



Improving Your Bank Brand with SMBs

July 28, 2016

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Increasing SMB Acquisition, Engagement and Revenue

Strategy • Development • Research



Research Objective

Give bank marketers a current perspective on drivers of SMB brand trust

- SMB business outlook
- Trust in institutions and industries
- Top-of-mind and leading banks
- Leading bank awareness and trust
- Drivers of trust in a bank relationship
- Where banks under- and over-perform
- The role of content, and what content SMBs want from their bank

Methodology

1 How

- 15-minute online survey via the Bredin.com/smbpulse

2 Who

- 313 principals of U.S. companies with <500 employees (5.5%+/- CI)
 - 102 with <20 employees (97.7% weighting)
 - 111 with 20-99 employees (1.9% weighting)
 - 100 with 100-500 employees (.3% weighting)
 - Any industry
 - See slides 16-21 for participant demographics

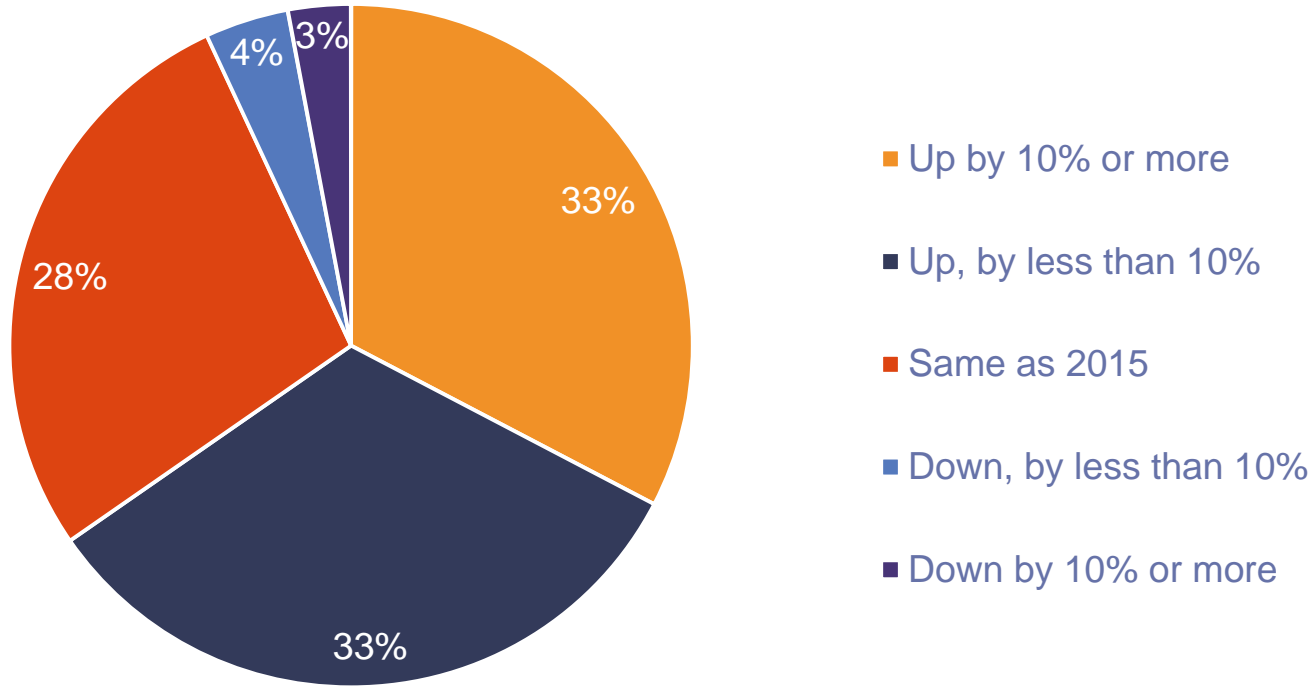
3 When

- June 15 – 20, 2016

Detailed Results

2016 Business Outlook

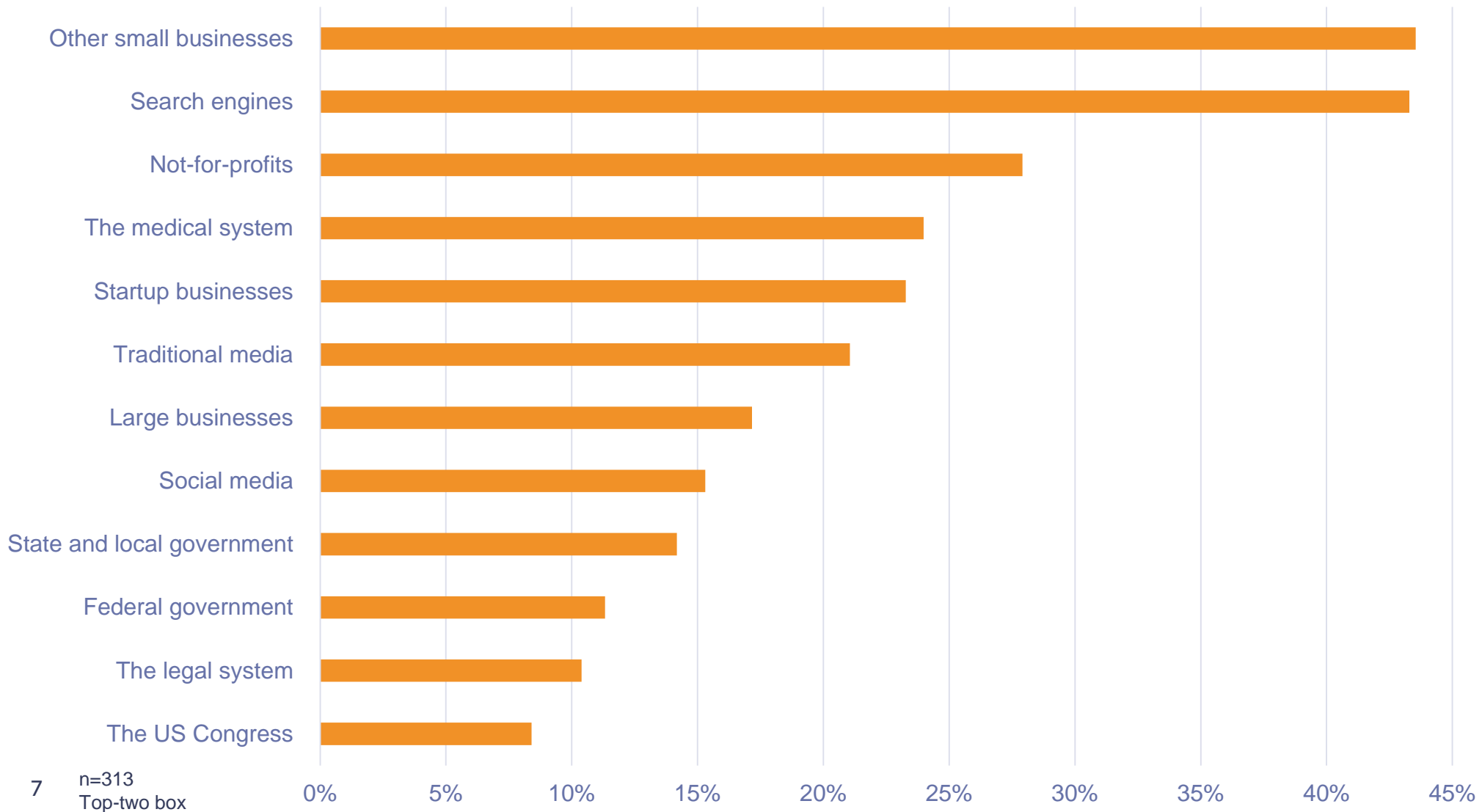
What is your revenue outlook for 2016, compared to 2015?



