THE WORLD’S MOST POPULAR CONTACT CENTRE PUBLICATION

DECEMBER 2023

callcentrehelper.com
OUR AUDIENCE

NOVEMBER 2023 STATS

142,375 READERS (VISITORS)

275,376 PAGE VIEWS

43,941 NEWSLETTER SUBSCRIBERS

95,765 SOCIAL MEDIA FOLLOWERS

WEBSITE USERS

CANADA 4,114
USA 38,705
UK & I 22,289
LATAM 5,800
SOUTH AFRICA 3,532
APAC 54,248
REST OF EUROPE 10,361
UK & I 22,289
USA 38,705
LATAM 5,800
SOUTH AFRICA 3,532
APAC 54,248
REST OF EUROPE 10,361
AUDIENCE DEMOGRAPHICS

JOB TITLES

We Target Decision Makers, Senior Leaders, Contact Centre Managers and Technologists.

INDUSTRY

- Finance - 10%
- IT - 10%
- Healthcare - 10%
- Outsourced Call Centre - 7%
- Business Services - 6%
- Consumer Services - 6%
- Telecommunications - 6%
- Insurance - 6%
- Government - 4%
- Retail - 4%
- Other - 31%

COMPANY SIZE

- 500+ Agents
- 200 - 499 Agents
- 100 - 199 Agents
- 50 - 99 Agents
- 1 - 49 Agents

VISIT SITE
callcentrehelper.com

The UK's most popular online call centre magazine

CONTACT THE TEAM
Why Work With Us?

**Awareness**

- Your adverts appear across our site and in our weekly newsletter.
- Want to target your adverts against certain content or try different messaging? We can do that and then provide stats showing which of your adverts have had the most clicks.
- Use your adverts to promote events, eBooks and new product offerings and see analytics on how each one performed through your own customer dashboard.

**Amplify**

- Want the chance to uplift your content to our audience?
- We upload your blog posts onto our website, sharing them with 250,000+ readers a month.
- We use canonical links so that your Google ranking are not affected.
- Looking to build links back to your website? Each post includes links back to your site.
- All posts are shared across our social channels.

**Leads**

- Our Packages include the option to generate leads through the hosting of eBooks, white papers and other resources which we offer for download.
- Each one appears on our website, in our newsletter and across our social media channels.
- Tag your content and resources against popular search terms to improve visibility and maximise downloads.
ADVERTS

Box adverts are included in all of our partner package options. Your advertisements will feature on every page of our website, on a rolling basis.

- Box adverts appear across the website and weekly newsletter.
- We can help with design, working with your brand guidelines.
- Related adverts appear next to targeted content.

VISIT SITE
CONTACT THE TEAM
Advertising via Call Centre Helper allows our partner’s content to reach our dedicated audience of contact centre decision makers.

As part of our editorial package elements, we offer the following opportunities:

- **Exclusive access to our editorial schedule.** Our expert panel pieces are where our partners are welcome to contribute towards topics that are relevant to their brand.
- **Publication of press releases,** opinion pieces and case studies.
- **Syndication and publication of your blog posts.** These can be sourced by our internal team, ensuring rapid turnaround on your new content.
- **All uplifted content from your website** is shared with a canonical backlink to you, leveraging our 20 years of domain authority around contact centre related topics, and providing you with valuable backlinks for your own SEO.
- **Automatic social sharing of all blog / news stories with tagging of your brand.**
- **Listings on our Events Page.**
Any white papers, eBooks or reports that you publish can be uploaded to our website, with the flexibility to host them directly on callcentrehelper.com or via your own landing page.

- Related reports hosted on our website appear next to targeted content.
- Number of hosted items in this category varies depending on choice of advertising package.
- Gated content on our website has the advantage of pre-loading required fields from first party cookies.
- Hosted white papers, eBooks and reports are guaranteed to feature in our weekly newsletters.
EVENT LISTINGS

If you are hosting any webinars or events, we'll feature them on our website and in our newsletter, ensuring they reach a broader audience and get the attention they deserve.

DIRECTORY LISTINGS

All of our active partners receive a listing in our directory. This includes links back to your website and social channels, as well as relevant technology to your product offering.

- Related reports and content are displayed alongside your directory listing.
EXPERT PANELS

Join our panel of experts! We allow our advertising partners to contribute to our popular panel pieces (typically in around 250 words). These are an excellent opportunity for your business to showcase your thought leadership in specific contact centre technologies or on other typical operational issues.

