



2018-19 Business Insights

**Survey of Advertising & Marketing Behaviors of
Large and Small Businesses**



Kahoot!
Survey Time!


kahoot.it

ENTER GAME PIN:

Introducing SAM™

- 22nd edition
- The US SAM is a trusted resource for local media and tech companies that sell advertising and marketing to businesses.
- BIA draws its 1,500 sample of business respondents from a mix of nationally-scoped MSAs, which include first- and second-tier markets.
- We weight our respondent data using a two-factor ranking procedure, taking into consideration both business revenues and number of employees.
- It also closely represents the distribution of local businesses by size of market.
- Data is collected annually by an independent research firm using a random sample from several online panels of highly engaged businesses.





I RUN ON
CAFFEINE
DRY SHAMPOO
AND
AMAZON PRIME

Use of Ad Media:
Top Media

Targeted Social 61%

Email 49%

Businesses Use An Average of 8 Media

40%



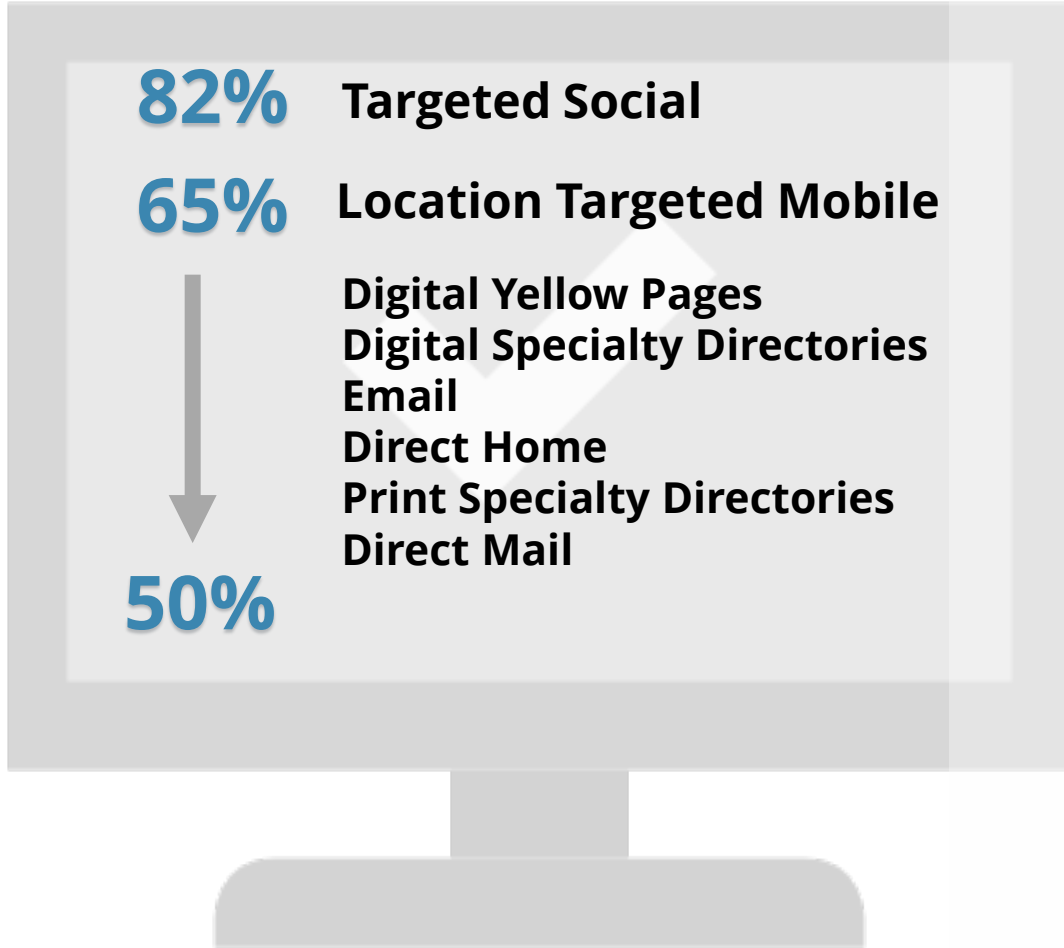
- Direct Mail
- Direct Home
- Mobile Location Targeted Ads
- Digital Specialty Directories (Yelp, Autotrader, etc.)
- Search
- Digital Yellow Pages