Institutional Trust

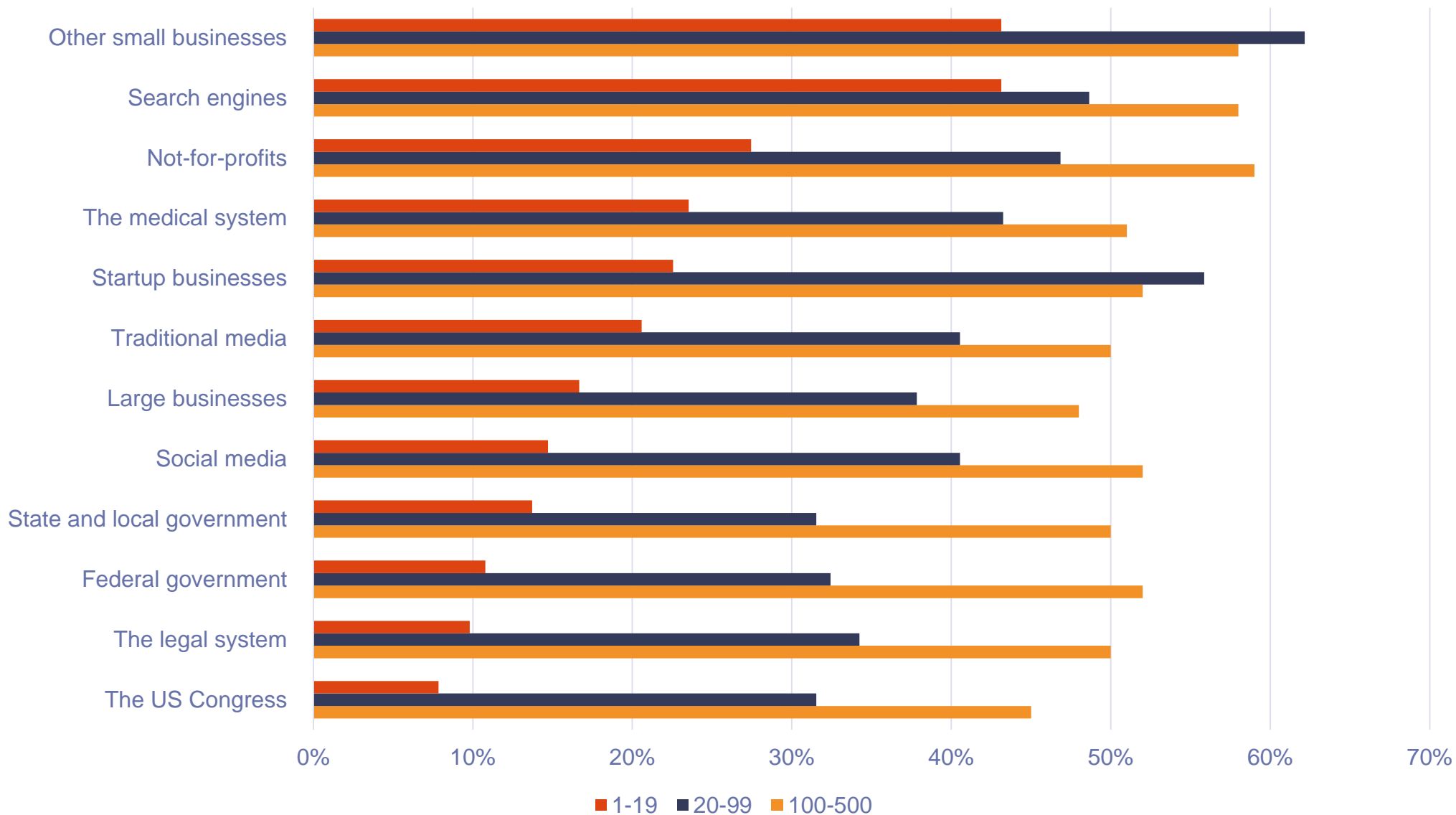
SMBs place the most trust in their peers

On a scale of 1 (do not trust at all) to 5 (trust very much), please rate your trust in each of these institutions:



Institutional Trust: Company Size

On a scale of 1 (do not trust at all) to 5 (trust very much), please rate your trust in each of these institutions:



