

2024 SMB Market Profile Service

How well do you understand the small and medium businesses (SMBs) you're targeting?

The SMB Group's Market Profile Service equips technology vendors with deeper insights into the U.S. SMB technology market. This service is specifically crafted for marketers and strategic planners in tech companies, offering:

- A thorough grasp of SMB trends, behaviors, and future plans.
- Data derived from the SMB Group's vast research and market expertise.

Core Offerings:

- Definitions of the SMB Market
- Market Size by Employee Count
- Market Size by Industry
- Annual Revenue: Current & Forecasted Changes
- Tech Spending: Current & Forecasted Changes
- Business & Tech Challenges and Trends
- Understanding the Buyer's Journey
- Digital Transformation: Insights, Perceptions, and Approaches
- Essential Market Segmentation Tools

Every service is data-driven and tailored to your specific needs.

Our Process:

We initiate with a detailed discussion to understand your specific interests, ensuring the profile aligns with your marketing strategies. The data is then curated from the following SMB Group's in-depth surveys:

- [Impact of AI on SMBs, August 2023](#)
- [SMB Business and Tech Priorities for 2023, December 2022](#)
- [Future of Financial Management for SMBs, July 2022](#)
- [SMB Directions for the Future of Work, December 2021](#)

Customizable Market Segments:


Choose the SMB segments that resonate with your business focus:

- **Small Businesses** (1-99 employees): Further segmented into 1-19, 20-49, and 50-99 employees.
- **Medium to Midmarket Businesses** (100-2,500 employees): Further segmented into 100-249, 250-499, 500-1,000, and 1,000-2,500 employees.
- **Combined Small, Medium and Midmarket Businesses:** A combination of the above segments.
- **Customized Segments:** Segmentation by specific employee size, such as 1-50 employees.



For additional information and details on pricing, please contact:

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