

# Small Business Digital Marketing

Institutions have many digital marketing challenges. They must find small business contacts to click their ad, suppress undesirable industries *and* tailor offers. But blasting online ads across consumer audiences lowers response rates and increases acquisition costs.

## The matching technology you use can make all the difference.

The TransUnion Small Business Digital Marketing solution gives you an edge by leveraging our proven matching methodology to identify and target small business owners online.

- Utilizes over 70 small business data sources and information on 27M unique businesses to accurately identify owners and attributes specific to the company
- Enables targeted marketing of small businesses by appending business segments to online cookies (PII data removed), then made available via an Internet data exchange
- Small business segments include: Geography, Industry, Revenue, Employees, Year Established and Owner Title

### Refine your digital targeting with TransUnion Small Business segments

- Improve small business acquisitions through relevant, timely offers
- Define specific small business targets with deeper granularity and reach
- Target small business candidates for tailored invitation-to-apply (ITA) offers
- Cross-sell services to expand small business relationships
- Available via DMPs and data exchanges

Access TransUnion Small Business segments today.

**\$1.50 CPM** APRIL 1 – JUNE 30

**Contact your sale representative for more information.**

## Examples of Small Business Segment Values

### Geography

Attribute segments represented by small business owners in specific states.

### Industry Verticals

Attribute segments represented by industry verticals for specific small business marketing campaigns.

Examples include:

- Business/Professional Services
- Healthcare
- Personal Services
- SOHO

### Sales Revenue

Examples include:

- \$0–\$250,000
- \$500,001–\$1,000,000
- \$3,000,001–\$10,000,000

### Total Number of Employees

Examples include:

- < 2
- 5–9
- 50–100

### Title

Examples include:

- Owner
- Executive
- Professional/Medical

### Year Company Established

Examples include:

- < 2 years
- 2–5 years
- 5–10 years