30%



TV, Cable &
Radio
Advertisers
Use An Average
13 Media

Mobile and Social Continues To Grow



TV & Cable Advertisers
Most Used Media



Radio Advertisers
Most Used Media

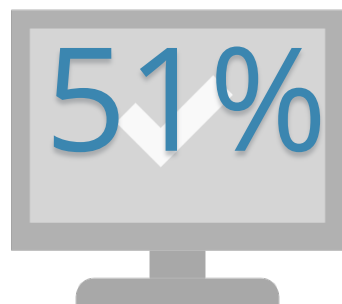


Ad Spend 2019

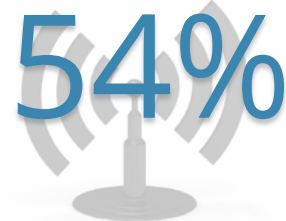
35% Increasing
55% Maintaining

TV and Radio Advertisers 2019 Spend Plans

Increasing Spend



**TV/Cable
Advertisers**



**Radio
Advertisers**



Spending More On

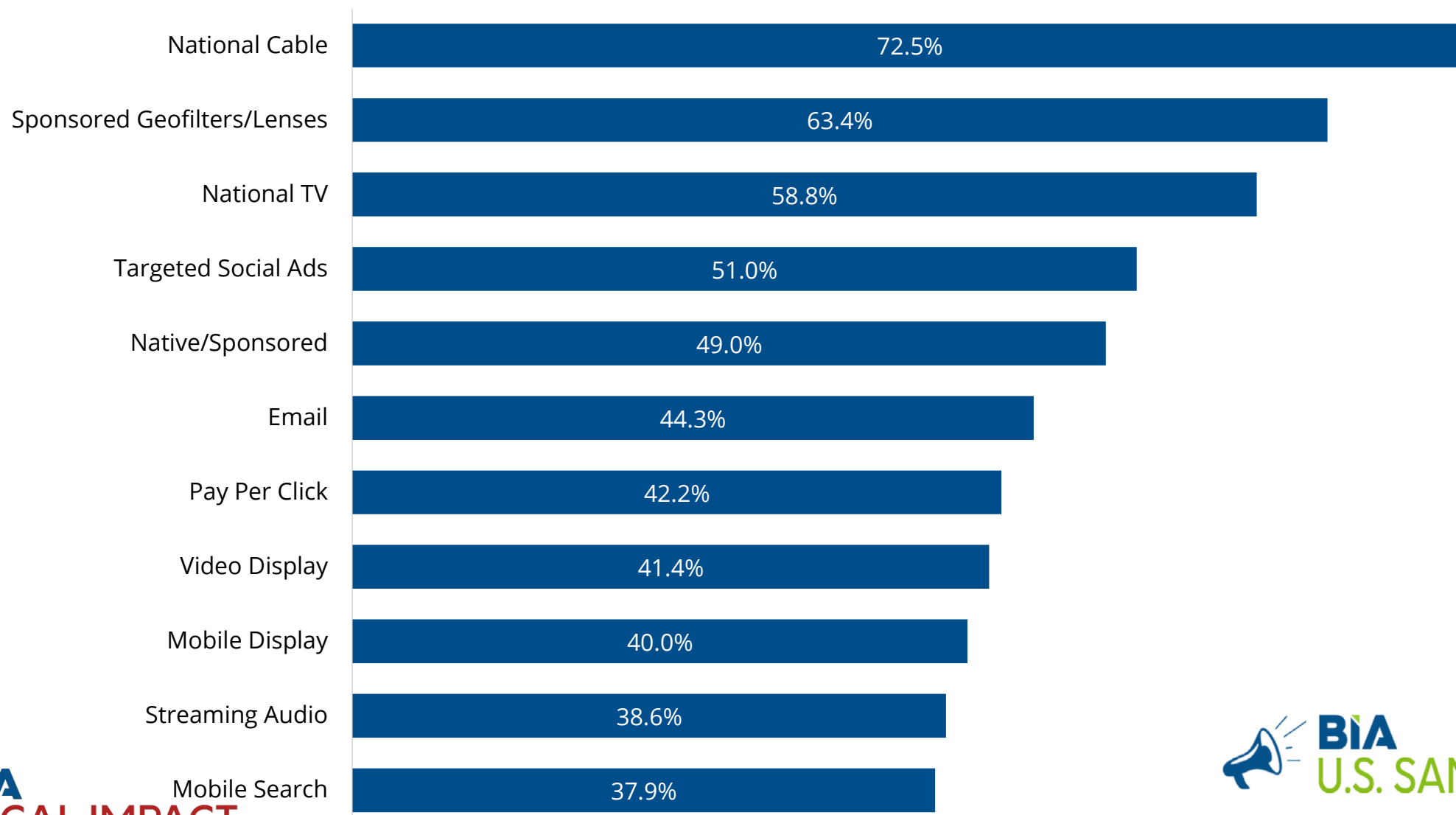
- Sponsored Geo Filters
- Search
- Email
- Native /Sponsored Ads
- Targeted Social



