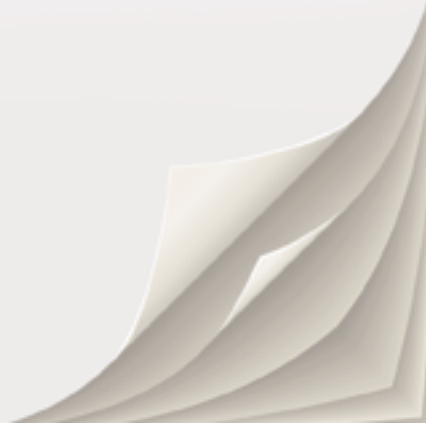


RAISE YOUR PROFILE



among the industrial/B2B customers you need most.



Think about
what you need
your business
to achieve
over the next
12 to 24
months.

Before we talk about THOMASNET.com, let's talk about you. If you're like most of the manufacturers, custom service providers and distributors we help, when it comes to your goals you can probably check at least one of these boxes:

- Become less reliant on my biggest customer
- Land customers in a new industry
- Reach a broader geographic market
- Quote more of my high margin capabilities
- Get more high volume recurring jobs
- Keep specific machines running at full capacity
- Replace bad revenue with good
- Grow revenue by XX percent

In industry, supplier selection and the buying process can take many months or more – and your best prospects may go years between needing a new supplier that does what you do. That being the case, it's critical to include a longer term view when strategizing and measuring how your online marketing can help you achieve your goals. THOMASNET.com can help.

How many of your ideal prospects have no idea you exist? Raise your profile precisely where they go to look for suppliers like you: THOMASNET.com

What is THOMASNET.com

What is THOMASNET.com



We are a supplier discovery and evaluation platform built specifically for your success.

THOMASNET.com exists for one purpose only: to help you get found and contacted by the industrial/B2B buyers that align best with your specific business goals. Our platform promotes:

- **Product and component manufacturers**
- **Custom manufacturers and service companies**
- **Capital equipment manufacturers**
- **Industrial distributors**
- **Systems integrators**

We enable you to put detailed, in-depth content in front of a quality buying audience that comes to us when they are serious about partnering with a new supplier. We've built that loyal audience for well over a century, first as the "big green books" of the Thomas Register, and since 1996 as THOMASNET.com.



Who

Who uses THOMASNET.com



Industry's buying-decision makers use our platform:

- Procurement professionals
- Engineers (design, mechanical, manufacturing)
- MRO (maintenance, repair, operations) buyers
- Managers (warehouse, plant, logistics, general)
- Research & development staff

Our registered users identify themselves by job function

They perform more than 1.3 million supplier evaluations every month, representing these industries:

- Manufacturing
- Aerospace & defense
- Medical & healthcare
- Transportation & logistics
- Education
- Telecommunications
- Construction
- Government
- Automotive
- Energy & utilities
- Retail & distribution
- Food & beverage
- Printing & publishing
- Biotech
- Agriculture
- Furniture
- Textiles
- Mining
- And many more



Who uses THOMASNET.com

These 30 top users alone average 322 supplier evaluations **per day** on THOMASNET.com:



Who uses THOMASNET.com



93 % of the
Fortune 500
source with us



As you can see, we attract the heavy hitters. But you know what else? **75% of our users are Small or Midsize Businesses** – the kind of customers so many of *our* clients want to work with.



