

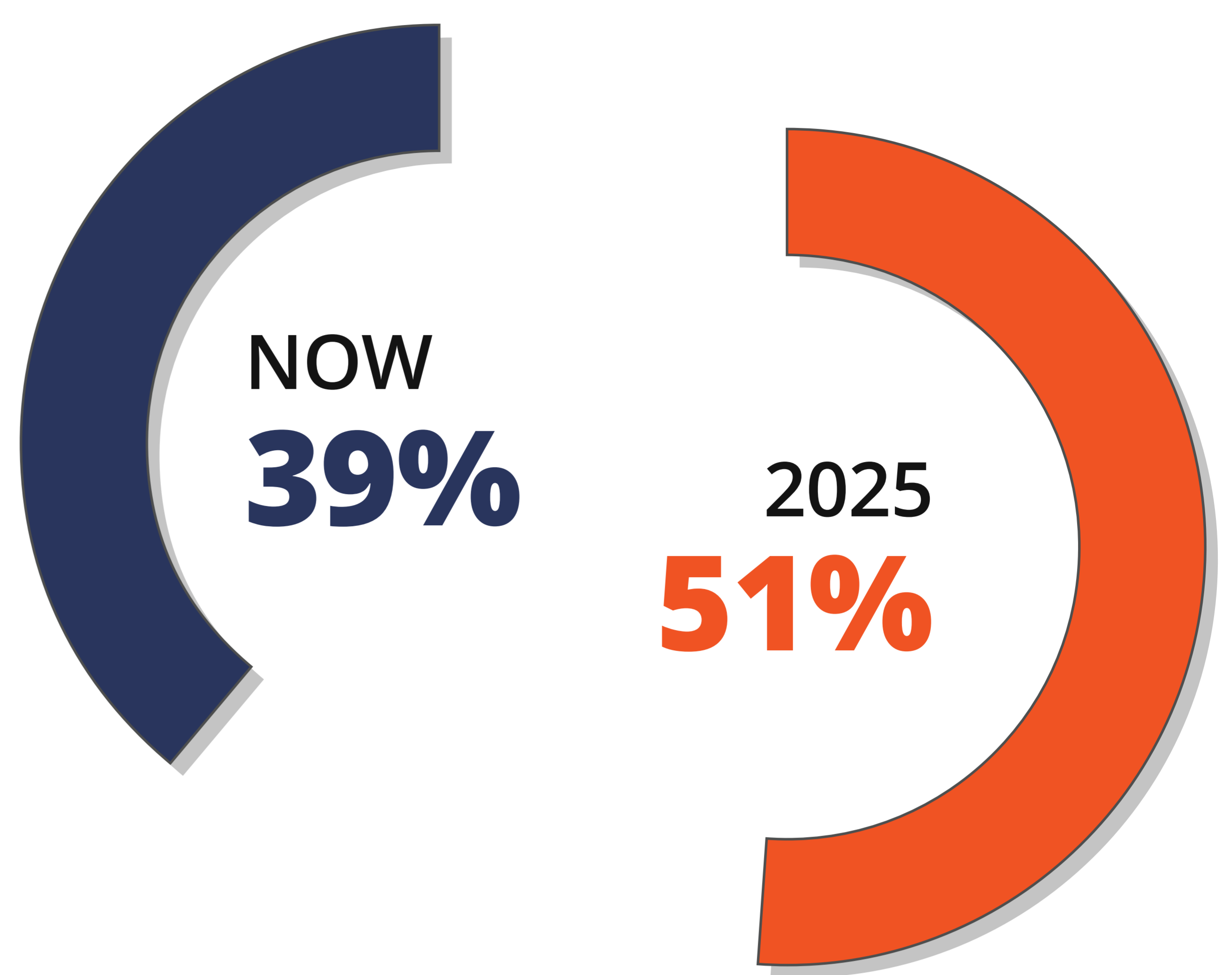
The time to start using AI is **now**

AI is bringing major advantages to businesses of all sizes. Even small businesses. Don't fall behind.