New Spend On

- Print
- SEO
- Email Marketing

Increasing Ad Spend: Top Increasers



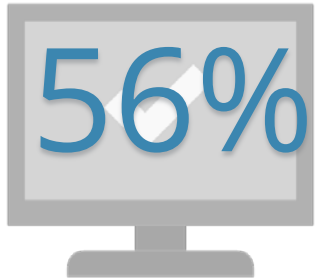


Promotions: Most Used

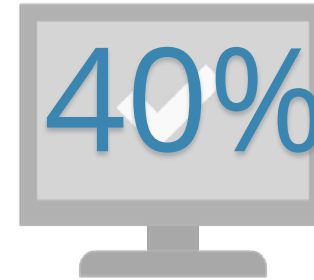
37% Facebook Page
30% Video



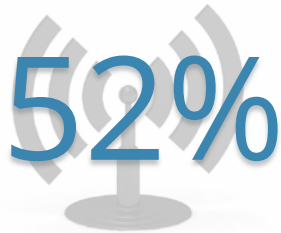
TV/Cable/Radio Advertisers Higher Use of Video



TV & Cable use video on their websites



TV & Cable use video on YouTube



Radio use video on their websites



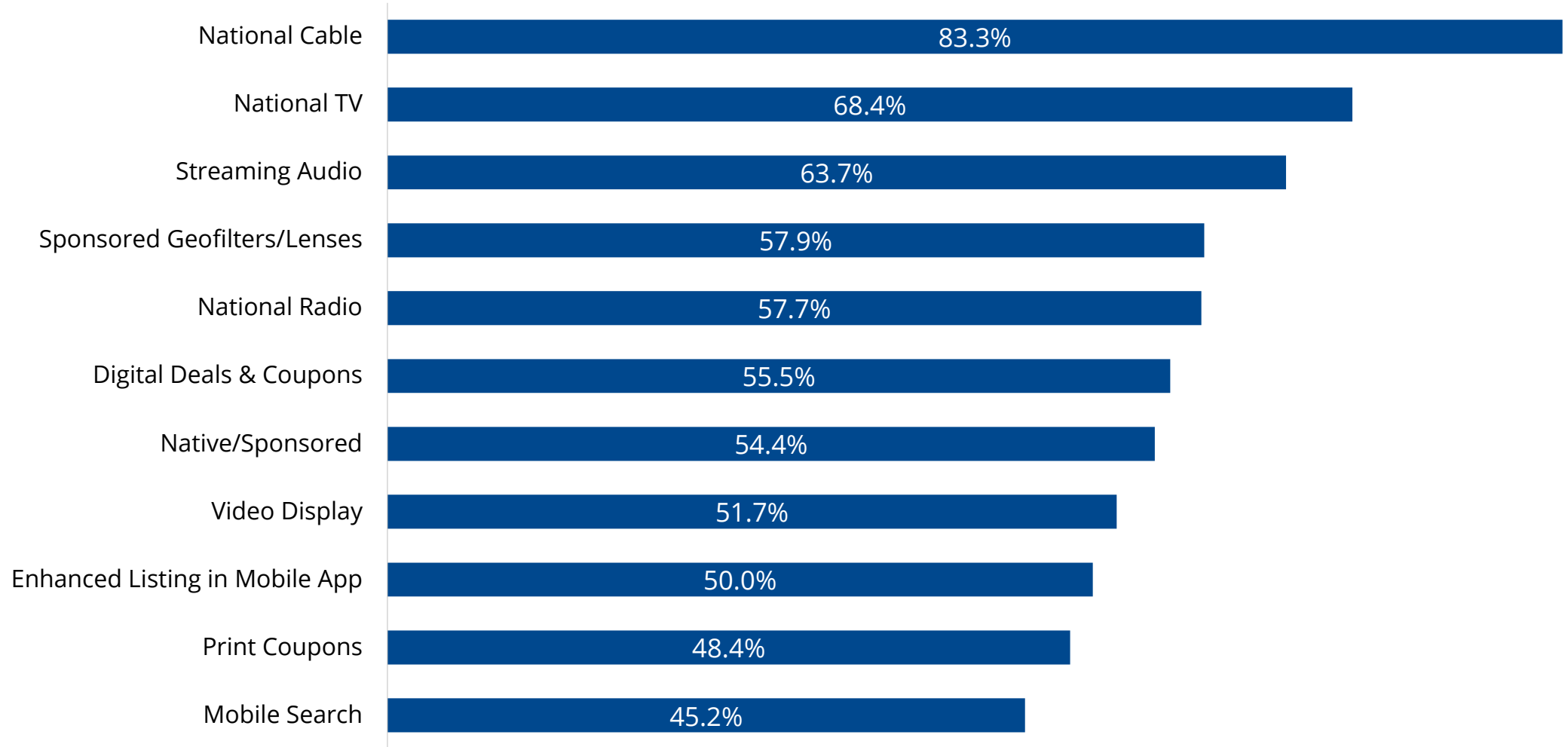
