletters exclude bounced emails and unsubscribes.

Newsletter subscribers are all GDPR compliant and have opted-in to receive mailings.
CALL CENTRE HELPER HAS GREAT COVERAGE

In the last year we've had an average of over 190,000 unique visitors a month.

This is significantly higher than the print publications and other call centre websites.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Publication</th>
<th>Alexa ranking</th>
<th>SEMrush (UK)</th>
<th>similarweb.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call Centre Helper</td>
<td>64,558</td>
<td>36.7k</td>
<td>230,450</td>
</tr>
<tr>
<td>2</td>
<td>MyCustomer.com</td>
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<td>74.5k</td>
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<td>ICMI</td>
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<td>239k</td>
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<tr>
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<td>CustomerZone360</td>
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<tr>
<td>8</td>
<td>Contact-centres.com</td>
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<td>124k</td>
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<tr>
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<td>Contact Centre Central</td>
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<td>tbc</td>
<td>7,794,681</td>
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<tr>
<td>10</td>
<td>Call Centre IQ</td>
<td>Not ranked</td>
<td>562k</td>
<td>Not ranked</td>
</tr>
</tbody>
</table>

Alexa is a company owned by Amazon. All figures accurate as of 13th April 2018.

We have an active online community

@callcentrehelp
12,352 followers on Twitter

@jontypearce
12,318 followers on Twitter

24,329 members on our LinkedIn group
3,659 followers on our LinkedIn page

1,727 members on our Facebook group

1,528 subscribers to our YouTube channel
READER PROFILE

We are targeted at Customer Service Directors, Contact Centre Managers and Technologists.

Our audience influences spend on call centre technology, training and jobs.

Call Centre Helper is targeted at the Contact Centre Manager and Director

We have good global coverage

Spans all sizes of contact centres

Source: Based on a sample of 3,000 Call Centre Helper readers – November 2017
GDPR - ALL CALL CENTRE HELPER LEADS ARE NOW GDPR COMPLIANT

GDPR (General Data Protection Regulation) came into effect on 25th May 2018 and we have become GDPR compliant.

All marketing communications from Call Centre Helper - email blasts, webinar mailings, event mailings and white paper/report downloads (including those sent out on behalf of our customers) contain permission boxes to indicate if they are happy to be contacted by the sponsor.

We have found a better response to our emails, as we are able to deliver the type of content that our readers are interested in. The results of white paper and webinar mailings, since GDPR have been encouraging.

Pre GDPR (pre-ticked boxes)
• 74% Email Permission
• 49% Phone Permission
• 26% No Contact

Post GDPR (opt in, no pre-ticked boxes)
• 55% Email Permission
• 2% Phone Permission
• 45% No Contact

This has been higher than expected and shows more of a permission based environment.

Product Demonstrations

We have also regularly been offering opt-in demos for our white papers and webinars. On our webinars we have been getting between 2 and 12 demo requests – the average is around 4 demo requests.
The Customer Dashboard allows you to view the latest stats that your content has received from adverts, editorial, whitepapers and any webinars.

You can download any GDPR compliant leads that have been collected from a white paper, report or webinar.

With your Customer Dashboard you can immediately track which campaigns have been effective.

- **Latest Downloads/ White Paper Stats** - including demo requests. Customer details include Name, Job Title, Company, Email Address, Phone Number, Permission Given, Permission Expires and Demo Request.
- **Latest Webinar Stats** - stats include number of people who registered, who attended, requested a demo and watched the recording. Customer details include Name, Job Title, Company, Email Address, Phone Number, Permission Given, Permission Expires, Demo Request and details of the webinar; if they attended or watched the recording.
- **Latest Advert Stats** - advert impressions, total clicks which are broken down by box, static box, newsletter and related adverts.
- **Latest Editorial Page Views** - every editorial item from the directory, press releases and forward features are all tagged with your Company name and the stats are shown in your customer dashboard each month

At the end of each month we update the advert and editorial stats (webinar and whitepaper stats are done in real-time)
## ADVERTISING PACKAGES

Choose the best package for your business.

<table>
<thead>
<tr>
<th></th>
<th>Directory Package</th>
<th>High Profile Package</th>
<th>High Profile Package + Bolt-on</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Directory Package</strong></td>
<td>£600 + VAT / approx. $761 per year</td>
<td>£3,600 + VAT / approx. $4,563 per quarter (Minimum 3 consecutive months).</td>
<td></td>
</tr>
<tr>
<td><strong>High Profile Package</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>High Profile Package + Bolt-on</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Directory entry</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Publication of Press Releases</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Event Listing</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Preview of Forward Features</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Contribute towards articles</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Publication of whitepapers on the site</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Adverts on the website and in the newsletter</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Bolt-on; Email blast or Survey Sponsorship</strong></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
DIRECTORY PACKAGES

The Directory package provides a listing in our online directory.

