

Our audience is buying  
what you're selling



# The “power buyers” you need are on ThomasNet.com

When it comes to connecting with the industrial and commercial buyers your business needs, nothing delivers like ThomasNet.com. Built FOR engineers and procurement professionals, BY engineers and procurement professionals, ThomasNet.com has become the go-to source for a powerful, global buying audience.

They come specifically to identify top industry suppliers of the products and services they need to buy:

- Industrial components
- Electrical components
- Custom manufacturing services
- MRO supplies
- Lab equipment
- Material handling equipment
- Safety equipment and supplies
- Packaging
- Food service equipment and supplies
- Raw materials
- Building equipment and supplies
- Consumer product OEMs
- General services

## POWER BUYERS DEFINED

A power buyer is one that can make a lasting impact on your business. It's a procurement professional seeking to maximize efficiency and minimize risk. It's a company looking beyond the transaction to find a trusted partner – which means they care about your long-term viability as much as you do. It's someone who knows that to get the job done right, you need the right tool for the job. And for the power buyer, the right tool for supplier discovery and product sourcing is **ThomasNet.com**.

# We are their total sourcing platform

ThomasNet.com is the most relevant and complete platform of its kind. We provide more than just technology to help our users do their jobs better. ThomasNet.com adds the human element, with industrial and editorial experts curating content to ensure our users can find precisely what they're looking for – and easily connect with you when your business is the answer.

## FAR BEYOND SEARCH ENGINE FUNCTIONALITY

	ThomasNet.com	Top Search Engines
Supplier Content Written/Curated by Professional Editors	●	○
Thousands of In-Depth Supplier Profiles	●	○
Quality & Diversity Certified Supplier Database	●	○
Software-Ready, Downloadable 3D CAD Models	●	○
RFI Functionality	●	○
Newsletters, Journals, Product News Alerts	●	○
Parametric Search of over 30,000 OEM and Distributor Catalogs	●	○



ThomasNet.com is  
**industry's #1**  
Supplier Discovery and  
Product Sourcing Platform

Hitwise/Experian

# The ThomasNet.com audience is high quality

## BIG-NAME USERS, BIG-TIME USAGE:



93%  
of the Fortune 500  
source with us

### They're all here:

- Procurement Professionals
- Engineers (design, manufacturing, civil, chemical, electrical, maintenance)
- Managers (warehouse, plant, logistics, general)
- Research & Development

# The ThomasNet.com audience is broad

GET FOUND BY NEW BUYERS ACROSS TOWN  
OR AROUND THE GLOBE.



Google Analytics

## Connect with buyers across diverse verticals



Manufacturing



Government & Military



Automotive



Aerospace



Construction



Energy & Utilities



Engineering Services



Retail Trade



Medical



Education



Telecommunications



And others

DemandBase

## ThomasNet.com delivers:

- **American Strength:** 75% of our visitors are Small and Medium Businesses – the backbone of the U.S. economy
- **Worldwide Reach:** Forbes Global 2000 companies visit more than 20,000 times every month