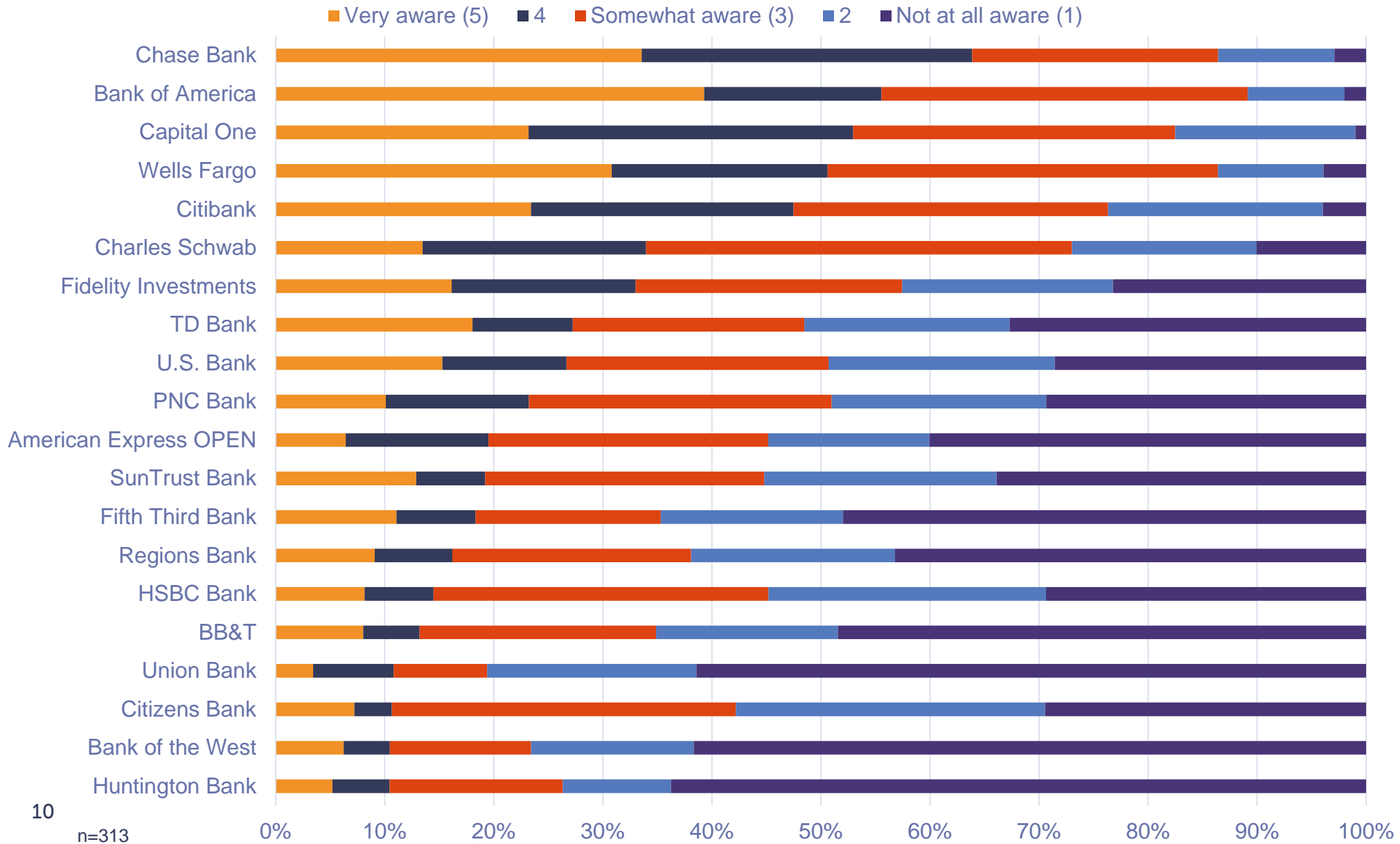
Top-of-Mind Bank Brands

Which single company comes to mind first in the banking industry?



