



INTUIT SMB MediaLabs



2025 Small Business Advertising Trends Report

By Intuit SMB MediaLabs

Small businesses have a bigger appetite for advertising than you might expect—and bigger budgets, too.

As this report reveals, small businesses could collectively spend as much as **\$640 billion on advertising in 2025**, and some industries have up to four times the spending power of others. Business size, age, and technology can all influence the choices small businesses make about how and where they advertise their business.

The 2025 Small Business Advertising Trends Report is based on in-depth analysis of **1,006 marketing leaders and business owners'** responses to a 27-question survey commissioned by Intuit SMB MediaLabs in March 2025.¹ Discover where small business advertising dollars will be spent this year, who will spend the most, and if advertisers feel confident about their return on investment (ROI).

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¹ See the Sample and Methodology section on page 16 for details.

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Key Findings

96% of small businesses will advertise this year.

\$78,000 is the average estimated advertising budget for a small business this year.

92% of small businesses will maintain or increase their advertising spending this year.

98% of small business advertisers are confident they can reach their target audiences.

95% of small business advertisers are confident they can measure their return on investment.

Social media is the most effective advertising channel, according to small businesses.

Top 3 industries with the largest advertising budgets:



Information industry²



Education industry³



Finance & insurance industry⁴

What is a “small” business?

The U.S. Small Business Administration generally defines a small business as having fewer than 500 employees. This report focuses on businesses with up to 100 employees. See the Sample and Methodology section on page 16 for more details about the demographics of the respondents and the firmographics of their businesses.

² The “information” industry includes media organizations, software companies, and publishers.

³ The “education” industry includes professional and sports training as well as schools and colleges.

⁴ The “finance and insurance” industry includes banks, mortgage lending, investment firms, and health insurance. See the NAICS classifications on the [U.S. Census Bureau website](https://www.census.gov/naics/) for more details.

Strategy: Who are the advertising decision-makers at small businesses?

More than 9 out of 10 small businesses surveyed (96%) will advertise this year.

Of these, more than a third (35%) will spend at least 50% of their total marketing budget on advertising. These decisions are made by the business owner at more than a third (37%) of small businesses, according to the survey results, while 54% have a dedicated team or team member driving their marketing and advertising strategy.⁵

At 37% of small businesses, the owner drives the marketing and advertising strategy

Question: Who designs and implements your marketing and advertising strategy?

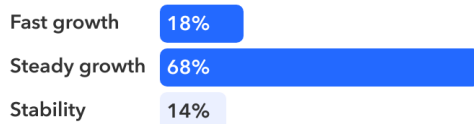


Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

86% of small businesses say growth is a priority in 2025

Question: Which of the following best describes your business goal this year?



Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Strong appetite for growth

More than 8 out of 10 small businesses surveyed (86%) said they're prioritizing business growth in 2025—including 18% who want rapid expansion this year. Only 14% said stability is the overall goal. Smaller businesses (with annual revenue below \$500K) are more likely to prioritize stability over growth, while larger businesses (with annual revenue above \$2.5M) are more likely to prioritize growth over stability.

[Section 6](#) examines these firmographic trends in more detail.

96%
of small businesses surveyed
will advertise this year.

⁵ In contrast, among the youngest, highest revenue businesses surveyed, only 8% said the business owner oversees their marketing and advertising strategy. Definitions: "youngest businesses" are those established in the last 5 years; "highest revenue businesses" are those with more than \$2.5 million in annual revenue.

When business growth is the goal, advertising is a higher priority

Many respondents report that they're achieving their growth goals. Only 11% said revenue declined over the past 12 months, while 62% said revenue increased.

Small businesses with ambitious growth goals typically have the largest advertising budgets, according to the survey results. They're also more likely to have specialist support from an in-house team or an external agency. This suggests businesses that want to grow give advertising a higher priority.

62% of small businesses report higher annual revenue

Question: Comparing the last 12 months to the previous 12 months, is annual revenue up, down, or unchanged?