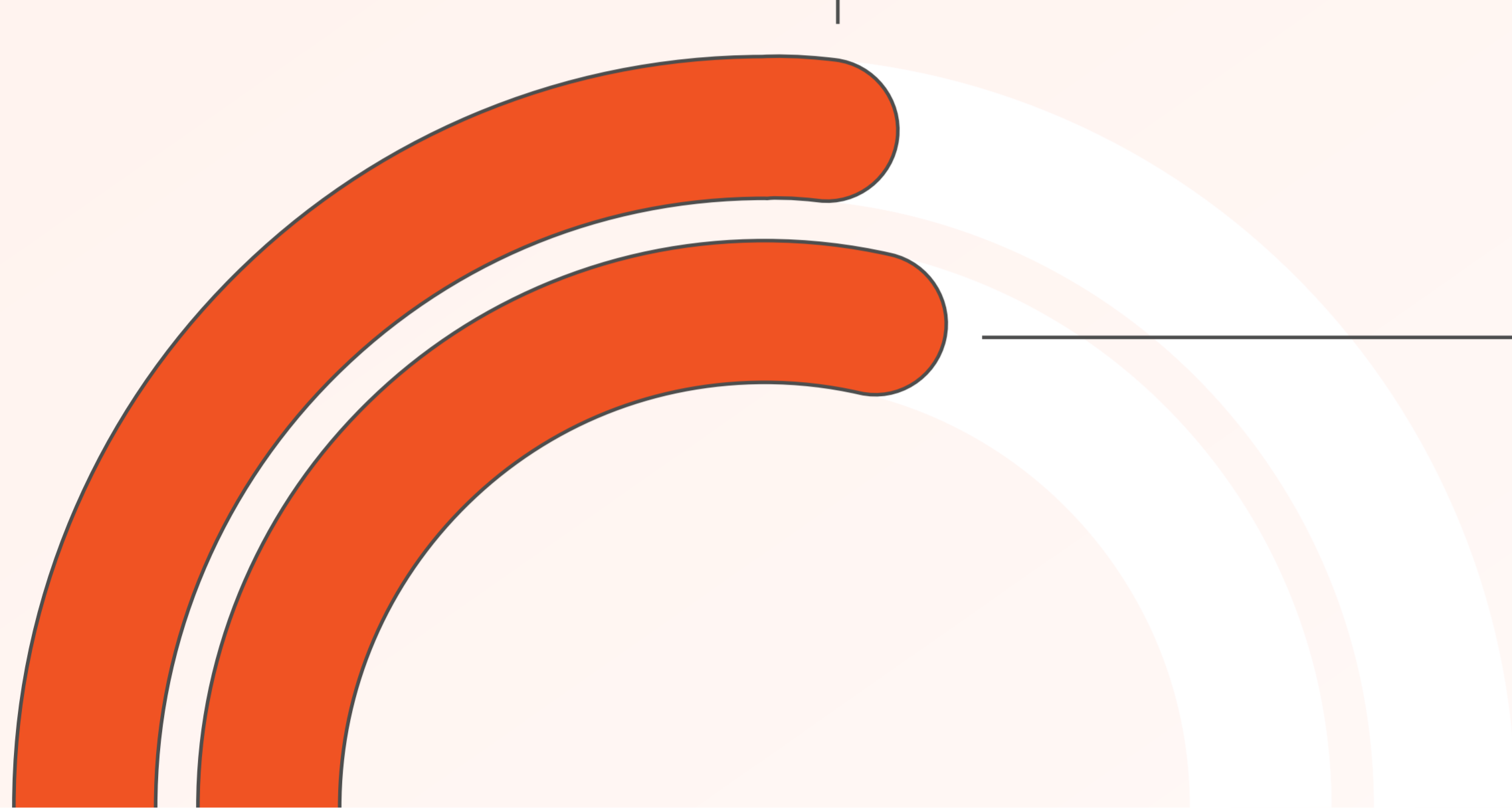
If you think AI is just for big businesses, **think again.**

Small businesses are not taking a wait-and-see attitude when it comes to AI.

Thryv survey data finds that right now, **39% of SMBs are using AI.** By the end of 2025, that's expected to **jump to 51%.**



More than half of SMBs currently using AI expect to **save between \$500-\$2k a month**