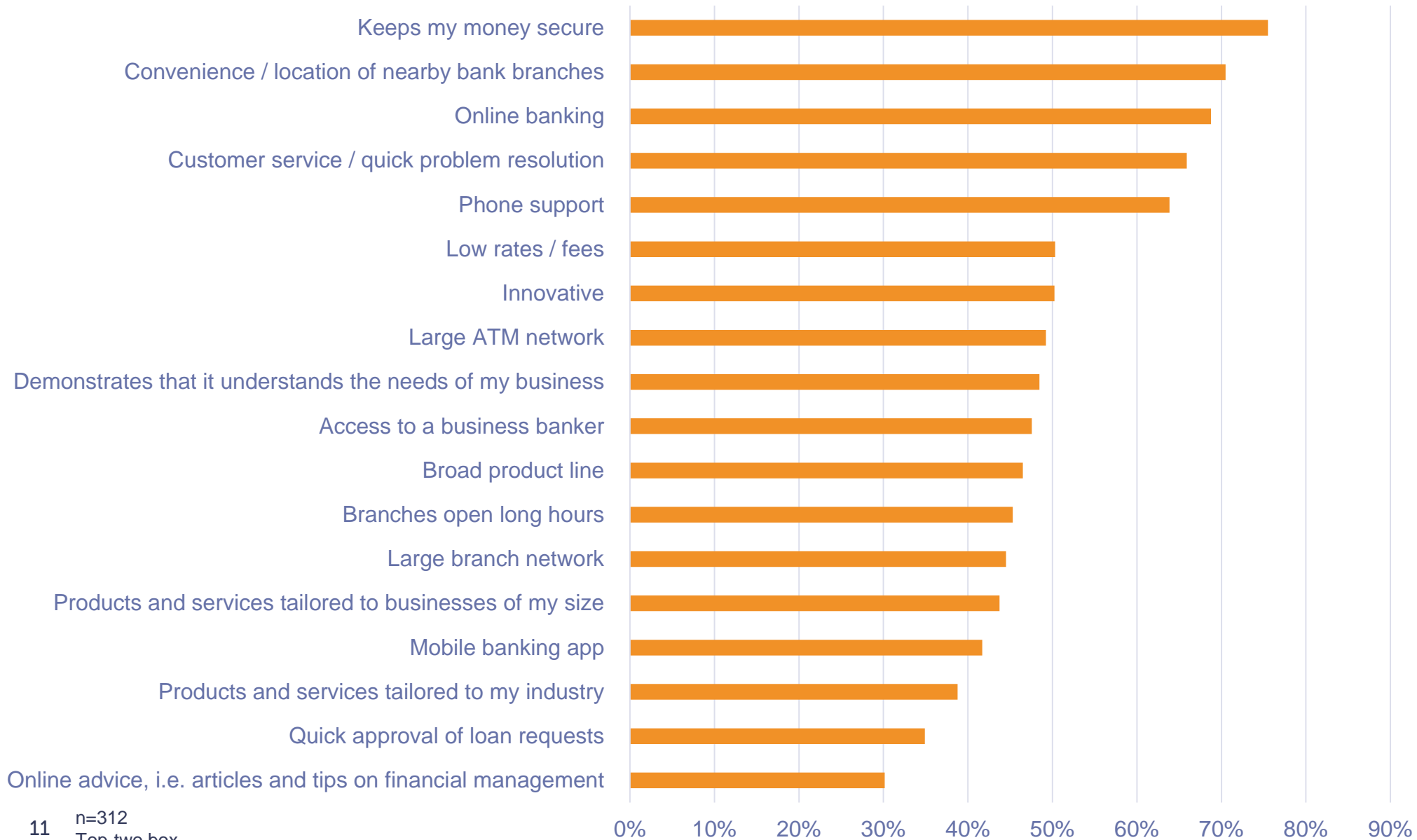
Brand Awareness

On a scale of 1 (not at all aware) to 5 (very aware), please rate your awareness of (or familiarity with) each of these financial services firms:



Performance

On a scale of 1 (not at all well) to 5 (extremely well), please rate how well your bank performs on each of these aspects:



Banking Apps

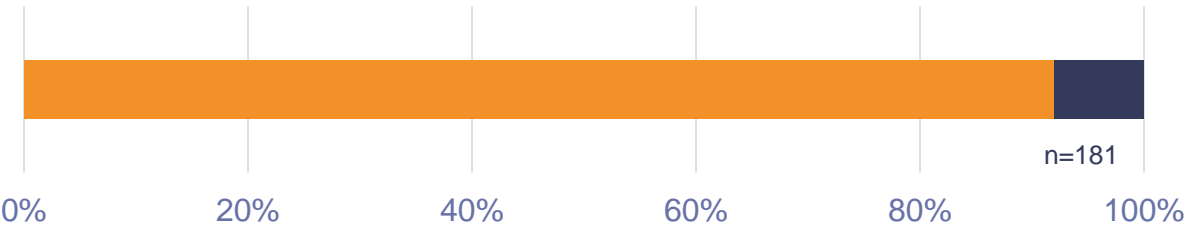
Please answer yes or no to each of the following questions:

Yes No

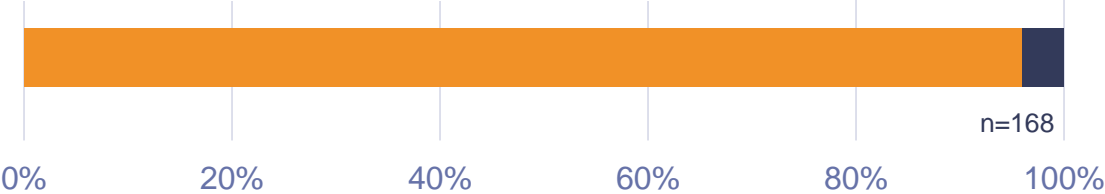
I downloaded my bank's mobile app



I use my bank's mobile app



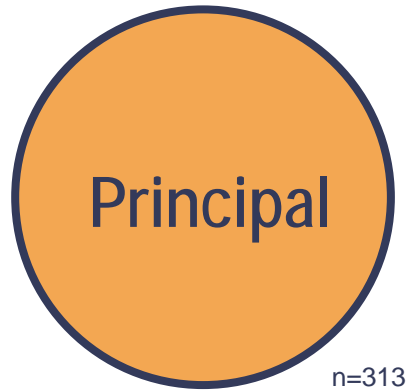
I am satisfied with my bank's mobile app