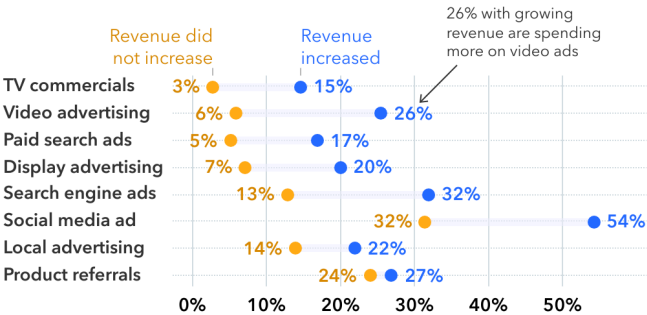


Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Small businesses with ambitious growth goals **typically have the largest advertising budgets.**

Small business revenue growth appears to influence advertising spending decisions

Correlations in the survey data show firms with growing revenue are more likely to increase spending on every advertising channel they use



Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Higher revenue correlates with higher advertising spending

When their revenue is growing, small businesses are more likely to increase spending on advertising, according to the survey data. For example, respondents reporting revenue growth were 4 times more likely to report spending more on video advertising and 5 times more likely to report spending more on TV commercials than those with declining revenue. Among businesses with revenue growth, 15% said they're increasing TV ad spending this year, compared to just 3% of businesses with declining revenue. See the chart above for details.

\$640 billion

total estimated advertising spending by small businesses in 2025

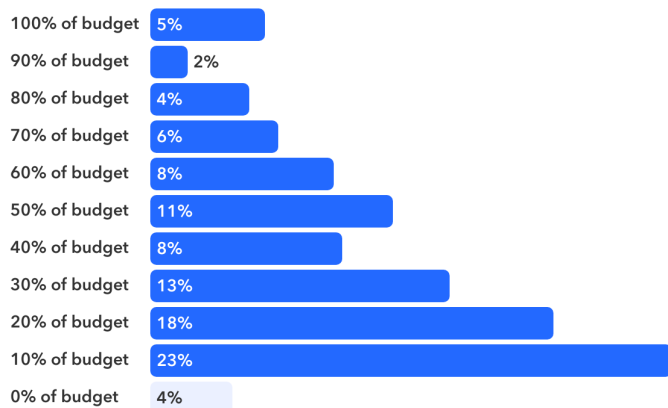
\$78,000

estimated advertising budget per small business in 2025

Budgets: How much do small businesses spend on advertising?

On average, small businesses will allocate 37% of their total marketing budget to advertising in 2025

Question: This year, how much of your total annual marketing budget will be spent on advertising?



Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Small businesses are prioritizing advertising this year and have money to spend. Based on the results of the survey, the average small business advertising budget is estimated to be \$78,000 in 2025. Using U.S. Census Bureau data to extrapolate this estimate to the US as a whole, the total small business advertising market could be worth \$640 billion this year.⁶

\$78k

is the average small business advertising budget in 2025.

9 out of 10 will maintain or increase advertising spending this year

Overall, respondents reported allocating 37% of their marketing budget to advertising, on average. More than 9 out of 10 (92%) said they will maintain (41%) or increase (51%) their advertising spending this year. When reporting the size of their annual marketing and advertising budgets, respondents were asked to exclude labor costs. Examples of non-advertising marketing spending include website production costs, agency fees, and software subscriptions.

92% of small businesses will maintain or increase their advertising spending this year

Question: Over the next 12 months, do you plan to spend more, less, or the same amount on advertising compared to the previous 12 months?



Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

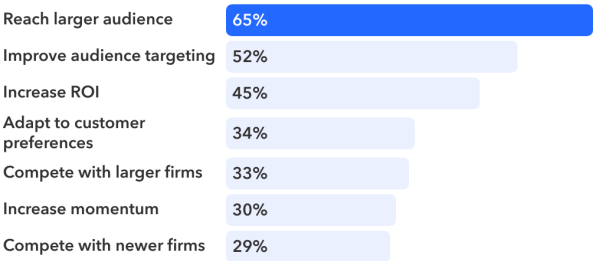
⁶ The calculation for this estimate uses total receipts from the U.S. Census Bureau's Statistics of U.S. Businesses (SUSB) dataset for businesses with less than \$9.9M in receipts, multiplied by the average (midpoint) percent of revenue survey respondents reported spending on marketing, multiplied by the average percent of marketing budget they report spending on advertising. Averages are calculated for businesses with less than \$9.9M in revenue. Estimates are calculated using industry-level and national totals from SUSB.

What's driving the increase in advertising spending?