Radio use video on YouTube



**Highest ROI of
10x to 20x or More
Spend:**

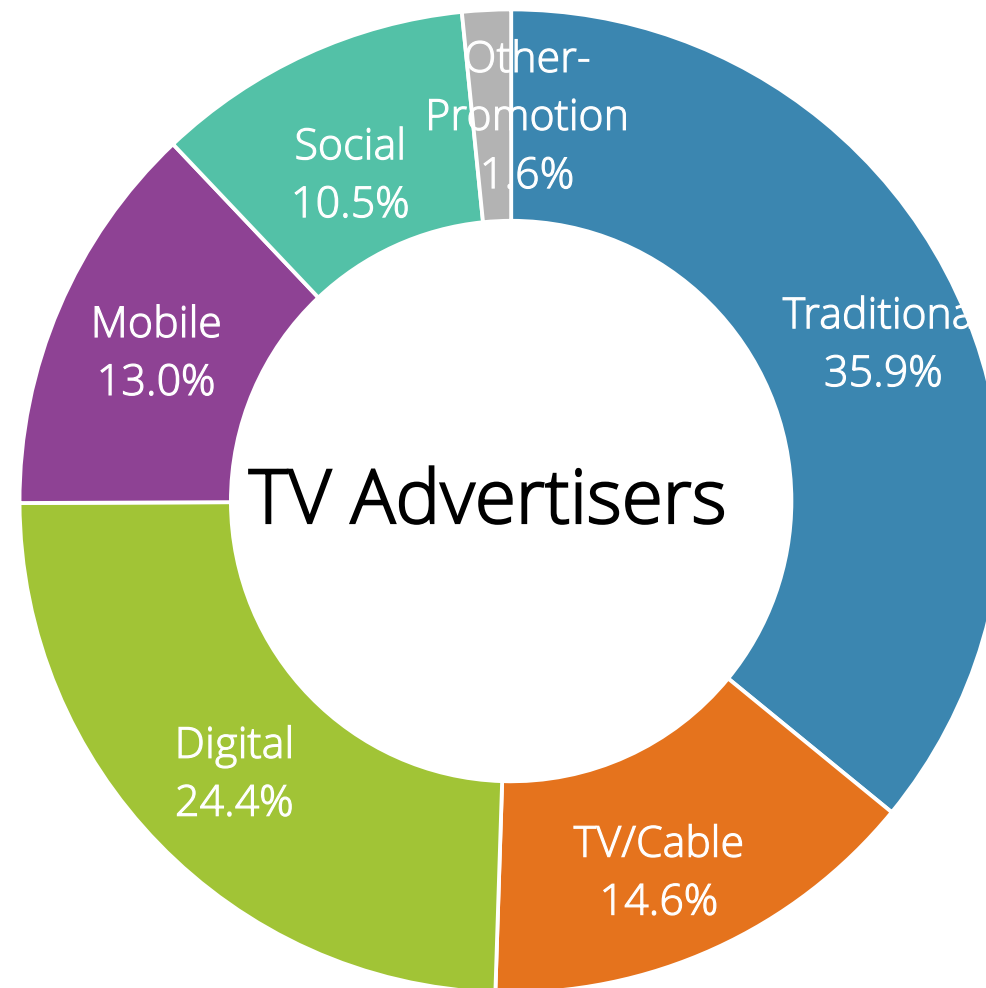
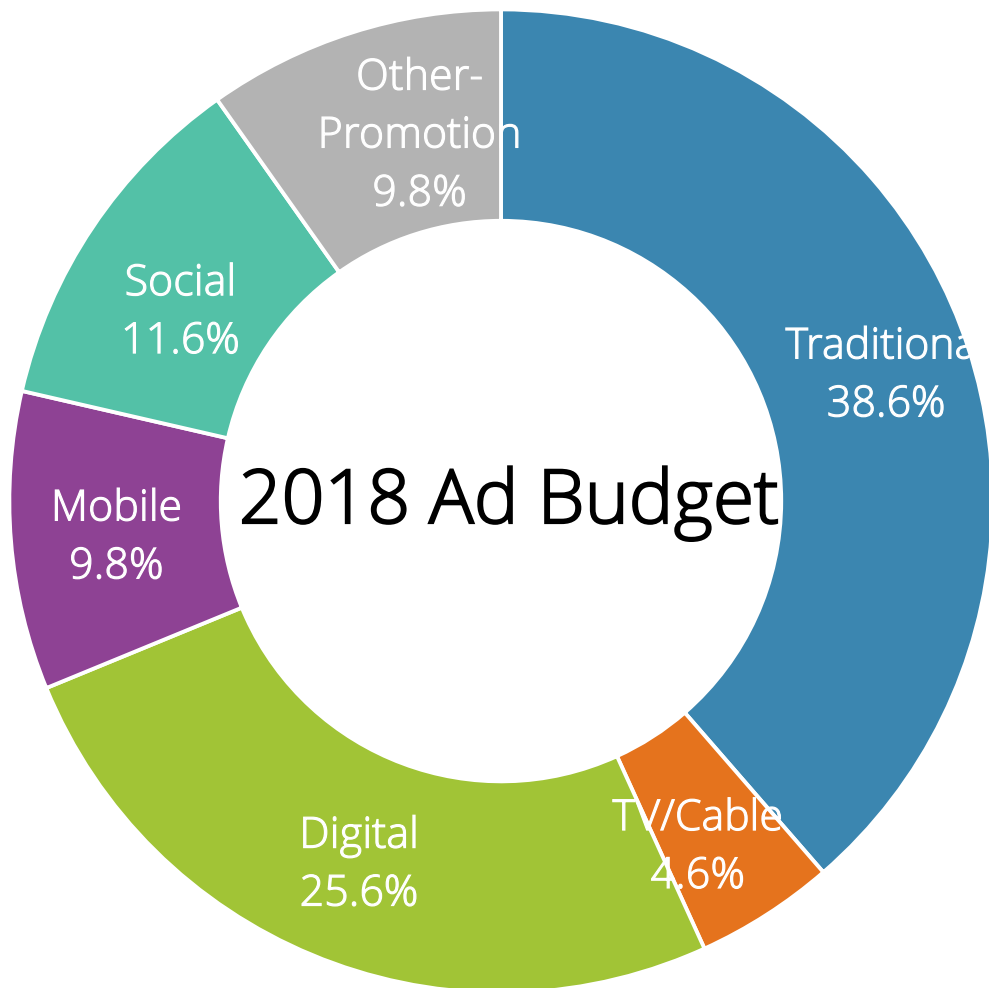
**National Cable 83%
National TV 68%
Streaming Audio 63%**

