



DEEP DIVING WITH CRUSADERS

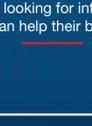
We set out on our most recent B-Side expedition.

THE MISSION: Tracking and examining the purchasing behaviors of Small Business Crusaders. **Let's dive in.**

THE CRUSADER'S SHARK-LIKE MENTALITY.



Constantly moving forward



Actively looking for information that can help their business



Consumes content with a focused mindset

SWIMMING IN A SEA OF DIRECTIONS, DECISIONS, & DESTINATIONS.

No "paths" at sea
Endless directions and routes
Digital currents run deep and wide

CRUSADERS FEEL THE PURCHASE PROCESS HAS CHANGED.



86%
Say purchase process has changed in the last decade



49%
Say they shop more online



42%
Say there's more info



39%
Say it's more digital

CRUSADERS ARE CONSTANTLY ON THE SEARCH.

Crusaders make critical business purchases about every 18-19 weeks

They never stop keeping an eye out for anything that looks good

Top Purchase Decision Influencer:

35%

Search Engines



CRUSADERS HAVE A PLAN BEFORE THEY HAVE A NEED.



66%
Of crusaders plan ahead for critical business purchases

CIRCLING THEIR TARGET



70%

Do online research before buying

Information they search for:

61% Price

41% Reviews

39% Comparisons

CHEWING ON INFORMATION, BUT NOT READY TO EAT.

57% Of Crusaders do not move from research straight to purchase



THEY PUT VALUE BEFORE COST.

50% Of Crusaders want to see value messaging during purchasing



STAYING MOBILE IN OPEN WATERS.

83%

Of Crusaders use a smartphone for business

29%

Use it to make purchases



Most important decision influencers:

65% Price

33% History / experience

30% Brand

A SUCCESSFUL TRIP:

Don't guide them, attract them

Clearly communicate your value

Make purchasing easy

Be realistic with budgets