The number-one goal among the 51% of small businesses who will increase their advertising spending in 2025 is to reach a larger audience, according to the survey. Other priorities include better audience targeting, increasing their return on investment (ROI), and being able to compete more effectively with larger firms. [Section 4](#) explores how technology can help small businesses to measure their advertising ROI more effectively.

65% of small businesses spending more on advertising this year are trying to reach a larger audience

Question: Why will you spend more on advertising over the next 12 months?



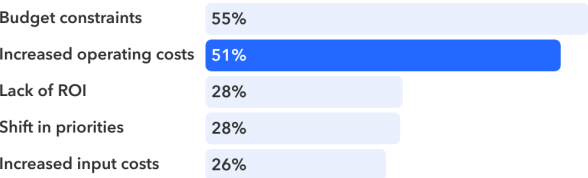
Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Rising operating costs prevent some from spending more on advertising

Only 8% of respondents said they'll cut their advertising spending this year. The majority are doing so because of rising operating costs. Asked why they're spending less on advertising, respondents blamed budget constraints, higher operating or input costs, and not seeing a good ROI as the primary causes.

More than half of small businesses with smaller advertising budgets this year blame rising business costs

Question: Why will you spend less on advertising over the next 12 months?



Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

This year, the total small business advertising market could be worth

\$640 billion



Priorities: Which advertising channels do businesses use most?

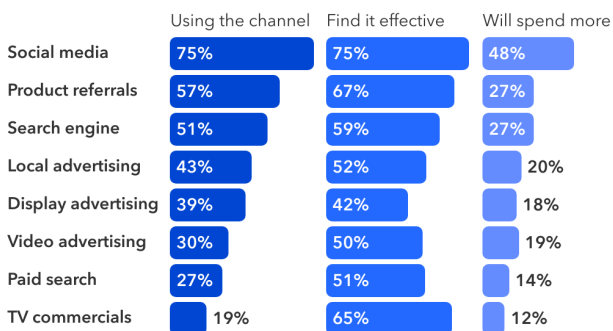
Small businesses will typically use three to four different advertising channels in 2025, according to the survey. Only 1 in 10 respondents (10%) said they'll use 6 or more different channels this year.

Social media is the most effective channel, according to small businesses

Overall, social media is by far the most commonly used advertising channel, followed by search engine advertising, product referrals, and display advertising. It's also considered the most effective.

75% of small businesses advertise on social media and 48% will increase spending on it in 2025

Questions: Which advertising channels does the business use; which of these channels are effective; and where will you increase spending this year?

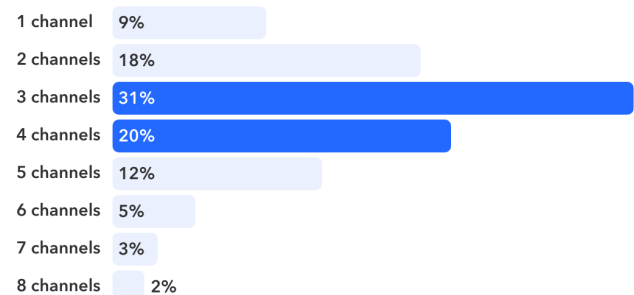


Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Small businesses typically use three to four different advertising channels

Counts of responses to "Which advertising channels does the business use?"



Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Three-quarters of small businesses (75%) said they advertise on social media platforms and the same proportion, 75%, said it's effective.

In comparison, less than a third (30%) currently use video advertising and only 27% use paid search advertising. Among social media advertisers, Facebook and Instagram are by far the most popular platforms, with 85% advertising on Facebook and 74% advertising on Instagram. In comparison, only 29% report placing ads on Reddit.

75%

of small businesses say **social media is an effective channel**

Small businesses are most likely to increase spending on social media

Small businesses are backing their confidence in social media advertising by spending more on it. Among the 51% of respondents who will spend more on advertising in 2025 compared to 2024, almost half (48%) said they're using this extra money to expand social media advertising. For comparison, 27% of these businesses are spending more on search engine advertising and only 14% are spending more on paid search advertising.

85% of small businesses advertising on social media in 2025 say they will place ads on Facebook

Question: Which social media platforms will you advertise on this year?



Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

63%
of younger, larger
businesses use
video in ads

9%
of smaller, older
businesses use
video in ads



Video's value in advertising

Overall, 30% of small businesses report using videos in their adverts, but this proportion grows with business size—especially among younger businesses. In fact, younger, larger businesses are 7 times more likely to use video in their ads than smaller, older businesses.⁷

Read more about these firmographic trends in [Section 6](#).