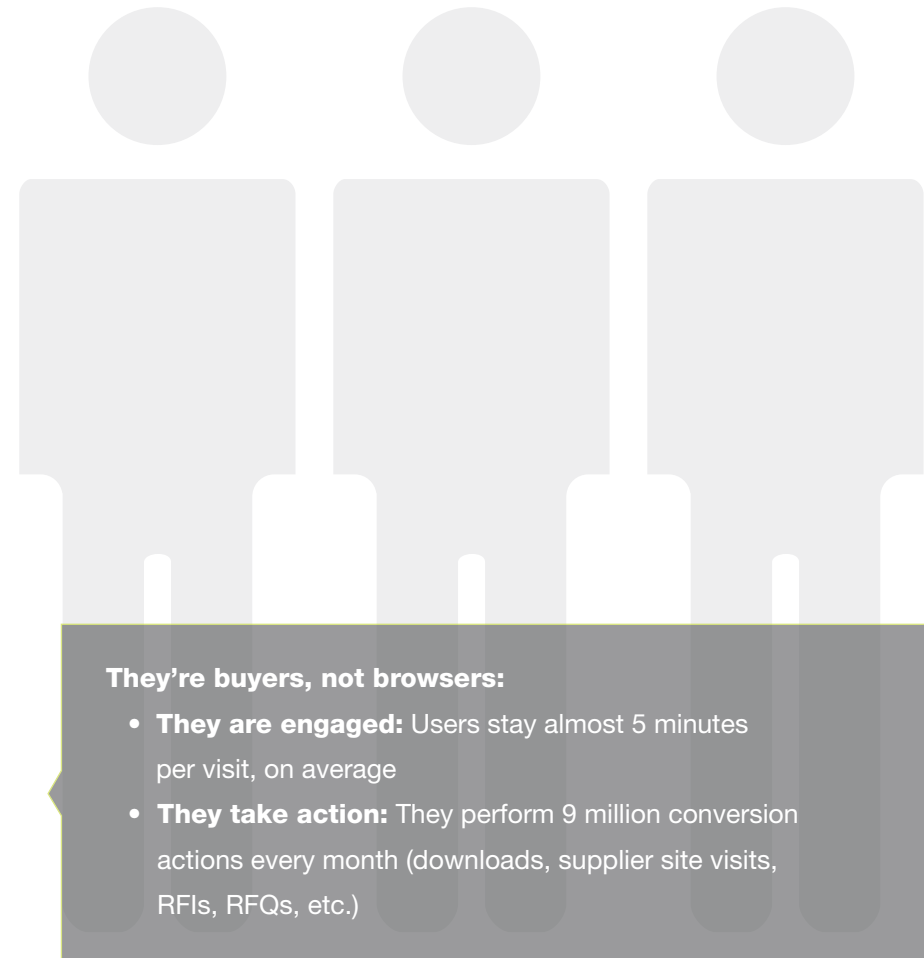
# The ThomasNet.com audience is ready to buy

THEIR BEHAVIOR SHOWS THAT WHEN THEY VISIT,  
THEY MEAN BUSINESS.

**66%** } which means  
use 4+ keywords } they've come to  
meet a specific  
buying need

They are  
**1.5x**  
more likely to contact you  
when reaching your site from  
ThomasNet.com vs. Google

Web Traxs<sup>SM</sup>



## They're buyers, not browsers:

- **They are engaged:** Users stay almost 5 minutes per visit, on average
- **They take action:** They perform 9 million conversion actions every month (downloads, supplier site visits, RFIs, RFQs, etc.)

# The ThomasNet.com audience is expanding

WE'RE ENGAGING THE INDUSTRIAL BUYERS OF TODAY,  
AND TOMORROW.

**2,000%  
increase** 

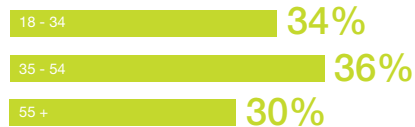
\*2013 over 2012

in premise visits/webinars for “power  
buyers” representing companies with a  
combined **\$230+ billion in revenues**

More than

**1 in 3**

of our users are  
under 35 years old



Web Traxs<sup>SM</sup>

## We develop our quality audience by:

- Building relationships with Fortune 1000 procurement departments
- Joining and presenting to purchasing associations
- PR, tradeshows, marketing and advertising
- Campus visits and partnering with student organizations



# Buyers source on ThomasNet.com in many ways



## BY SUPPLIER

Get on the world's most frequently searched industrial supplier directory.



## BY PRODUCT

Turn your detailed product data into sales by making it searchable online.



## BY OWNERSHIP STATUS

Connect with large organizations that need to fulfill supplier diversity requirements.



## BY QUALITY CERTIFICATIONS

Qualify your company for buyers who require your achieved industry certifications.



## BY CAD MODELS

Get spec'd into more designs by making your 3D CAD drawings available for download.



## BY NEWS

Promote your offerings on industry's #1 source of product news, info and analysis.