Sample Characteristics

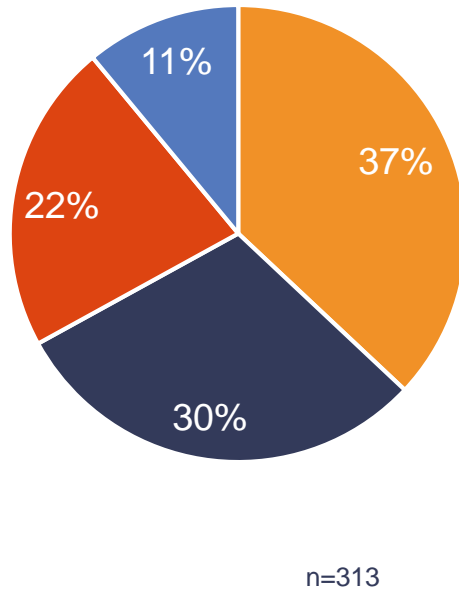
Sample Characteristics

Title



Owner, Founder, Manager, Partner, CxO, etc.
100%

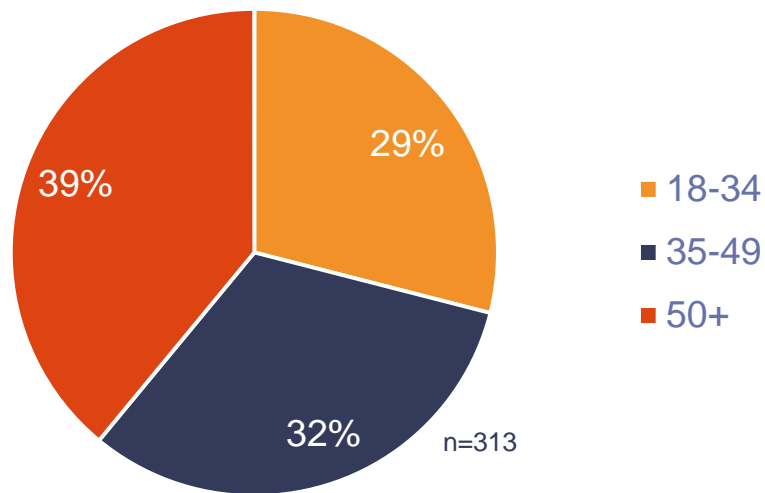
Industry



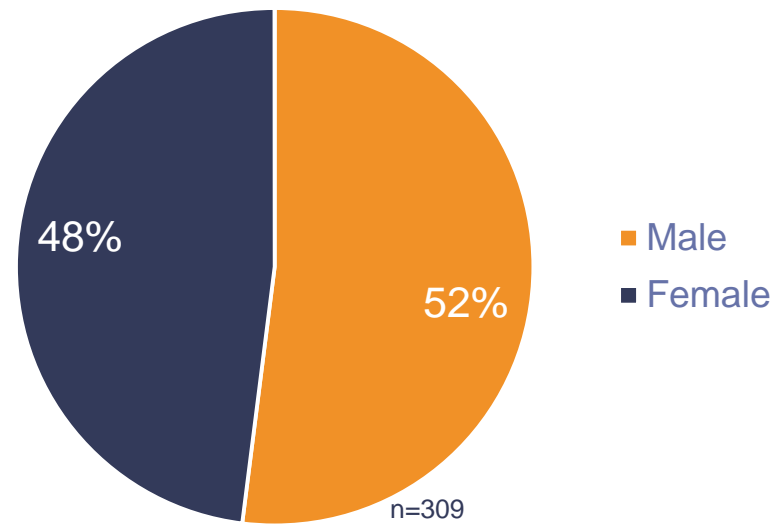
- PS: Educational services, Finance & insurance, Health care & social assistance, Information technology, Management of companies & enterprises, Professional services
- RW: Accommodation & food service, Arts, Entertainment & recreation, Real estate, rental & leasing, Retail trade, Transportation & warehousing, Wholesale Trade
- M: Construction, Manufacturing, Mining, Scientific & technical services, Utilities
- Other: Administrative, support, waste management & remediation service, Other services (except public administration)