We have a whole range of categories, including Knowledge Management, E-learning and Headsets.

Don't see the right one for you? We can create a new category.

The Listing includes;

- Company Name
- Logo
- Address
- Telephone Number
- Contact Name
- Contact Email
- Social Media Links
- Web Link
- Profile – up to 400 words on your company
- Inclusion in up to 3 categories.
- Extra categories cost £125 + VAT / approx. $166 each.

The Call Centre Helper Directory is a valuable resource for any of our readers looking to invest in the latest technology, consultancy and training.

We regularly get asked for our recommendation on software and technology suppliers and we always point people towards our directory. We would never recommend people we don't work with.
HIGH PROFILE PACKAGES

£3,600 + VAT / approx. $4,563 per quarter. (Minimum 3 consecutive months).

The High Profile package provides a combination of advertising, editorial, brand awareness and lead generation.

Our high profile advertising package ensures that you get your message across and that your brand and message stays in the mind of key decision makers.

With great account management we act on a consultancy basis offering advice for using the package and industry guidance.

Adverts
- The box adverts appear across the website and in our weekly newsletter.
- We can help with the design of adverts or you are of course welcome to supply your own.

Editorial
- Exclusive access to our editorial schedule. These are panel pieces that you are welcome to contribute towards. Each title has a synopsis and word count.
- Publication of press releases, opinion pieces and case studies.
- We can also syndicate and publish your blog posts.
- The High Profile Package also includes the opportunity to post on our Events Page.

Directory Entry
- The package includes a listing in our on-line Directory. You can be included in up to 3 categories.

Lead Generation
- We also allow you to publish a maximum of 2 White Papers/Reports per month.
- For any White Papers, we can create a Call Centre Helper landing page for you. This will prepopulate the fields and collect any leads on your Customer Dashboard.

Limited Availability
HIGH PROFILE PACKAGE +BOLT-ON

The cost of the High Profile Package is £1,000 + VAT / approx. $1,324 per month.

If you sign up for a 12 month package (invoiced quarterly), then we can include a free bolt-on* as part of the package. This can be;

- **Email Blast** including 1 email marketing campaign to our subscribers. The mailing can be geotargeted if requested, redirection to your website or requested location as required, promotional article on the Call Centre Helper website and appearance in Call Centre Helper newsletter

- **Sponsorship of the Call Centre Helper Survey** This in-depth survey looks at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use. We are offering companies the opportunity to sponsor an individual chapter.

*based on availability

Webinars are not included as a bolt-on but can be booked separately at a cost of £7,000 + VAT / approx. $9,273 (if you are on a package).
An eBlast allows you to send out an email to our mailing list either a whitepaper hosted on our site, a whitepaper on your site or other email blast.

Whitepapers which include a solution to a typical call centre problem work well.

Whitepapers hosted on our site will have pre-populate details on the web form, which typically doubles the conversion rate.

We collect Name, Job Title, Company, Email and Phone Number as well as the Number of Contact Centre Agents. We filter out students, consultants, competitors and people with no contact centre.

We will generate leads/contacts which are GDPR compliant and these will be supplied to you through your Customer Dashboard.

What's included

- Promotional article on the Call Centre Helper website
- Appearance in Call Centre Helper newsletter
- 1 email marketing campaign to our newsletter subscribers,
- Geotargeted if requested

Only Available to Customers on the High Profile Package
SPONSORSHIP OF THE CALL CENTRE HELPER CONTACT CENTRE SURVEY AND REPORT

This in-depth survey looks at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use. We are offering Companies the opportunity to sponsor an individual chapter.

Our last Call Centre Helper Contact Centre Survey had over 380 contact centre professionals taking part, which makes it one of the most comprehensive snapshots into what contact centres are currently doing.

We have the opportunity for just 6 companies to sponsor the survey and the accompanying report.

We also produce an individual report for your sponsored chapter that you can then use for your own promotional needs.

Each sponsor receives their share of the leads/contacts generated.

So far 2017’s report has received 1,421 downloads which are all GDPR compliant. These have been split between the 6 sponsors. The leads appear on the customer dashboard.

