

# MEDIA PACK

PACKAGES STARTING FROM £1,500 PER MONTH

## THE AWARD WINNING CONTACT CENTRE PUBLICATION

For 21 years, Call Centre Helper have published new articles daily and have built a content library of thousands of articles covering all aspects of the contact centre industry.

Our articles focus on CX topics such as: CCaaS, AI, WFM, EX, and Analytics.

With a global audience of millions of contact centre professionals you can be certain that **YOUR NEXT CUSTOMER IS ON OUR WEBSITE**



# DECEMBER 2024

callcentre   
helper COM

# OUR AUDIENCE

## PREVIOUS YEAR

**1,372,700**

UNIQUE READERS

## LAST MONTH

**196,000**

ARTICLE VIEWS

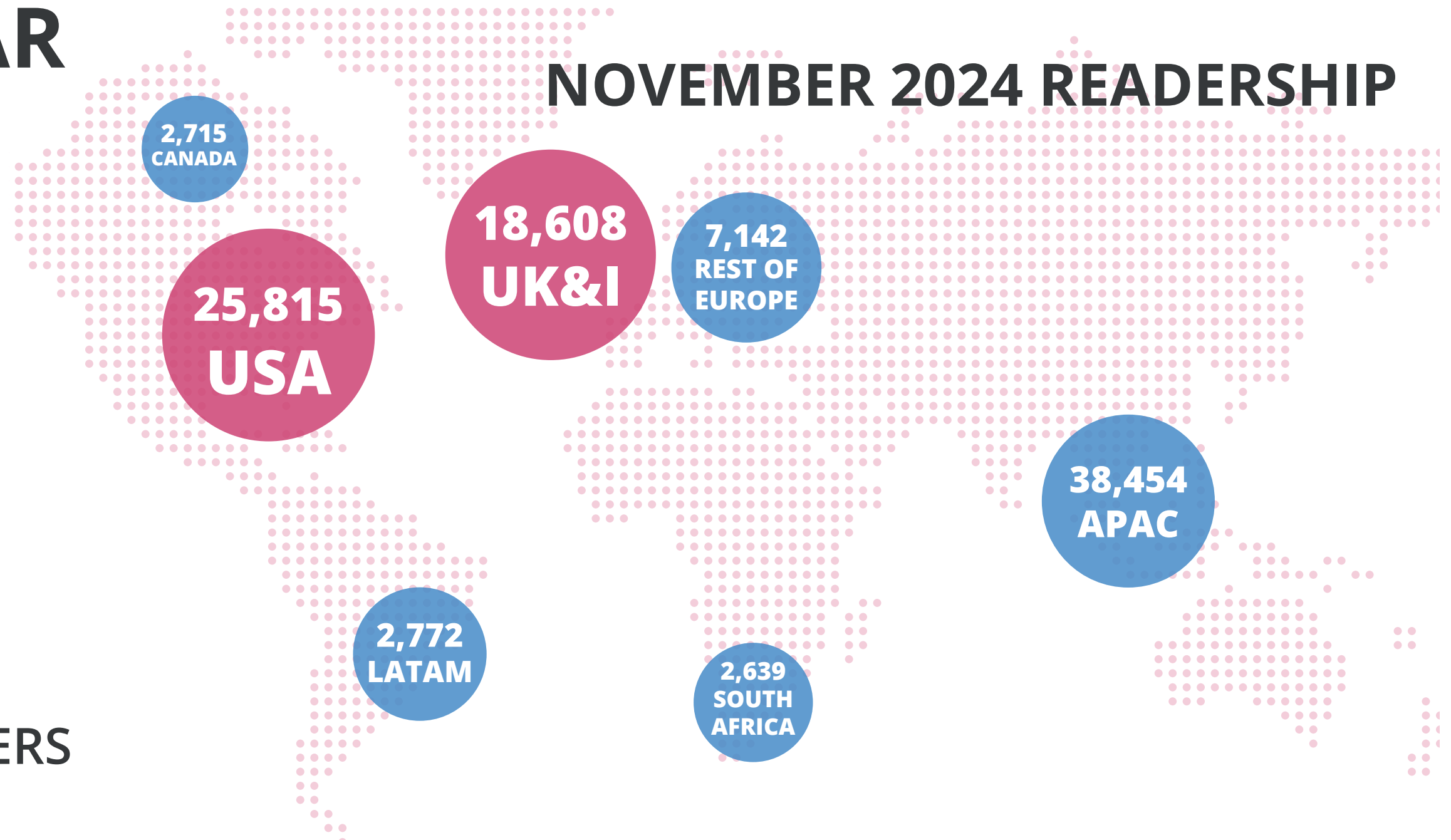
**48,084**

NEWSLETTER SUBSCRIBERS

**109,868**

TOTAL SOCIAL FOLLOWERS

## NOVEMBER 2024 READERSHIP



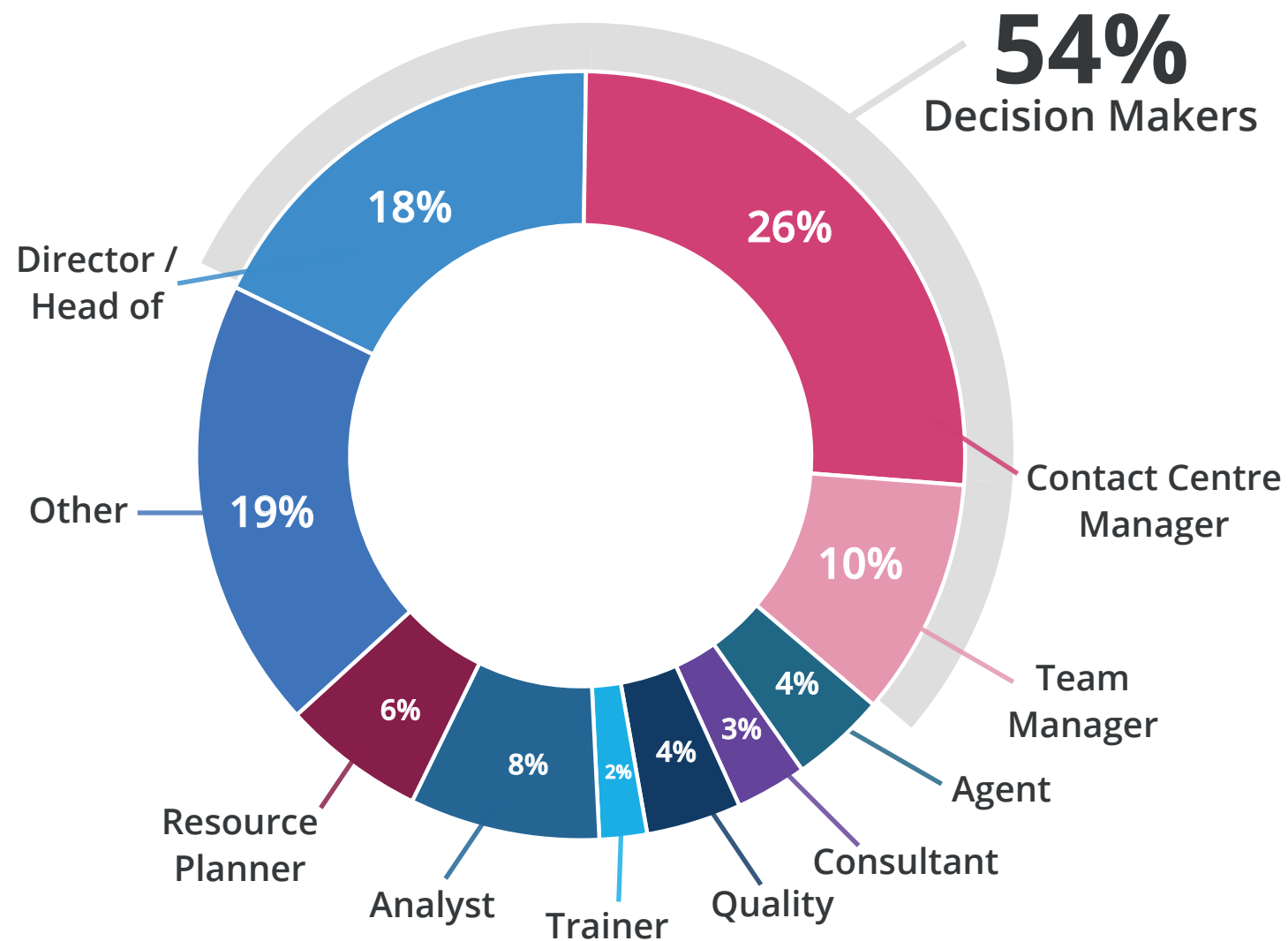
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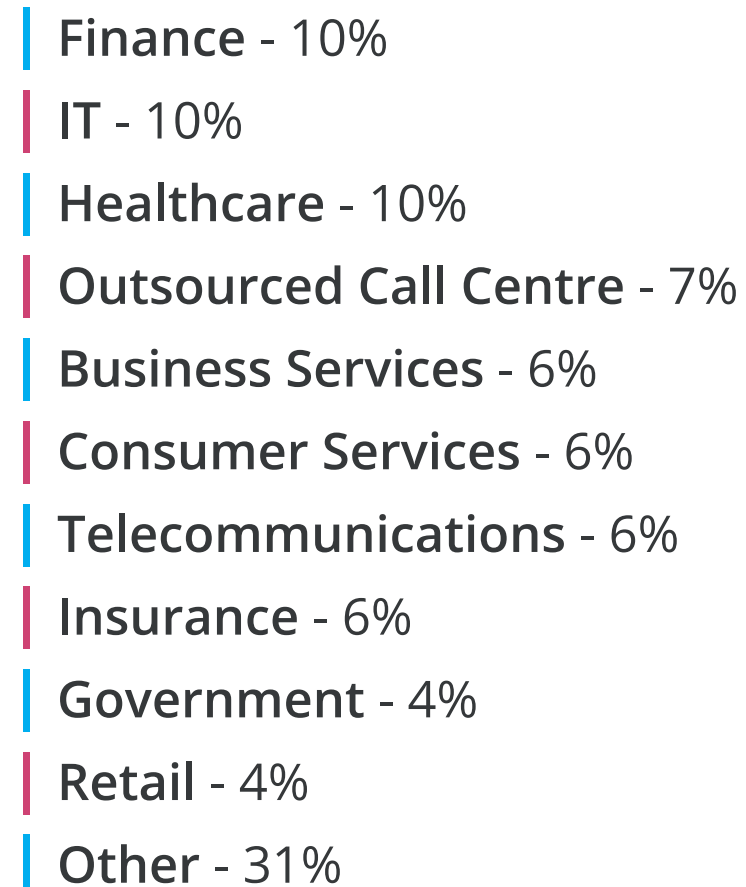
# AUDIENCE DEMOGRAPHICS