Sample Characteristics

Age

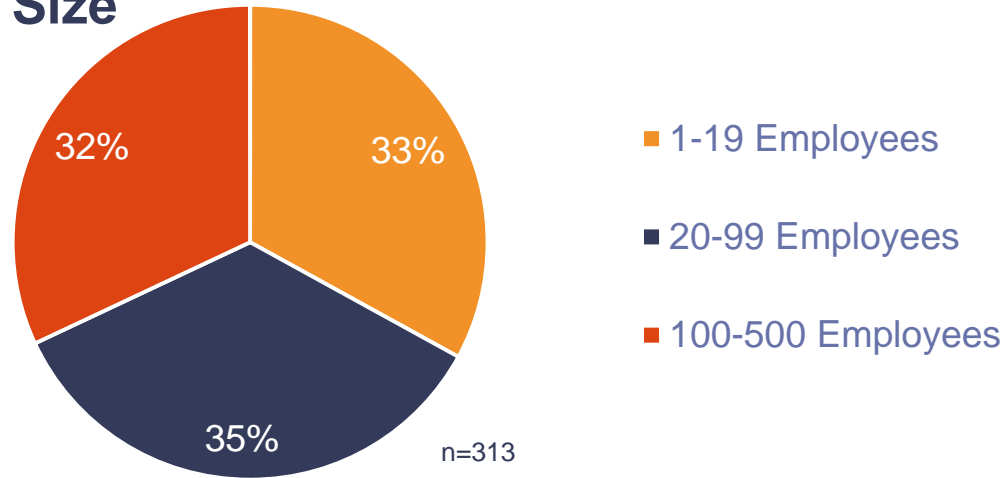


Gender

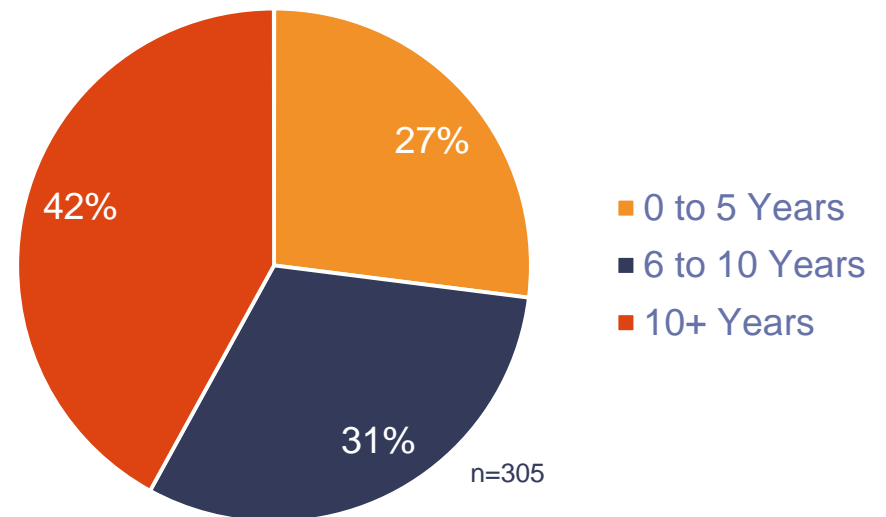


Sample Characteristics

Company Size

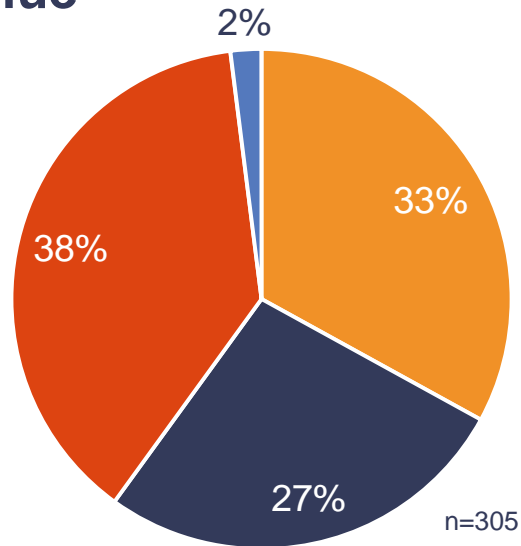


Years in Business



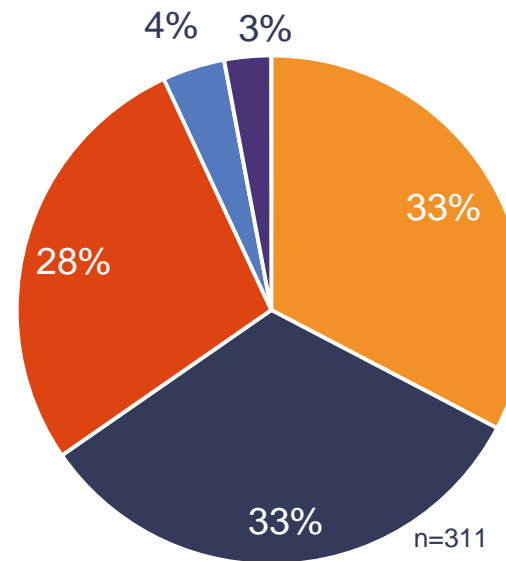
Sample Characteristics

2015 Revenue