⁷ In this report, "younger businesses" are defined as those established in the last 5 years, "larger businesses" are defined as having more than \$2.5 million in annual revenue, and "smaller businesses" are defined as having less than \$500,000 in annual revenue.

ROI: How is technology helping small businesses track spending and impact?

It's a myth that advertising's impact can't be measured. Overall, 95% of small businesses surveyed said they can measure the return on investment (ROI) at least some of the time—including 25% who said they can always measure it. Only 1% of respondents said they can never measure their advertising ROI. How extensively they use technology and how often they measure ROI both correlate with greater confidence.

95% of small businesses can measure the ROI of their advertising spending sometimes, usually, or always

Question: How would you rate your ability to accurately measure your return on investment (ROI) on your advertising spending?

Excellent: can always measure ROI

25%

Good: can usually measure ROI

47%

Average: can sometimes measure ROI

23%

Poor: Usually can't measure ROI

4%

Very poor: can never measure ROI

1%

Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Most small businesses can reach their target audiences

Closely related to ROI is the ability to get your ads in front of the right people. The survey shows the businesses most confident in their ability to measure ROI also tend to be the most confident in their ability to reach their target audiences. Overall, 98% of respondents said they can reach their target audience, with less than 2% saying they're "not at all confident." But a significant proportion (42%) remain only "somewhat confident." Checking their ROI more often could be the solution.

98% of small businesses are somewhat or very confident they can reach their target audiences

Question: How confident or unconfident are you in your ability to reach the right audience through advertising?

Very confident

57%

Somewhat confident

42%

Not at all confident

2%

Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Only 1% of the respondents said they can never measure their advertising ROI.

81% of small businesses check their advertising ROI on a regular basis using apps, software, or other MarTech

Question: How frequently, do you use marketing technology tools (MarTech) to help you track your advertising return on investment (ROI)?



Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Analytics platforms are the most popular MarTech tools among small business advertisers

Question: Which of the following marketing technology tools do you use to manage your marketing and advertising campaigns?



Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Almost a third of small businesses check their ROI every day

Small businesses want to understand the impact of their advertising spending. More than 8 out of 10 (81%) report using marketing technology tools (also known as “MarTech”) to check their ROI on a regular basis—including 30% who check their ROI on a daily or even hourly basis. The more frequently small businesses check their ROI, the more confident they are about their ability to measure it, according to the survey. Small businesses with in-house marketing teams are the most fastidious here, typically checking their ROI on a daily basis.

Analytics platforms are the most popular MarTech tools

It pays to make data-backed decisions. Given the generally high levels of confidence about measuring advertising ROI, it’s no surprise that analytics platforms—which provide performance metrics—are the most popular MarTech tools among small businesses. Customer relationship management systems and social media schedulers are close behind; each used by more than 2 in 5 respondents. More than a third report using do-it-yourself design tools to develop their own creatives. Many of these tools now use [AI technology](#) to put more power and expertise into the hands of the user.



Industry trends: Do budgets and priorities vary for different industries?

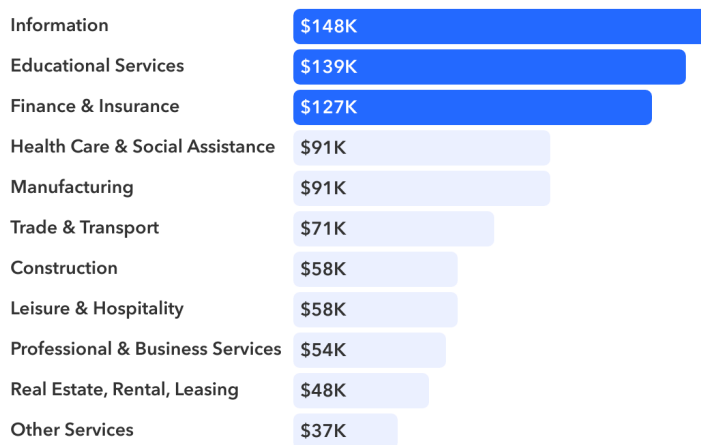
The survey collected statistically significant samples from small businesses in 11 industries: construction, education, finance and insurance, healthcare and social assistance, information, leisure and hospitality, manufacturing, other services (except public administration), professional and business services, real estate, and the trade and transport industry.⁸ The names and descriptions of these industries are based on the North American Industry Classification System (NAICS). To find out which kinds of businesses are included in each NAICS category, use the searchable pages on the [U.S. Census Bureau](#) or [U.S. Bureau of Labor Statistics](#) websites.