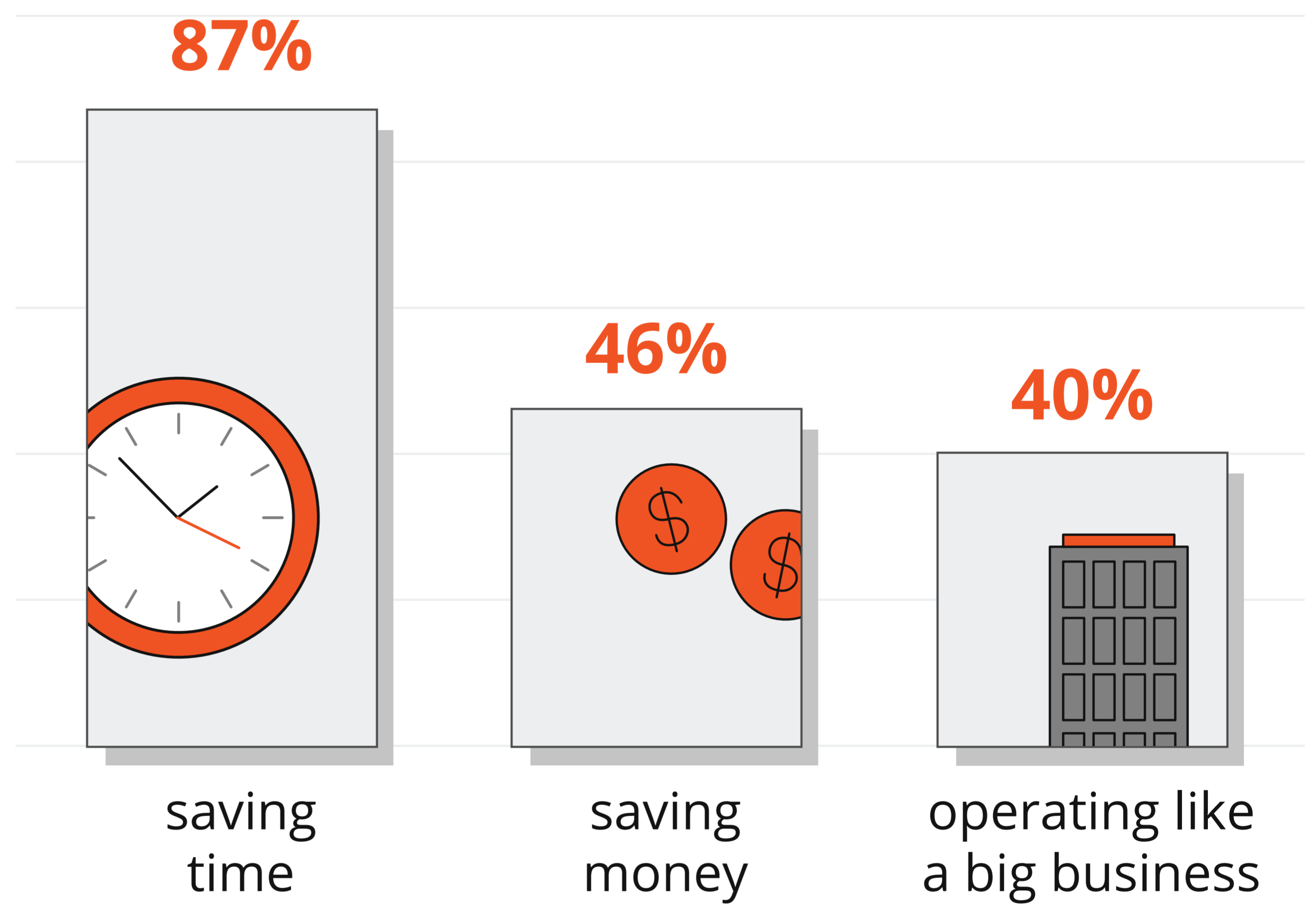
55% expect to **save up to 20 hours a month using AI**

Why the **rush?**

SMBs using AI are realizing some big savings.