Top 10 Media: Highest ROI



10x to 20x more more of spend

2018 Ad Budget By Media Groups

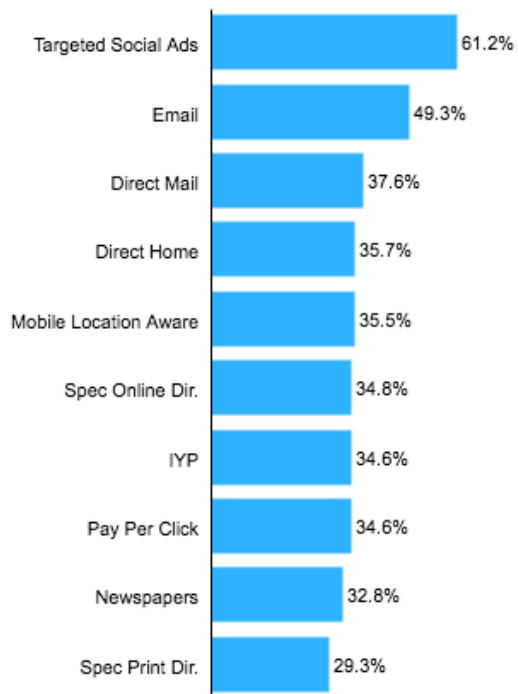




Use the filter options to customize the data to your preference(s).

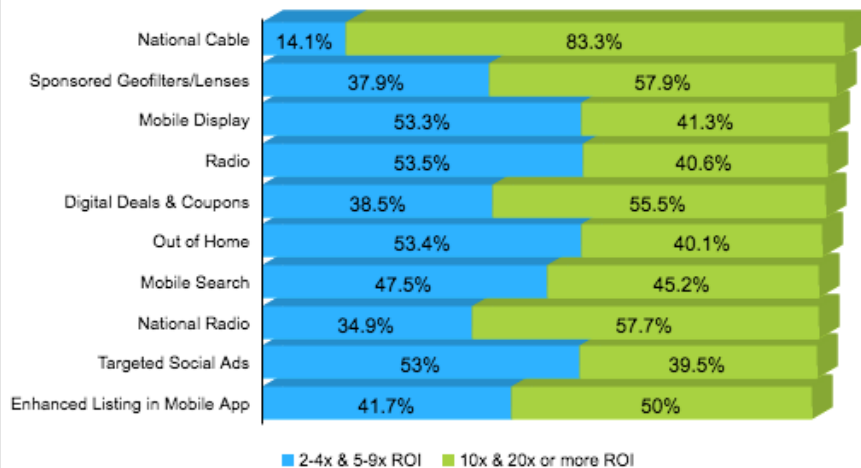


ADVERTISING: TOP MEDIA USED



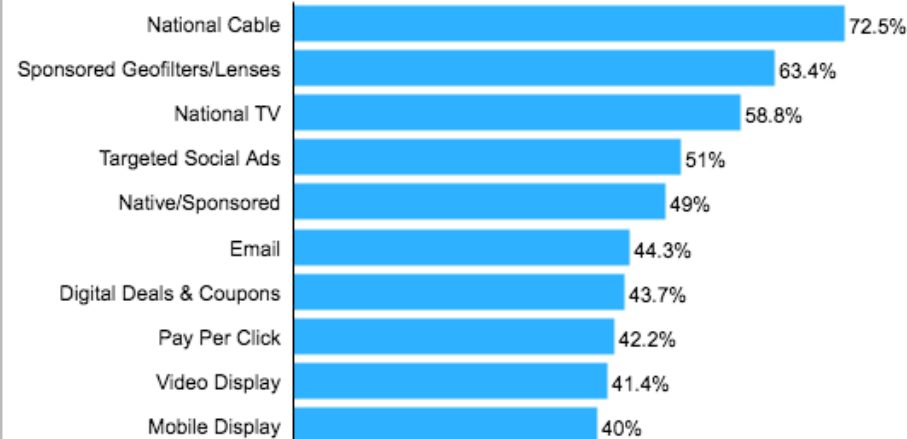
Advertising: Top Media - What do you use to advertise your business?, Sample Size = 1,500