- Less than \$500k
- \$500k to \$1M
- More than \$1M
- Don't know / refused

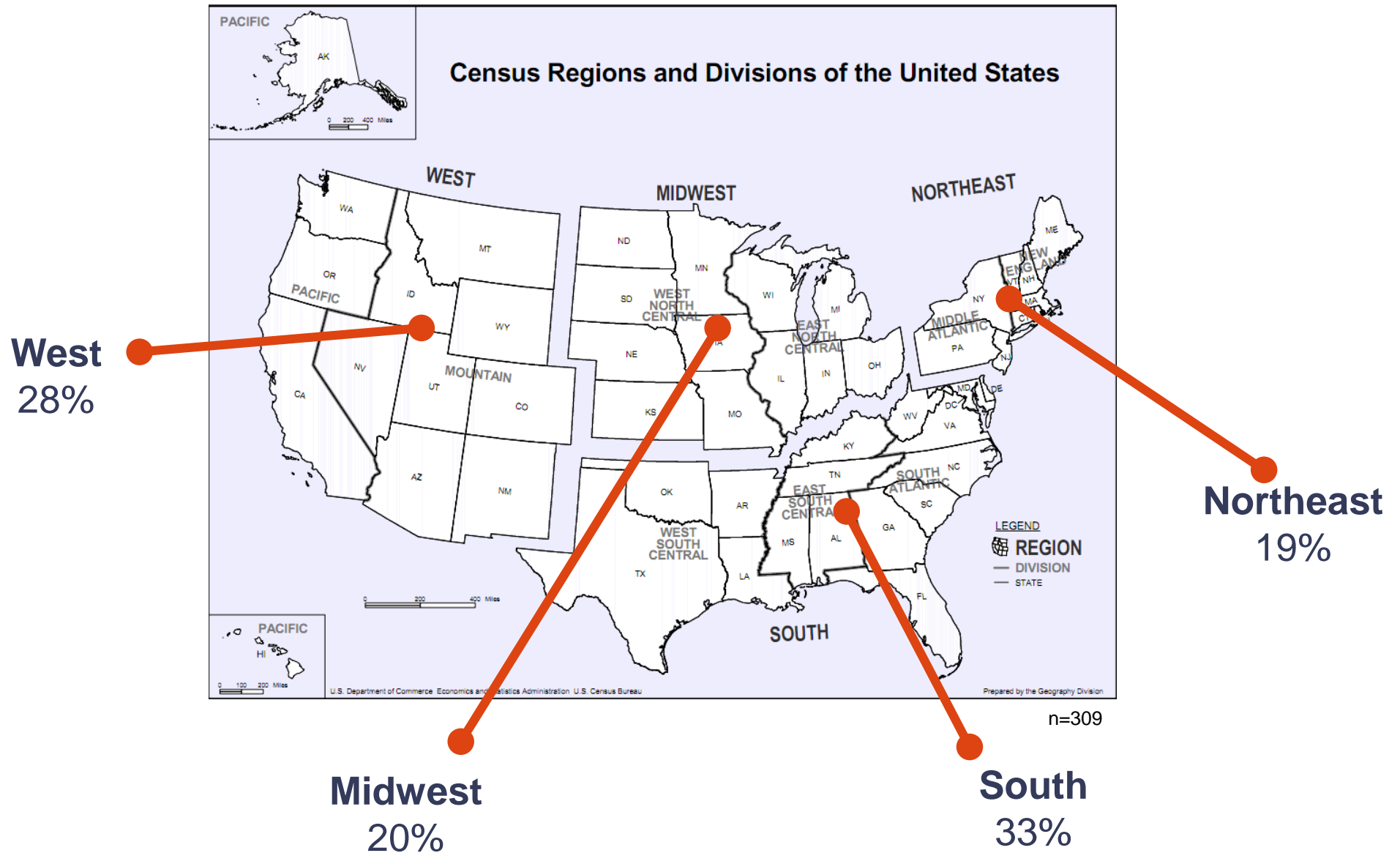
2016 Revenue Growth



- Up by 10% or more
- Up, by less than 10%
- Same as 2015
- Down, by less than 10%
- Down by 10% or more

Sample Characteristics

Region





Significance testing