## JOB TITLES

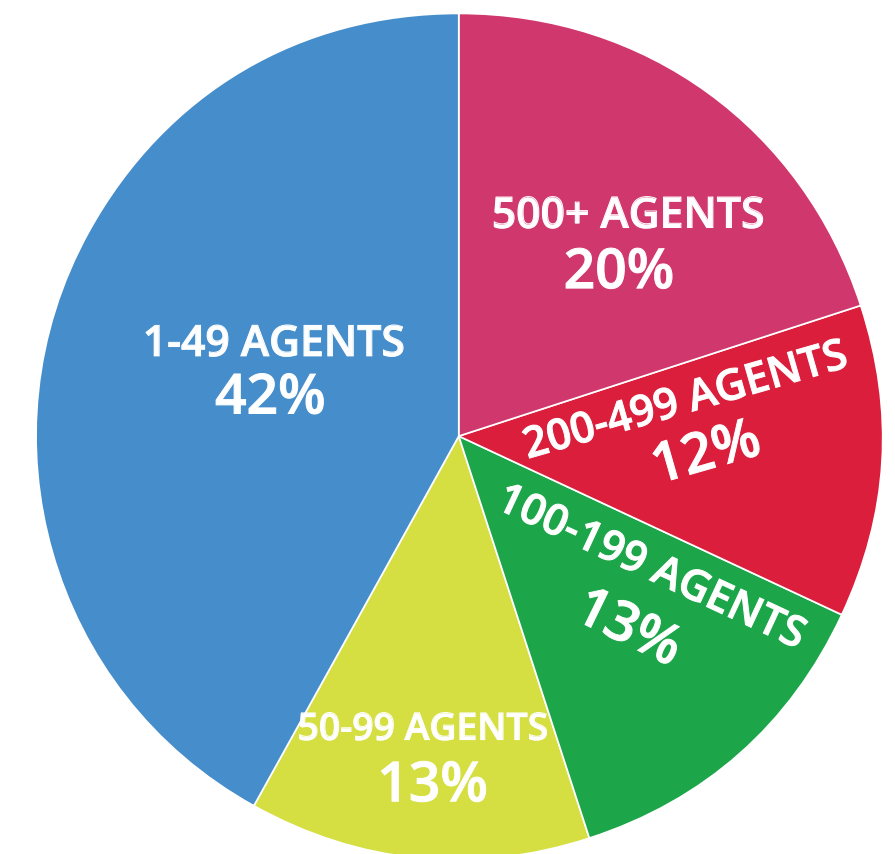
We Target Decision Makers, Senior Leaders, Contact Centre Managers and Technologists.



## INDUSTRY



## COMPANY SIZE



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# ADVERTISING PACKAGES

Most Popular

## Welcome Package

**£2,000** / Month

£6,000 + VAT  
\$7,600 approx.

## High Profile Package

**£1,500** / Month

£18,000 + VAT  
\$22,800 approx.

## Premium Package

**£2,500** / Month

£30,000 + VAT  
\$38,000 approx.

	3 Months	12 Months	12 Months
Minimum Term	3 Months	12 Months	12 Months
Adverts	Monthly Rotation	Fortnightly Rotation	Weekly Rotation
Blog Posts	1 / Week	2 / Week	Unlimited
White Papers	1 / Month	2 / Month	2 / Month
Directory	3 Categories	5 Categories	8 Categories
Event Listings	✓	✓	✓
Social Media Coverage	✓	✓	✓
Dashboard Overview	✓	✓	✓
Experts Panel	✓	✓	✓
Video	-	✓	✓
Email Blasts	-	1 Standard Email Blast Included	1 Premium Email Blast Included
Social Takeover	-	-	✓
Conference Showcase	-	-	✓
Exclusive Media Coverage	-	-	✓
Management Interviews	-	-	✓
Survey Sponsorship	-	-	✓
Webinar Programme	-	-	Exclusive Access



# BRAND AWARENESS

## ADVERTS

Your advertisements will feature on every page of our website, alongside all of your content, as well as appearing our weekly newsletters. Weekly rotation is optional.

## EDITORIAL

Advertising through Call Centre Helper allows our partner's content to reach our dedicated audience of contact centre decision makers.

- Syndication and publication of your blog posts, press releases and case studies.
- 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.

## 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 ENTRY

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.

## AMPLIFY YOUR AUDIENCE



All You Need to Know About Creating Flexible Teams



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# LEAD GENERATION



## WHITE PAPERS / EBOOKS / REPORTS

Our packages generate thousands of leads for our partners. 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.

- We provide both leads and demo requests for our partners.
- 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.

### Download the Report

First Name  
Paul

Last Name  
Smith

Email  
paul.smith@xyzfinancials.com

Phone  
07753847531

Job Title  
Operations Director

Company  
XYZ Financials

### Country

United Kingdom

Approx Number of Agents in your Organisation  
55

I give my permission for the sponsor, XXXXXXXXX to contact me by\*

Email

Telephone

I would like a demonstration of the XXXXXXXXX product.

Download

## CALCULATING RETURN ON INVESTMENT

Your unique Customer Dashboard allows you to view the latest stats that your content has received from adverts, editorial, white papers and webinar recordings. Editorial stats are updated each month.