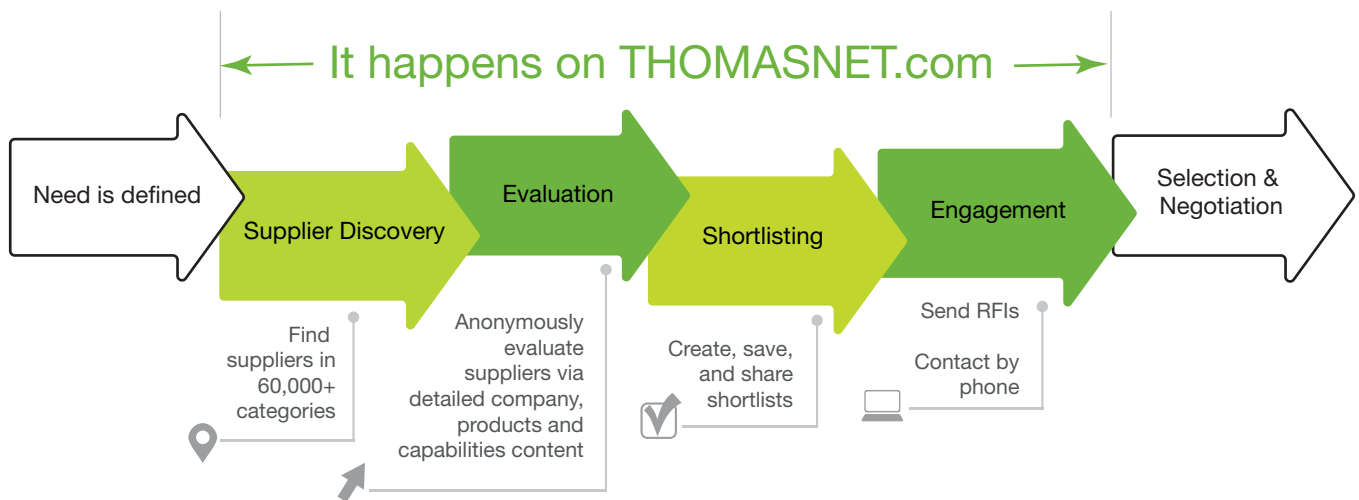
Why

Why buyers use THOMASNET.com



Our audience visits specifically to find, evaluate and select new suppliers.

THOMASNET.com is the go-to source for buyers and engineers because we provide all the tools and info they need to put together their ideal shortlist of potential partners. And we make it possible to do so the way they prefer — **anonymously*** and **all in one place**:



*DID YOU KNOW?



57% of the purchase decision process is complete before a customer even calls a supplier, according to a 2015 CEB Customer Qualification Assessment.

“I use THOMASNET.com almost every day in search of suppliers. Compared to generic search engines, the platform has an enormous advantage in filtering by things such as supplier type and geography. It helps narrow the search and makes it easier and faster to source.”

—Thomas Araya, Automotive Afterparts Distributor



Why buyers use THOMASNET.com

We help you promote the info buyers tell us they want to see.

We speak to thousands of industrial/B2B buyers every year, staying on top of their needs through surveys, research, facility visits, tradeshows, conferences, association memberships, and feedback on our platform. This enables us to ensure that THOMASNET.com serves their needs when they are actively seeking new suppliers.

On THOMASNET.com, buyers look for your:

- Capabilities
- Detailed Product Specs
- Quality Certifications
- Ownership/Diversity Status
- Contact Info
- Product Images
- CAD Models
- Catalogs
- Line Cards
- White Papers
- Case Studies
- Brands Owned/Distributed
- Job Samples
- Photos & Videos
- Key Personnel
- Sales Data
- And much more



When

When buyers use THOMASNET.com



Our audience visits when they are **actively** seeking a new supplier.

We know this because when buyers engage with supplier content on THOMASNET.com, they **evaluate 3.2 suppliers on average per visit.*** **These users are evaluating multiple suppliers within a specific category, indicating a serious intent to buy.**

Unlike a large percentage of visitors to search engines, our users are specifically focused on finding a new supplier for a defined buying need – because that’s the singular reason THOMASNET.com exists.

In other words, **visitors that show up on your ROI report from us have qualified themselves as serious buyers by their actions on our platform.**



“I’ve been in manufacturing my whole life. When it comes time to look for raw materials or a particular supplier for something, THOMASNET.com is far superior to Google. There’s no comparison at all.”

—Aaron Grimes, Supply Chain Manager



When buyers use THOMASNET.com

Buyers come to THOMASNET.com when it matters most — **to you.**

Onboarding a new supplier can be a risky, time-consuming process buyers don't take lightly. They'll typically only do so when they:

- **Have quality, reliability or pricing issues with a supplier**
- **Have a supplier that goes out of business**
- **Are introducing a new product line or service**
- **Need new or replacement capital equipment**
- **Are reshoring operations back to North America**

You can't predict when these things might happen. But when one of those relatively rare opportunities does come along, and a buyer starts evaluating new suppliers, you need to make sure you have a high profile wherever it is that buyer goes looking. Today, that place is THOMASNET.com.