- Topics are typically split by a technology or operational focus.
- We allow an unlimited number of contributions from our partners.

VIDEOS

Gain access to our topic library of dedicated video content hosted on Call Centre Helper TV. These videos are digestible (under 2 minutes) and perform well within search engines and social media.
We now offer the opportunity for our Editor to visit your client’s contact centre, and produce an article from this visit. Our site visit articles are themed around ‘best practices’ and include a technology section.

| Your adverts would feature heavily on site visit articles with your clients.
| Site visit articles offer excellent alternatives for showcasing your case studies in a more neutral setting.

**CLIENT SITE VISITS**

**MANAGEMENT INTERVIEWS**

From 2024 onwards, we also offer your senior management team the ability to participate in an interview with our Editor on hot industry topics. These interviews are a great opportunity to share new product developments from your business or talk in detail about various industry pain points.

**SURVEY SPONSORSHIP**

Our detailed surveys look at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use. We offer companies the opportunity to sponsor an individual chapter.

| Our annual survey is conducted during Q3, releasing in October.
| Survey sponsors receive an individual report on their chapter, which they can then use for their own promotional needs.
| Survey sponsorship is included as part of our Premium Package.

**CONTENT CREATION**

**SUPERDRY®**

| Exclusive Access to Premium Package Partners

**VISIT SITE**

**CONTACT THE TEAM**

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20 Ideas for Driving Success From The Fuel Store

10 Great Ideas Delivered Straight From Superdry’s Contact Centre
For partners who choose our Premium Package, we offer the ability to take over all of our social channels for an entire week.

**WHAT’S INCLUDED?**

- The ability to publish your content across all of our social channels.
- Changing all cover images to match your branding with a design of your choice.
- Pinned post on ALL social channels.
- Publish polls to our dedicated audience to gain first hand research and lead generation.
- Access to our dedicated LinkedIn community group of 50,000 members.
- One recommended post to our private LinkedIn community, sending a targeted email to all members.
- Optional extra to boost your content to our private group via LinkedIn adverts.

**SOCIAL MEDIA TAKEOVER**

95,765 SOCIAL MEDIA FOLLOWERS

51,542 PRIVATE LINKEDIN COMMUNITY

11,961 LINKEDIN SHOWCASE FOLLOWERS

**CONFERENCE SHOWCASE**

Live events can represent a significant investment from your marketing budget. Ensure your event attracts the right audience with Call Centre Helper’s conference showcase opportunities.

- Premium event listing on our website.
- Social media countdown across all channels.
- CCH in person attendance at your event.
- Live social coverage of your event, including images and videos.
- An article produced from the event highlights.

Exclusive Access to Premium Package Partners
An eBlast allows you to send out a targeted email to our subscriber list. This can be a White Paper, eBook, Survey, Event Mailing or Benchmarking Report.

The mailing will link through to a gated landing page on Call Centre Helper, where the reader submits a pre-filled form to access the content, which we then pass on to you.

We filter out students, consultants, competitors and those not suitable to be leads, all relevant leads will then be supplied to you through your dedicated customer dashboard.

WHAT’S INCLUDED IN AN eBLAST?

- 1 email marketing campaign to our subscribers
- The mailing can be geotargeted
- Promotional article on the Call Centre Helper website
- Appearance in our Call Centre Helper newsletter

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<th>FEB</th>
<th>MAR</th>
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TOTAL SUBSCRIBERS

43,941

Not Available to Purchase as a Stand Alone Item
The Customer Dashboard allows you to view the latest stats that your content has received from adverts, editorial, white papers and any webinar recordings.

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

With your Customer Dashboard, you can immediately track the effectiveness of your campaigns with us and start calculating your return on investment.

**Latest Downloads/ White Paper / Webinar Recording Stats**
Including demo requests. Customer details include Name, Job Title, Company, Email Address, Phone Number, Country, Permission Given, and Demo Request.

**Latest Advert Stats**
Total clicks which are broken down by box, static box and related adverts.

**Latest Editorial Page Views**
Every editorial item including your directory, blogs, press releases and experts panel are all tagged with your company name, and stats are shown in your customer dashboard each month.
# Advertising Packages

<table>
<thead>
<tr>
<th>Minimum Term</th>
<th>Welcome Package</th>
<th>High Profile Package</th>
<th>Premium Package</th>
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<tbody>
<tr>
<td></td>
<td>£2,000 / Month</td>
<td>£1,500 / Month</td>
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<tr>
<td>Webinar Programme</td>
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<td>Exclusive Access</td>
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Welcome Package: 3 Months
High Profile Package: 12 Months
Premium Package: 12 Months
We are continuing our webinar series in 2024, with limited availability.