You can download any GDPR compliant leads or demo requests that have been collected from a white paper, report or webinar. Leads generated on our website appear in real time.

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

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Details of the leads from all projects from the past 90 days. [Go Back to your Dashboard](#)

[Click here to download the report](#)

Campaign Name	Date	Name	Job Title	Company	Email Address	Phone Number	Country	State/Province	Agent Size	Permission To Email	Permission To Phone	Requested Demo
Survey Report: Customer Support by the Numbers	2023-09-12 10:57:48	SampleName	Global Head of Multichannel Contact Center Services	Healthcare Example	example@example.com	XXXXXXXXXX	US	NC	500	Yes	No	Yes
Download: The Modern WFM Platform RFP Template	2023-09-08 20:37:06	SampleName	CX Manager	IT Example	example@example.com	XXXXXXXXXX	ZA		120	Yes	Yes	No
Download: The Modern WFM Platform RFP Template	2023-09-07 18:46:25	SampleName	Contact Centre Operations Director	Retail Example	example@example.com	XXXXXXXXXX	GB		800	Yes	No	No
Survey Report: Customer Support by the Numbers	2023-09-05 13:57:34	SampleName	Head of Strategy	Finance Example	example@example.com	XXXXXXXXXX	US	OH	9500	Yes	No	Yes
Download: The Modern WFM Platform RFP Template	2023-09-04 12:19:49	SampleName	Contact Centre Manager	Telco Example	example@example.com	XXXXXXXXXX	GB		70	Yes	Yes	Yes

# LEAD GENERATION - EMAIL

Sponsoring 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?

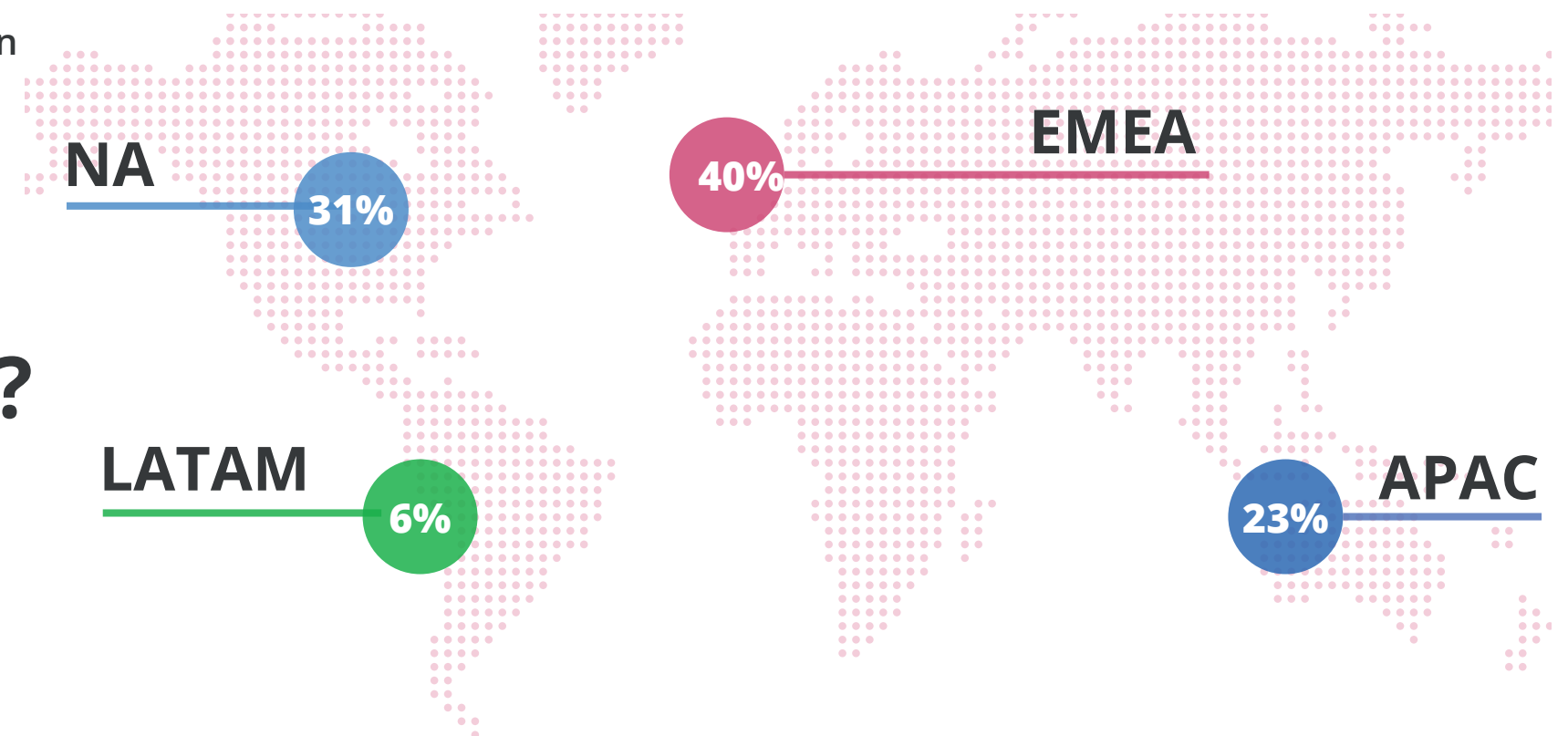
- 1 email marketing campaign to our subscribers
- The mailing can be geotargeted
- Promotional article on the Call Centre Helper website
- Appearance in our Call Centre Helper newsletter