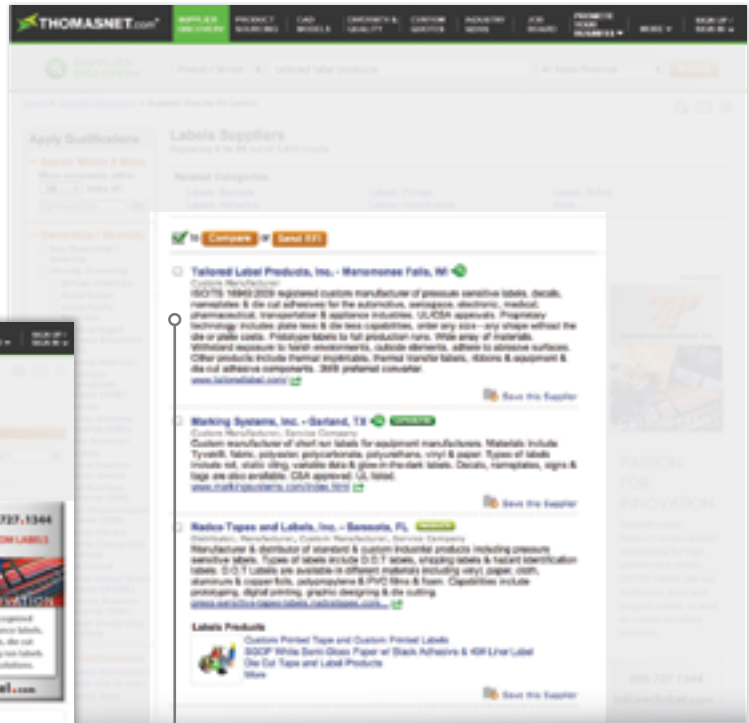
How to raise your profile on THOMASNET.com



Get found and evaluated with a targeted Supplier Discovery Program.

Promote your strongest Content

Your Company Profile can promote all the detailed company/product data buyers tell us they need to anonymously evaluate you, put you on their shortlist, and connect with you.



Differentiate yourself from the competition

Display advertising on THOMASNET.com performs on average **27 times better than the industry average.*** This is because your ads can promote category-specific products or services when and where buyers are specifically looking for them on our platform.

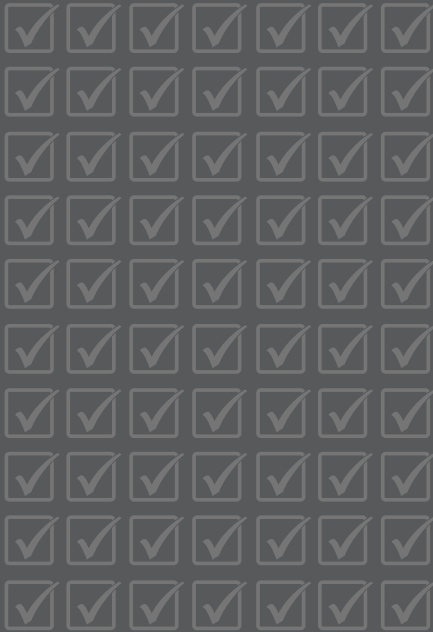
Position yourself where your best prospects are looking

Because serious buyers **evaluate an average of 3.2 suppliers per visit** on THOMASNET.com, a targeted program that ranks you in the top 3-5 search results in your key product/service categories puts you in front of more prospects looking for what you offer.

*THOMASNET.com audited data, measured against the widely accepted industry average click through rate (CTR) of 0.1%.



Today's Thomas Register®



While a good first step is setting up a free Company Profile, when you raise your profile with a Supplier Discovery Program, you are

**69.7 times
more likely**

to be evaluated by buyers
on THOMASNET.com*

* THOMASNET.com user data

To learn more or to get started, visit us online or call

800-879-6757

thomasnet.com/raisemyprofile