Industries with the largest budgets

Three industries stand out: the information industry, the education industry, and the finance and insurance industry. Small businesses in these industries reported significantly larger advertising budgets than others, at \$148K, \$139K, and \$127K on average, respectively.⁹ For comparison, the \$148K annual budget reported by small businesses in the information industry is almost 4 times larger than the average for small businesses in the “other services” industry.¹⁰ It’s likely not a coincidence, then, that information industry respondents report higher confidence in advertising’s ROI and typically use more analytics tools than peers in other industries. There are similar correlations in the responses from the education industry and the finance and insurance industry, as noted below.

Average advertising budget by industry

Based on estimates provided by survey respondents at small businesses combined with U.S. Census Data



Sample: 1,006 business owners and marketing leaders

Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

⁸ The “trade and transport” industry comprises wholesale, retail, and transport. See [the U.S. Census Bureau website](#) for more details.

⁹ The “information” industry includes media organizations, software companies, and publishers. The “education” industry includes professional and sports training as well as schools and colleges. The “finance and insurance” industry includes banks, mortgage lending, investment firms, and health insurance. See [the U.S. Census Bureau website](#) for more details.

¹⁰ The “other services (except public administration)” industry includes personal care businesses such as hair and nail salons, repair and maintenance businesses, and household services. See [the U.S. Census Bureau website](#) for more details.

Three industries with the largest advertising budgets in 2025:



Information



Education



Finance and insurance



Ambitious businesses want to make advertising work harder

On top of larger advertising budgets, small businesses in the information industry, education industry, and finance and insurance industry **are more likely to be increasing their investment in advertising this year**, according to the survey results. Similarly, they typically use more MarTech tools, are more confident about reaching their audiences, generally have greater confidence in their ability to measure ROI, and are more likely to be prioritizing growth. Together, these insights suggest these are ambitious companies using advertising to boost their chances of success. But these skills aren't industry-specific. They're transferable.

9 out of 10 small businesses will maintain or increase advertising spending in 2025

51%
increase

8% cut

41%
maintain



With the right mindset, tools, and expertise, it should be possible for any small business to make advertising work harder for them.

Firmographic trends: Does business size or age affect advertising priorities?

The survey confirms smaller businesses tend to have smaller marketing budgets and are more likely to rely on the business owner, not a marketing team, to manage these budgets. In contrast, larger businesses typically have larger budgets and specialist teams to manage them. No surprises there. But deeper analysis of the data reveals this is based on more than finances alone: **larger businesses generally give advertising a higher priority than smaller businesses—especially if they were established in the last 5 years.** The younger the business, the higher the priority.

Younger, larger businesses spend more on advertising

Overall, roughly half of the respondents (51%) said they'll spend more on advertising this year—but among larger businesses established in the last 5 years, this rises to 80%.¹¹ The data similarly shows larger businesses typically allocate a larger share of their marketing budgets to advertising: spending 45% of the total on it compared to just 28% for smaller businesses. Some will even continue to increase spending on advertising when their revenue drops, according to the survey data.¹² A possible explanation is that younger, larger businesses are more likely to report being able to measure the ROI on every advert and generally more confident in their ability to reach their target audiences.

¹¹ "Larger businesses" are defined as having more than \$2.5 million in annual revenue. "Smaller businesses" are defined as having less than \$500,000 in annual revenue. "Younger businesses" are those established in the last 5 years.

¹² Younger, larger businesses with declining revenue typically reported they're increasing their advertising spending this year while older, smaller businesses with declining revenue typically did not.