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
Standard	✓			✓			✓	✓			✓	✓	£4,000 + VAT
Premium		✓	✓		✓	✓			✓	✓			£6,000 + VAT

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## EMAIL DATABASE BREAKDOWN



**48,084**  
TOTAL SUBSCRIBERS

*Not Available to Purchase as a Stand Alone Item*



# ORIGINAL CONTENT

## 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.

## 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.

## EXCLUSIVE MEDIA COVERAGE

An interview to showcase key findings from a report, announce a new product release, launch a rebrand, or cover a virtual event

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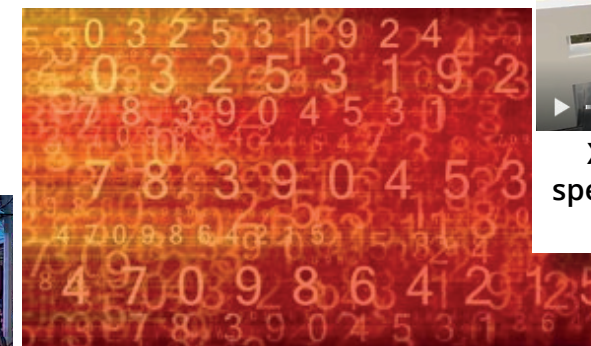
## CONFERENCE SHOWCASE

Live events can represent a significant investment from your marketing budget. Ensure your event attracts the right audience:

- 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.



**NICE**  
Change Your Perspective, Augment Your Agents - Highlights of NICE Interactions 2024



The Best Metrics for Contact Centre Performance Tracking



Xander is live at Five9's CX Summit speaking with VP of Market Intelligence and Evangelism, Steve Blood!



# WEBINARS

We are now open for 2025 webinar bookings. Our spots are limited and fill quickly.

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

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**£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**



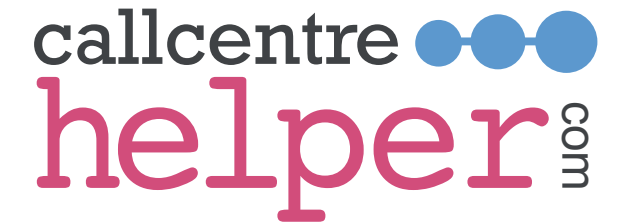
**Xander Freeman**  
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**Rachael Trickey**  
**Digital Media Manager**  
rachael.trickey@callcentrehelper.com



**TEL: 01600 714546**



Many of our advertisers have been working with us for over a decade. They continue to do so because they know it gets results.

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