ROI: TOP MEDIA USED



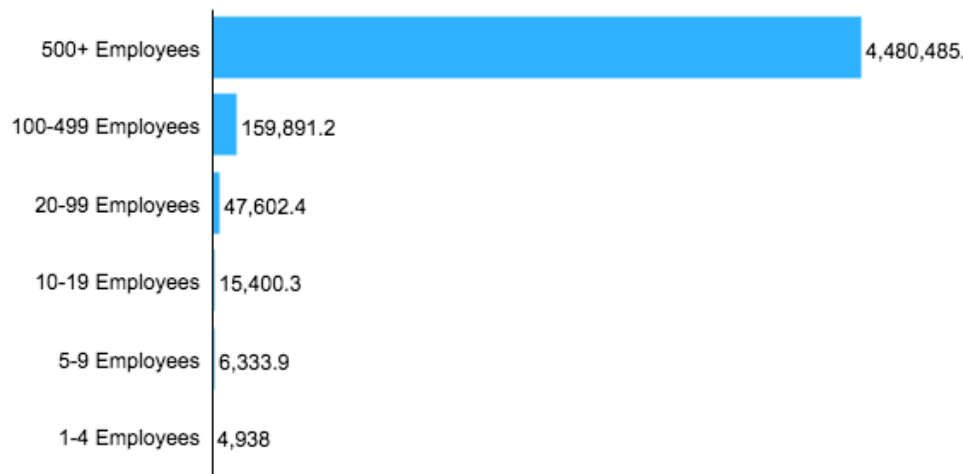
Top 10 Media: Highest ROI - Rate the ROI of the media you use, Sample Size = Variable

INCREASING SPEND: TOP MEDIA



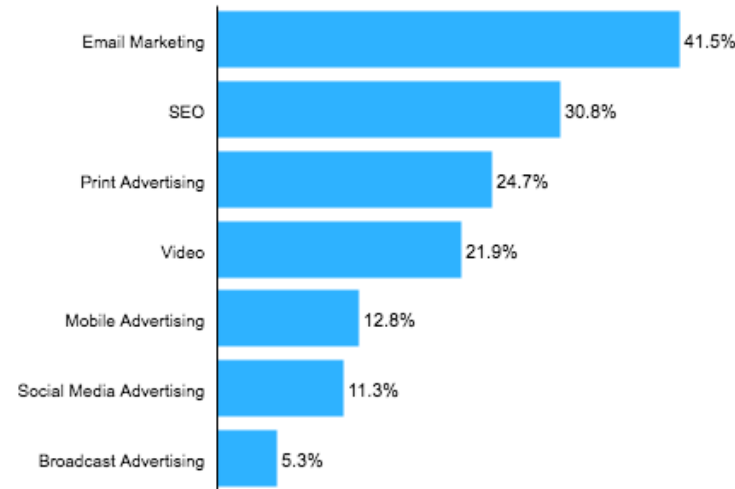
Increasing Ad Spend: Top 10- Of the media you use are you increasing spend in next 12 months?, Sample Size = Variable

AD SPEND: LAST 12 MONTHS BY SIZE OF BUSINESS (DOLLARS)



Advertising Spend: Last 12 Months By Size of Business, Sample Size = 1,500

FUTURE SPEND: ON MEDIA NOT CURRENTLY USED



Future Spend: What media will you use in next year?, Sample Size = Variable



Questions & Comments:

advantage@bia.com

(703) 802-2960

© 2018 BIA Advisory Services. All Rights Reserved.

This published material is for internal client use only. It may not be duplicated or distributed in any manner not permitted by contract. Any unauthorized distribution could result in termination of the client relationship, fines and other civil or criminal penalties under federal law. BIA Advisory Services disclaims all warranties regarding the accuracy of the information herein and similarly disclaims any liability for direct, indirect or consequential damages that may result from the use or interpretation of this information.