

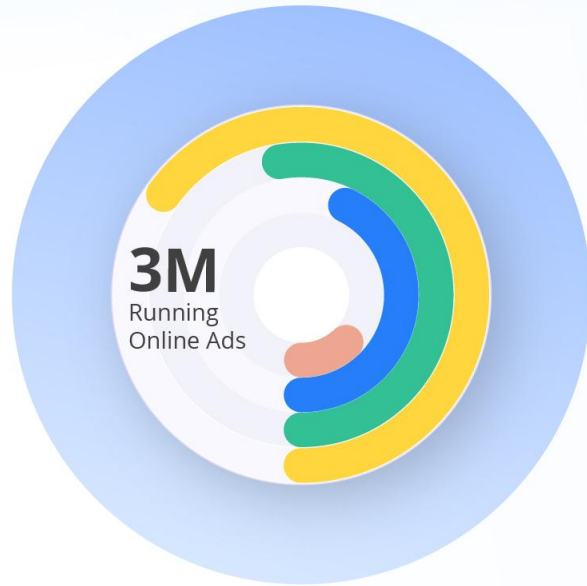
Infographic

Ad Spend & Opportunities for Cross-Sell & Upsell

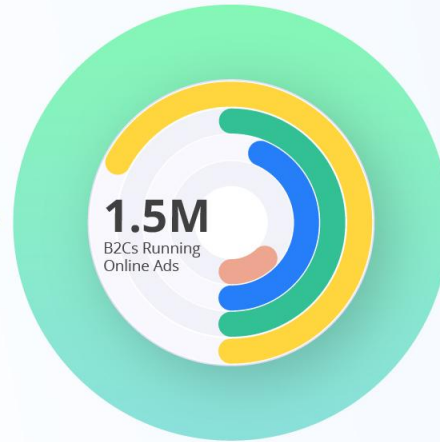
August 2020

29% SMBs in the US are running Ads online

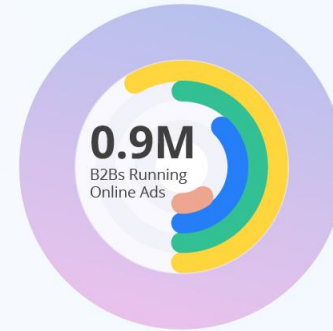
32% of B2C SMBs spend on Ads, whereas 28% of B2B SMBs run Ads