£5,000 + VAT / approx $6,624

SOLD OUT

Only Available to Customers on the High Profile Package
WEBINARS

A hosted webinar allows you to interact with our audience in a real-time conversation and share audio, webcams and slides.

On each webinar we run our chatroom alongside and this allows for audience members to share questions and interact with other audience members. Webinars also allow you to share polls and questions live with direct feedback by the participants.

We take recordings of every webinar and people can watch the replays on catch up if they can't make the exact date.

Having run over 200 webinars we know what we are doing!

What's included

- Fully designed adverts on the website
- Individual page featured in our Events and Webinars sections
- Hosted by member of the Call Centre Helper team
- Option for Call Centre Helper to source industry expert speaker
- Appearance in Call Centre Helper newsletters
- 1 solus mailing
- Advertising on all Call Centre Helper social media sites
- Hosted recording and speaker slides for minimum of 6 months

Who will attend?

- Average webinar registration: 468
- Average live attendance: 111
- Average recording view: 74

*stats based on 2018 webinar figures
PROVEN RESULTS

Many of our advertisers have been advertising with us for years. They only do this because they know it gets results.

PLEASE CALL TO DISCUSS YOUR MARKETING REQUIREMENTS

Jo Robinson
Operations Manager

Rachael Boynton
Digital Media Manager

Tel: 01600 714546
Email: rachael.boynton@callcentrehelper.com
Web: www.callcentrehelper.com
TERMS AND CONDITIONS

Marketing Packages

Directory Entries

Directory Entries are payable in advance via PayPal or credit card. Individual Directory Entries run for a 12 month period and you can start the year at any time. Should you later decide to take out the High Profile Package then we will add any remaining time left on your directory entry onto the end of the package.

The High Profile Package & Editorial Package

Upon cancellation, we will leave any of your editorial content (press releases, articles etc.) on the site but your white papers, adverts and directory entry will be taken down at the time of cancellation. We will also remove any links to your website.

- All content submitted is subject to Call Centre Helper’s normal editorial controls and must be written from a neutral point of view. By submitting content to Call Centre Helper, you retain copyright of the material. You also grant to Clearly Presented Ltd (the owners of Call Centre Helper) an irrevocable, non-exclusive license to publish, modify (edit – subject to standard editorial procedures) or distribute the content in any way that we feel fit.
- We will usually credit the author. Please note that all content in our reference guides is liable to be changed and edited over time.
- The High Profile package allows you to publish two items of downloadable content per month.
- Due to space constraints, we cannot guarantee that content will be published in the same week but we will endeavour to ensure that it is published as soon as possible.
- As a rule of thumb, we do not tend to publish press releases that relate to financial results.

3 Month Packages

- The minimum term for the High Profile Package is 3 months and you can cancel at the end of that period.
- 3 Month High Profile Packages are invoiced in advance. You can start the year at any time.

12 Month Packages

Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. You can start the year at any time.

- Customers who sign up for a 12 month package also receive an additional ‘bolt-on’ at no extra charge. Available ‘bolt-ons’ will be discussed at the time the package is taken out or renewed and are subject to availability.

- Any bolt-ons need to be used within the time frame of the package and cannot be carried forward.
- You can cancel your contract at any time but it will be subject to a cancellation fee depending on whether you have used your bolt-on.

If you have not used your bolt-on, then you can cancel at the end of the quarter and a cancellation fee depending on your bolt-on will be applied as follows:

Email Blasts
- More than 30 days of the mailing date – no charge
- Within 30 days of the mailing date – 50%
- Within 15 days of the mailing date – 100%

Webinar
- More than 90 days of the webinar date – no charge
- Within 90 days of the webinar date – 50%
- Within 30 days of the webinar date – 100%

If you have used your bolt-on, then you may cancel at the end of the quarter plus a fee of £5,000 + VAT / approx. $6,624 will be charged.

Email Blasts
- Email Blasts are invoiced after the mailing has taken place.
- Unfortunately, with GDPR, we cannot guarantee any number of leads.
- If you are unable to supply the materials for your email blast, then you will not be able to re-schedule it for a later date.
- If you cancel your email blast, then there will be a cancellation fee, applied as follows:
  - More than 30 days of the mailing date – no charge
  - Within 30 days of the mailing date – 50%
  - Within 15 days of the mailing date – 100%

Webinars
- Webinars are invoiced after the live event has taken place.
- If you cancel your webinar, then there will be a cancellation fee, applied as follows:
  - More than 90 days of the webinar date – no charge
  - Within 90 days of the webinar date – 50%
  - Within 30 days of the webinar date – 100%