### MAKE IT EASY FOR THEM TO FIND YOUR:

- Company Information
- Detailed Product Specs
- Custom Capabilities
- Line Cards
- 2D/3D CAD Drawings
- Certifications
- Key Documents
- Photos & Videos
- White Papers
- Case Studies & Portfolios
- Ownership/Diversity Info
- News Releases
- Marketing Messages
- Social Media Links

# Get found by power buyers who can impact your business. Here's how.

## **PROMOTE YOUR STRONGEST CONTENT**

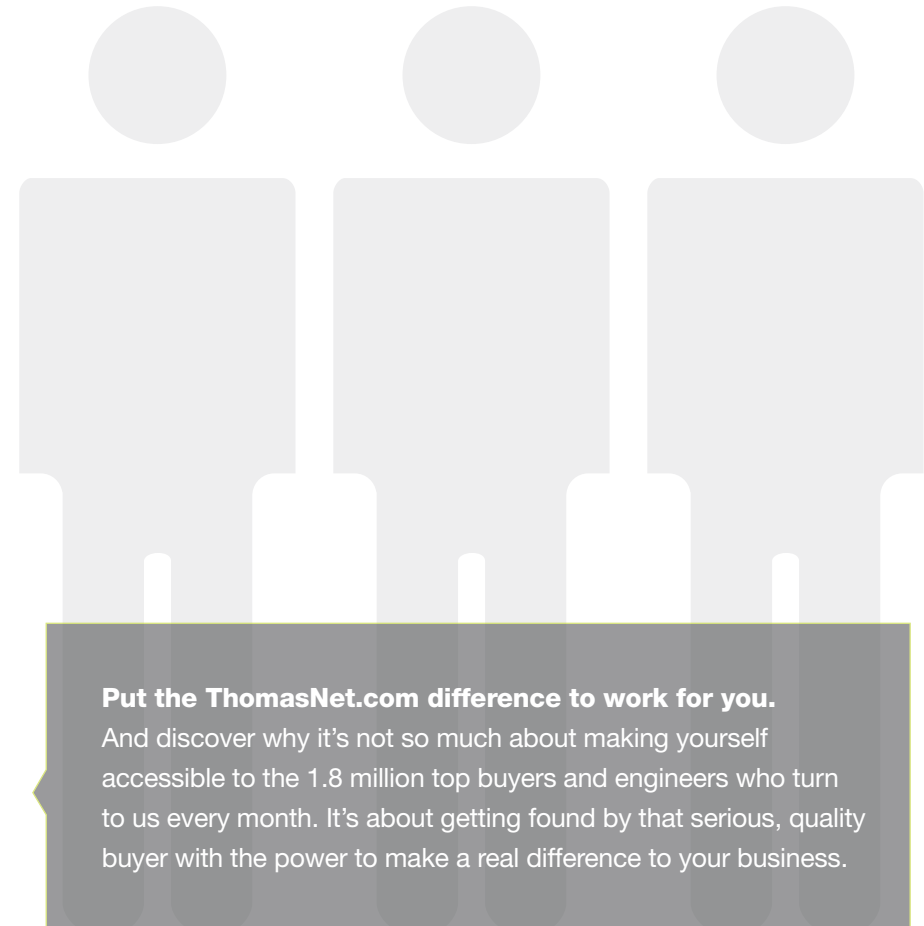
Power buyers use the ThomasNet.com platform to vet and compare suppliers in great detail. They prefer to be very close to a purchase decision before contacting suppliers directly, and the comprehensive, searchable content we enable you to promote makes it possible.

## **POSITION YOURSELF WHERE YOUR BEST PROSPECTS ARE LOOKING**

Specifying premium placement in relevant product or service categories on ThomasNet.com helps you get found by more of the buyers who matter to you most. A smart, targeted ranking strategy increases your visibility – and the likelihood of ending up on the “short lists” of power buyers.

## **DIFFERENTIATE YOURSELF FROM THE COMPETITION**

Targeted display advertising on ThomasNet.com keeps you “top of mind” with prospects at every phase of the buying cycle. Eye-grabbing contextual banners can promote your company and your specific offerings, and can even be the dominant visual on your competitors' company profile pages.



**Put the ThomasNet.com difference to work for you.**  
And discover why it's not so much about making yourself accessible to the 1.8 million top buyers and engineers who turn to us every month. It's about getting found by that serious, quality buyer with the power to make a real difference to your business.

**ThomasNet** leads to business.™

**ThomasNet** leads to business.™  
Need to grow yours?

Call **800.879.6757**

or visit us online

[promoteyourbusiness.thomasnet.com](http://promoteyourbusiness.thomasnet.com)