7% Yelp Ads 51% Google Ads
43% Facebook Ads 62% Display Ads



9% Yelp Ads 50% Google Ads
45% Facebook Ads 64% Display Ads

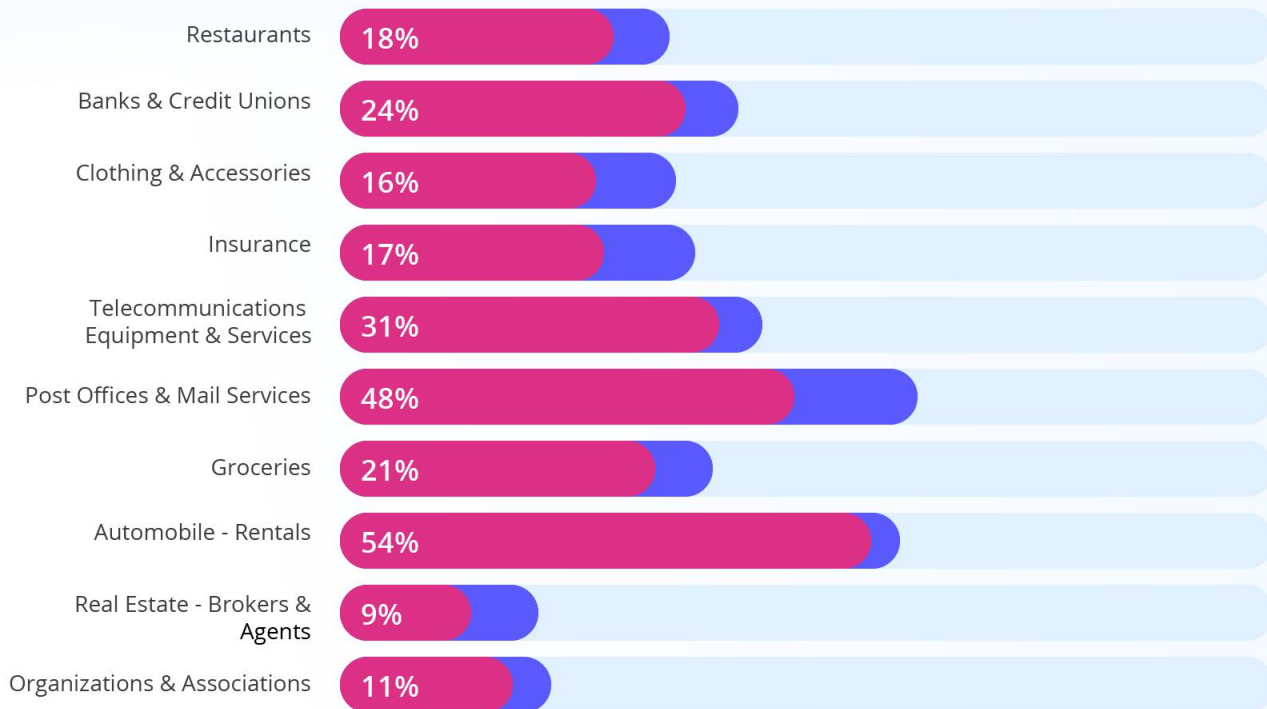


5% Yelp Ads 50% Google Ads
39% Facebook Ads 60% Display Ads



Impact of COVID-19 on Ad spend

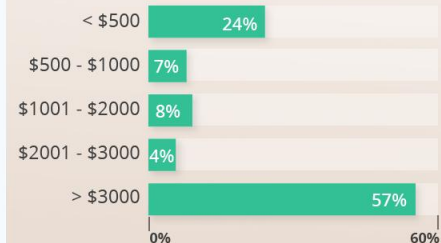
% of SMBs running Ads in the top 10 Categories that spend on Ads (Pre and during COVID-19)



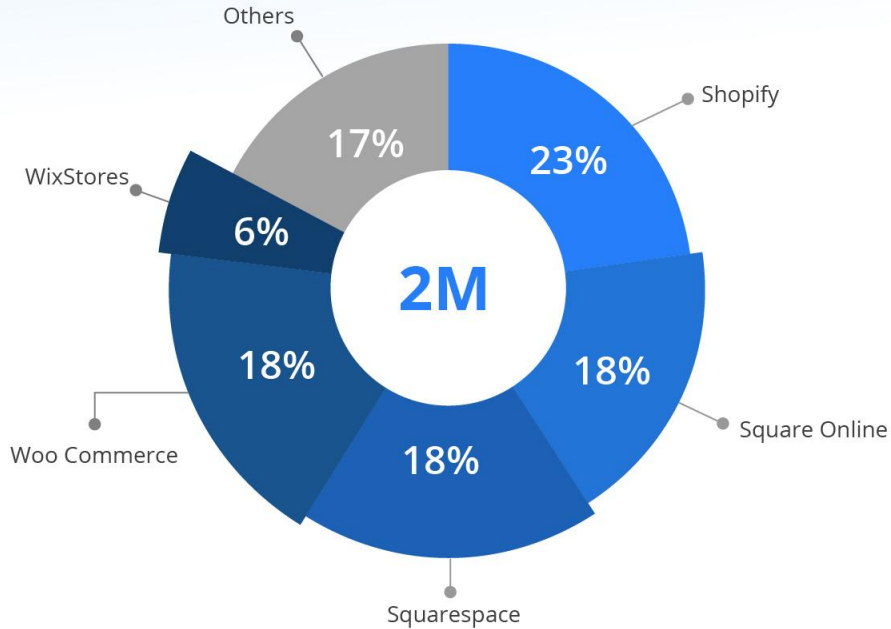
■ Top 10 Categories Running Ads
■ Top 10 Categories Running Ads During COVID-19 (April - July, 2020)

1.5M SMBs are running Google Ads

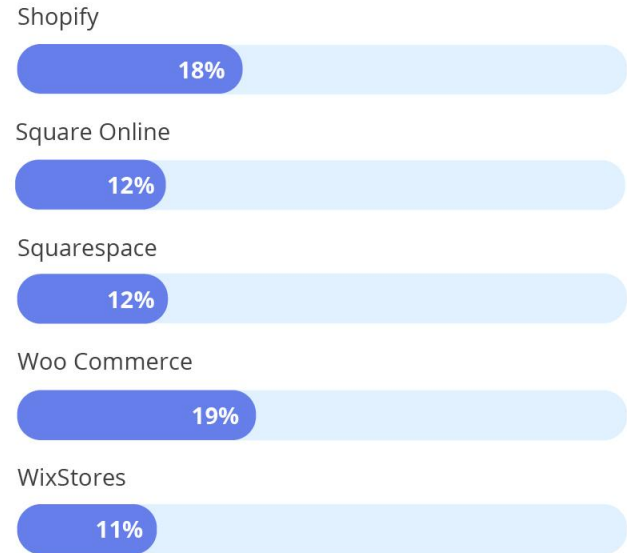
Google Ads Spend Distribution (per month)



Ecommerce Platforms % Distribution



Top 5 Ecommerce Platforms + Running Ads



Search traffic generated 65% of total ecommerce sessions, 33% was generated through organic search, and 32% was generated through paid search. [~Statista, 2019](#)

Opportunity Hotspots

160K

Running Ads AND
Website Not Responsive

2.4M

Running Ads AND No
Retargeting
Technology Detected

93K

Running Ads AND
No Facebook Page

150K

Running Ads AND
No SSL

1.9M

Ecommerce + NOT Running Ads



**Do you want to find out Cross-sell and Upsell
Opportunity Hotspots in your local market?**

Email us at:

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