

SMB ADVERTISER REPORT

The roughly 30 million small and medium businesses in the U.S. have significantly contributed to the growth in digital ad spend over the past few years and represent a huge revenue opportunity for media platforms. Yet, SMBs have different goals and challenges when compared with the larger advertisers that media platforms are accustomed to working with. The [SMB Advertiser Report](#) is designed to provide clients with unique SMB marketplace intelligence and media brand-specific traction metrics.

BRANDS MEASURED

Subject to Change

- Amazon Advertising
- eBay
- Facebook
- FireTV
- Google Display Ads / Google Ads
- Hulu
- IMDB TV
- Instagram
- LinkedIn
- Local Cable Providers' Digital Solutions, Linear TV, OTT
(i.e. EffectTV, AT&T TVNow, Spectrum, Sling TV, Fios)
- Microsoft Advertising
- Pandora
- Pinterest
- PlutoTV
- Roku
- Snapchat
- Spotify
- TikTok
- Tubi
- Twitter
- Verizon Media
- Walmart
- Yelp
- YouTube

Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- Involved in digital and/or video advertising decision-making
- Mix of micro (\$10k - \$500k annual ad spend), small (\$500k - \$2M annual ad spend) and medium (\$2M - \$5M annual ad spend)

TOPICS COVERED BY OUR RESEARCH

- High level SMB advertiser insights including primary marketing/advertising goals and methods of evaluating advertising efforts
- Past 12-month ad spend allocation by media type
- Market traction metrics: familiarity, consideration, buying priority, satisfaction
- Advertiser comprehension of media brand products, tools and campaign insights
- Audience, product/platform and data/analytics perceptions
- Press/marketing recall and perceptions
- And much more...



WHAT
ADVERTISERS
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

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Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.