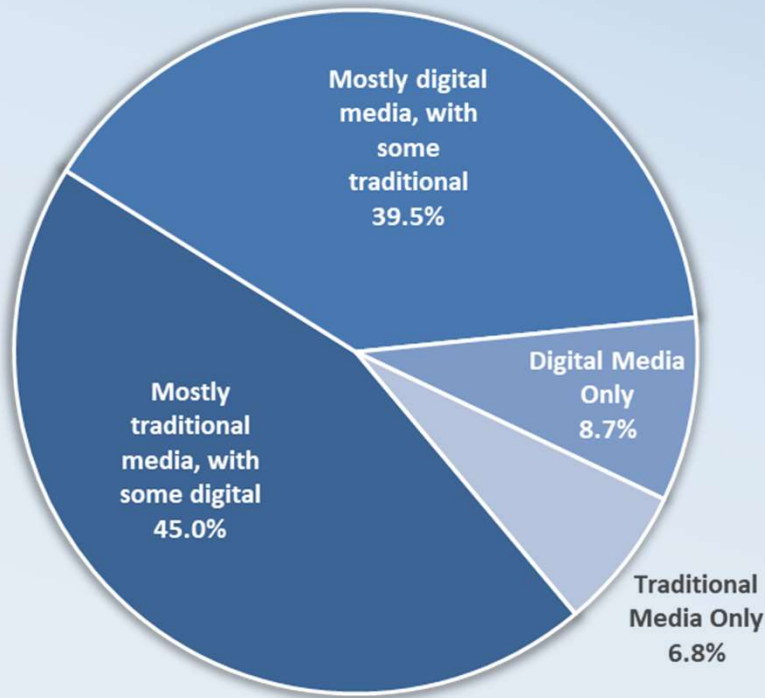




It's the 'Mix' That Counts

In your opinion, which performs best?



"We have found that when SEO runs with no other mediums, we see results. But once outdoor and TV or radio start, there is significant lift."

Agency respondent

"A healthy mix of both traditional and digital media performs best. Following the consumer throughout their day on different devices is key."

Agency respondent

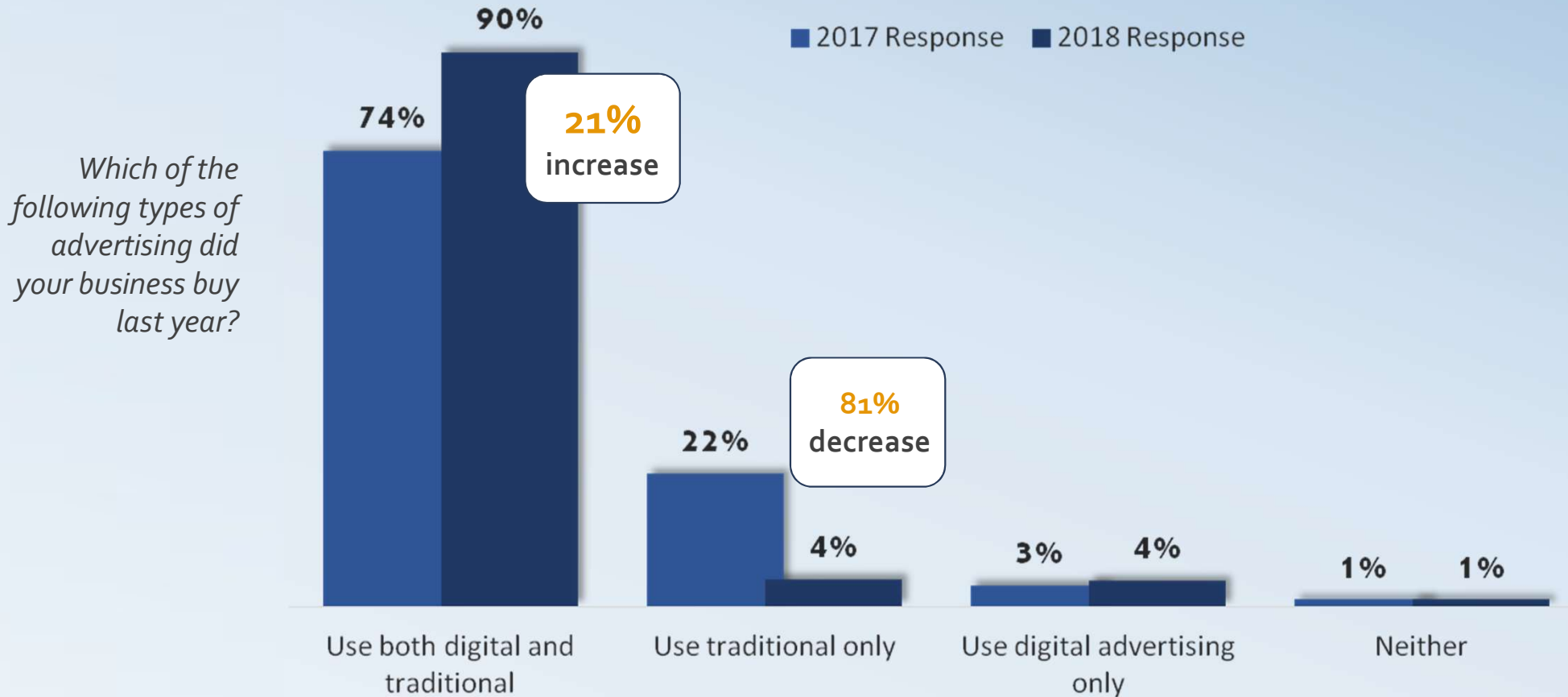
"I wish non-traditional media would more readily integrate their products with digital...."

Agency respondent



'Direct Buy' SMBs Have Suddenly Wised Up

Traditional Media Isn't Bought Alone Anymore



Source: Borrell's 2018 annual local advertiser survey, April-June 2018; N=998 advertisers who said they purchased digital advertising.

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