A hosted webinar allows you to interact with our audience in a real-time conversation and share audio, video and slides. Our live chat allows audience members to share questions and interact with each other alongside the discussion.

**WHAT’S INCLUDED IN OUR WEBINARS?**

- Hosted by a member of the Call Centre Helper team
- 20 minute speaking slot for your company
- Call Centre Helper to source an industry expert speaker
- Share polls and ask live questions to the audience
- Fully designed adverts on the website
- Individual page featured in our Events and Webinars sections
- 1 email campaign
- Complete social coverage on all channels
- Hosted recording and speaker slides for minimum of 6 months
- Lead generation from all attendees
- Continued lead generation from recording access post-webinar

£10,000 + VAT / approx $12,400

*Only Available as Additional Activity to Our Premium Package*
PROVEN RESULTS

Industry professionals have trusted us for the past twenty years to boost the visibility of their brands, engage with our audience of end users, and deliver strong returns on their marketing investments.

Contact Us Today To Discuss Your Marketing Requirements

Xander Freeman
Market Analyst
xander.freeman@callcentrehelper.com

Jo Robinson
Operations Manager
jo.robinson@callcentrehelper.com

Many of our advertisers have been working with us for over a decade. They continue to do so because they know it gets results.
The Welcome Package
The Welcome Package runs for 3 months and you can cancel at the end of that period, continue on a rolling monthly basis or upgrade to the 12 month High Profile Package.

The package is invoiced in advance. Where we don't have payment history with you then we will ask for payment before the package can start. You can start the package at any time.

The Welcome Package allows you to publish one blog post per week and one item of downloadable content per month.

The High Profile Package
Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. Where we don't have payment history with you then we will ask for the first quarterly payment to be made before the package can start. You can start the year at any time.

The High Profile Package allows you to publish two items of content (blog post, case study or news story) per week and two items of downloadable content per month.

Customers who sign up for the 12 month High Profile Package receive an included standard email blast. Standard emails can be sent out during the months of January, April, July, August, November and December. Included email blasts need to be used within the time frame of the package and cannot be carried forward.

You can cancel your contract at any time and a cancellation fee will be charged depending on whether or not you have used your email blast. If you have used your eblast, then you may cancel at the end of the quarter plus a fee of £4,000 + VAT will be charged.

The Premium Package
Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. Where we don't have payment history with you then we will ask for the first quarterly payment to be made before the package can start. You can start the year at any time.

The Premium Package allows you to publish unlimited content (blog post, case study or news story) per week and two items of downloadable content per month.

Customers who sign up for the 12 month Premium Package receive an included premium email blast. Premium emails can be sent out during the months of February, March, May June, Sept and October. Included email blasts need to be used within the time frame of the package and cannot be carried forward.

Included social media takeovers, survey sponsorship and conference showcases need to be used within the time frame of the package and cannot be carried forward. The social media takeover allows you to publish one post per day.

For any conferences outside the UK, we ask that you cover the travel, hotel accommodation and meal expenses of the CCH team member attending. UK conference expenses will be covered by us. If the UK conference spans more than one day, then we ask that you pay hotel accommodation and meal expenses.

For any site visits outside the UK, we ask that you cover the travel, hotel accommodation and meal expenses of the CCH team member attending. UK conference expenses will be covered by us.

You can cancel your contract at any time and pay for the number of months used @ £2,500 + VAT per month. There will also be a cancellation fee of £5,000 + VAT.

General
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 of Call Centre Helper Ltd 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.

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.

Cancellation Policy
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.

Email Blasts
Unfortunately, we cannot guarantee any number of leads.

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% of £4,000 (standard) or £6,000 (premium)
- Within 15 days of the mailing date – 100% of £4,000 (standard) or £6,000 (premium)

Survey Sponsorship
If you cancel your email blast, then there will be a cancellation fee, applied as follows:

- More than 30 days of the activity delivery date – no charge
- Within 30 days of the activity delivery date – 50% of £5,000
- Within 15 days of the activity delivery date – 100% of £5,000

Webinars
Webinars are invoiced at the start of the relevant quarter they take place in.

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% of £10,000
- Within 30 days of the webinar date – 100% of £10,000