Younger, larger businesses use more advertising channels

Overall, 39% of respondents use display ads, 30% use video ads, 27% use paid search, and 19% use TV commercials (see [Section 3](#)). But younger, larger businesses are more likely to use all of these channels: 53% use display ads, 63% use video ads, 62% use paid search, and 46% use TV commercials. They're 7 times more likely to use video in their ads than smaller businesses and more likely to say TV commercials are an effective advertising channel.¹³ And, when larger businesses advertise on social media, they don't stick to Meta's platforms (as smaller businesses tend to) but use TikTok, Snapchat, and Reddit as well.¹⁴ In fact, TikTok is almost as popular among larger businesses as Instagram, with 83% advertising on TikTok and 88% advertising on Instagram. Altogether, these findings show young, growing businesses typically have the biggest appetites for advertising.

¹³ For example, 63% of younger, larger businesses use video advertising compared to just 9% of smaller, older businesses—a 54-point difference.

¹⁴ For example, only 23% of smaller businesses report advertising on Reddit and 38% on Snapchat, but for larger businesses this rises to 43% and 58%.

Sample and methodology: Demographics, data sources, and calculations used

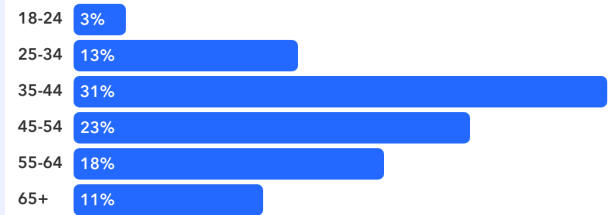
Sample and demographics

Sample: 1,006 business owners and marketing leaders at businesses with 0-100+ employees. Of these, 6% had no employees, 32% had 1-9 employees, 29% had 10-49 employees, 24% had 50-99 employees, and 10% had more than 100 employees. By annual revenue, 34% had up to \$499K per year, 34% had \$500K to \$2.4M, 26% had \$2.5M to \$9.9M, and 6% had \$10M or more. By age, 35% of the respondents' businesses were established in the last 5 years, 23% were established 6-10 years ago, 19% were established 11-20 years ago, and 23% were established 21+ years ago. All respondents were over the age of 18 and received remuneration. 3% of the respondents were 18-24 years old, 13% were 25-34, 31% were 35-44, 23% were 45-54, 18% were 55-64, and 11% were 65+.

Methodology and calculations

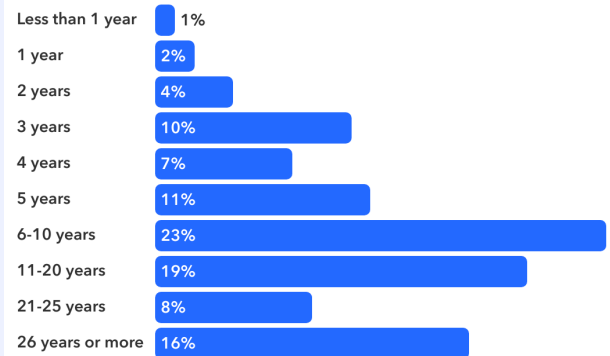
[Intuit SMB MediaLabs](#) commissioned an online survey of 1,006 business owners and marketing leaders at businesses with 0-100+ employees in March 2025. Using similar methodologies to the quarterly [Small Business Insights](#) surveys designed for the Intuit QuickBooks Small Business Index [annual report](#), respondents were only eligible to complete the survey if they either owned the business or were familiar with their employer's marketing and advertising strategies and were part of, or led, the decision-making processes. For clarity, percentages have been rounded to the nearest whole number. As a result, the responses to some single-response survey questions may not add up to 100%. Please note that the sum of responses

Age of respondents



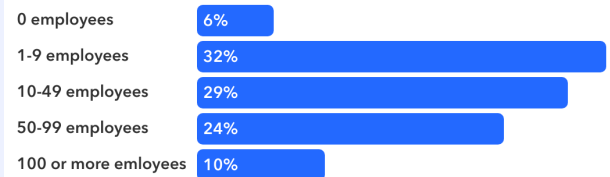
Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Age of respondents' businesses



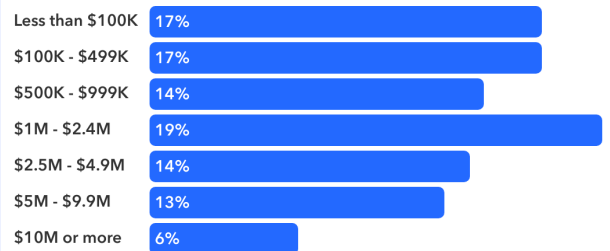
Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Size of business by number of employees



Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Size of business by annual revenue



Sample: 1,006 business owners and marketing leaders
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

to multiple-choice survey questions will always exceed 100%, because the number of respondents is used as the denominator.

