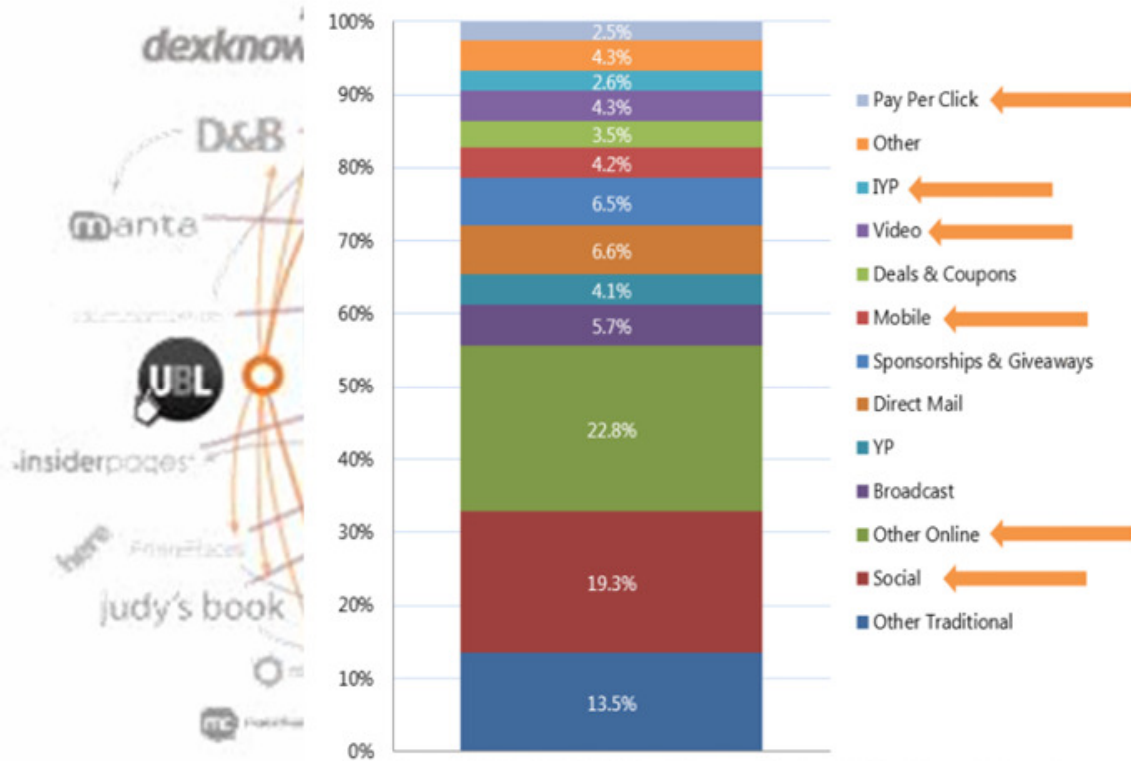


LEGEND

- ➔ PRIMARY FEED
- ➔ SECONDARY FEED
- ➔ TERTIARY FEED



infogrc Total Ad Spend Distribution for SMB Advertisers



Source: LCM Wave 18, Q3/2014 (and prior waves, if relevant). Methodology: Online panels.

7.4
Average number of channels used by typical SMBs

\$35,847
Average annual spend on marketing & advertising by SMBs