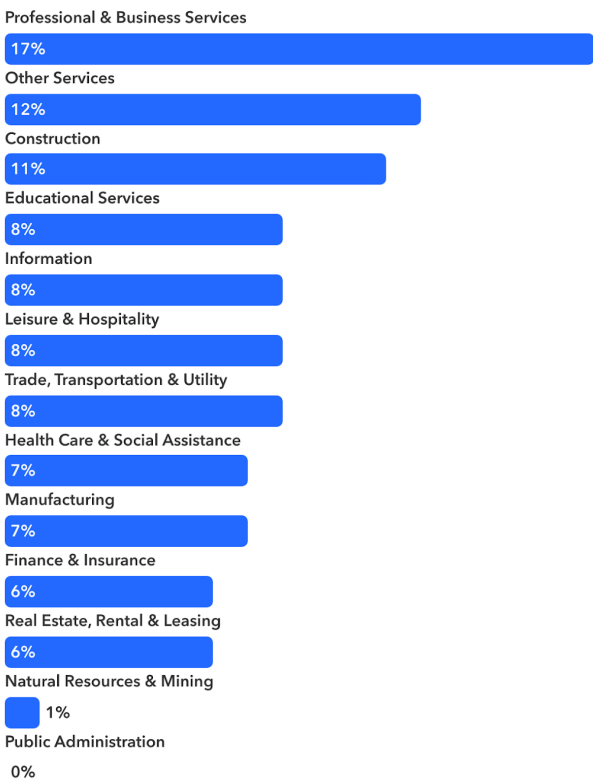
The small business advertising spending calculation in Section 2 uses total receipts from the U.S. Census Bureau’s Statistics of U.S. Businesses (SUSB) dataset for businesses with less than \$9.9M in receipts, times the average (midpoint) percent of revenue the survey respondents report spending on marketing, times the average percent of marketing budget they report spending on advertising. Averages are calculated for businesses with less than \$9.9M in revenue. Estimates are calculated using industry-level and national totals from SUSB.

“Increased probabilities” of certain events (e.g. increases in spending by industry) shown in the report are calculated from the results of a logit regression (see appendix for summary tables). For each event y , the model is specified as follows:

$$\text{logit}(p) = \gamma_0 + BX + \gamma I$$

where $\text{logit}(p)$ is the log odds, $\ln\left(\frac{p}{1-p}\right)$, that the event y will occur, X is a matrix of predictor variables, I is a matrix of industry dummy variables, and B and γ are the coefficients of the regression. Predictor variables used, along with value counts, can be found in the appendix. “Increased probabilities” are calculated for a particular variable assuming all other variables are held constant. For a particular industry k , the odds ratio OR_k is calculated using the formula $e^{(\gamma_0 + \gamma_k)}$. The probability is then calculated using $p_k = \frac{OR_k}{OR_k + 1}$. “Increased probability” is defined as the difference between the particular industry's probability, minus the probability of the least probable industry $p_k - \min(p)$. For a particular variable k , the odds ratio OR_k is calculated using the formula e^{γ_k} , and the “additional probability” is defined as $p_k = \frac{OR_k}{OR_k + 1}$. For categorical variables, “additional probability” can be interpreted as the marginal increase/decrease in probability per unit increase of that variable to the next category.

Share of total sample by industry



Sample: 1,006 business owners and marketing leaders. For details of which types of businesses are included in these categories, please visit the U.S. Census Bureau website: <https://www.census.gov/naics/>
Source: 2025 Small Business Advertising Trends Report by Intuit SMB MediaLabs, April 2025

Disclaimer

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About Intuit SMB MediaLabs

Intuit SMB MediaLabs is a first-of-its kind B2B media network focused solely on small businesses. SMB MediaLabs is powered by the unmatched 1st party business data of Intuit. By leveraging Intuit's 1st party data, B2B marketers now have the ability to put campaigns in market with not only extreme accuracy but also extreme efficiency. SMB MediaLabs is not a new tactic or channel but instead an evolved data layer which can take the performance and accuracy of B2B efforts to a whole new level.

**See what Intuit SMB MediaLabs
can do for you.**

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