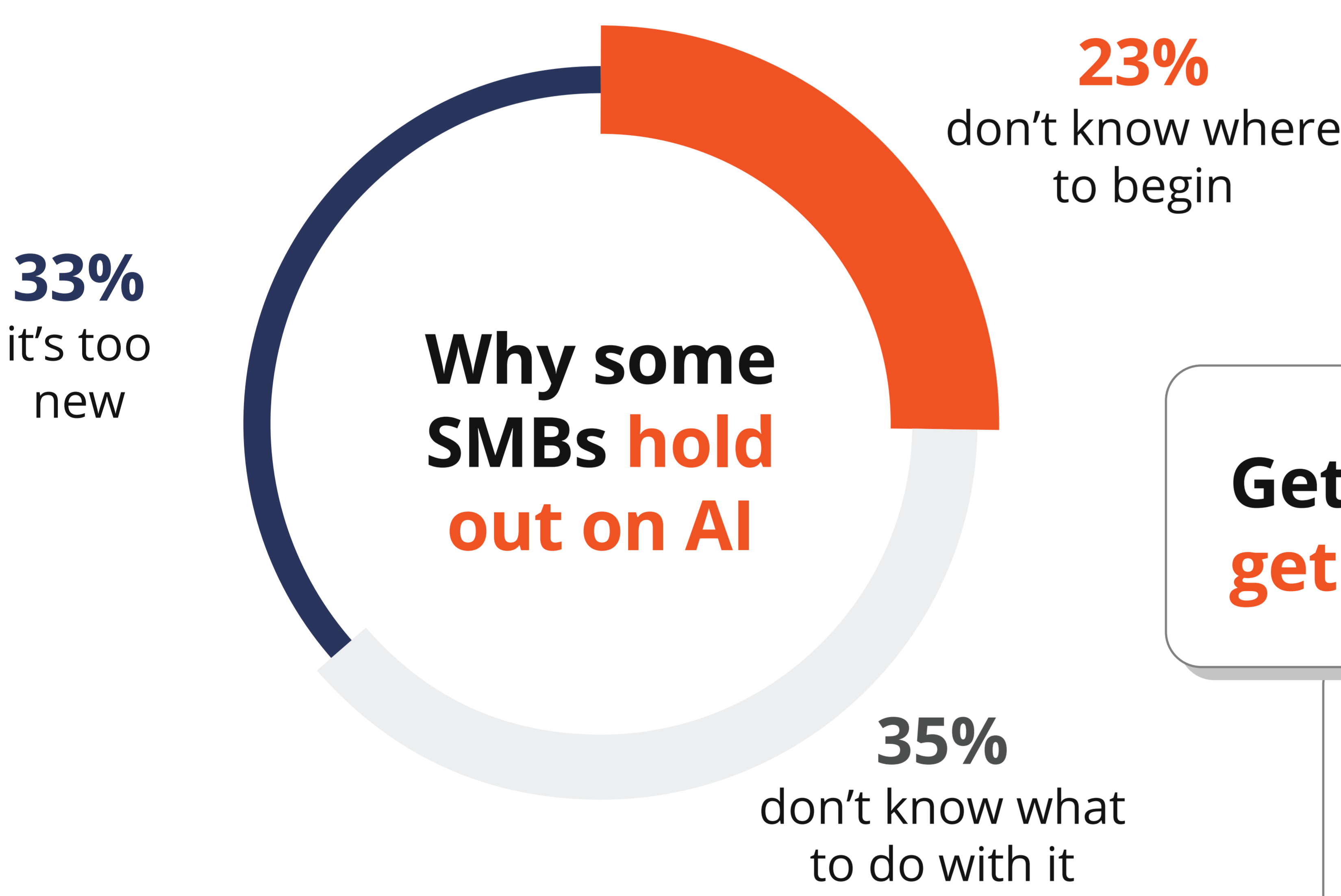
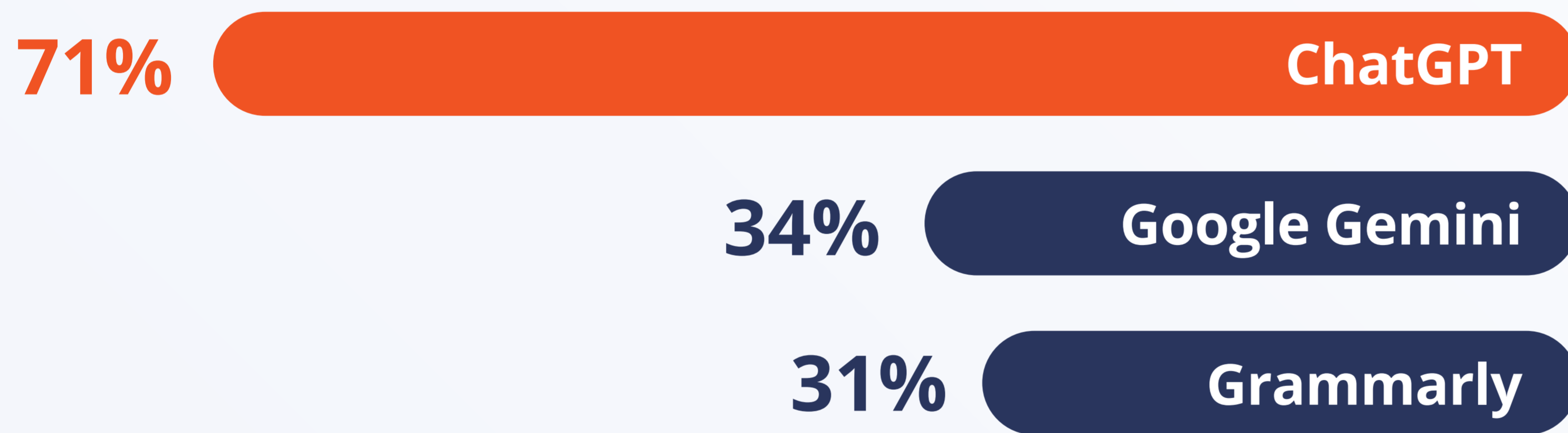
Can you afford **NOT** to use AI?

SMBs using AI say it benefits their business.



AI tools SMBs are using the most.

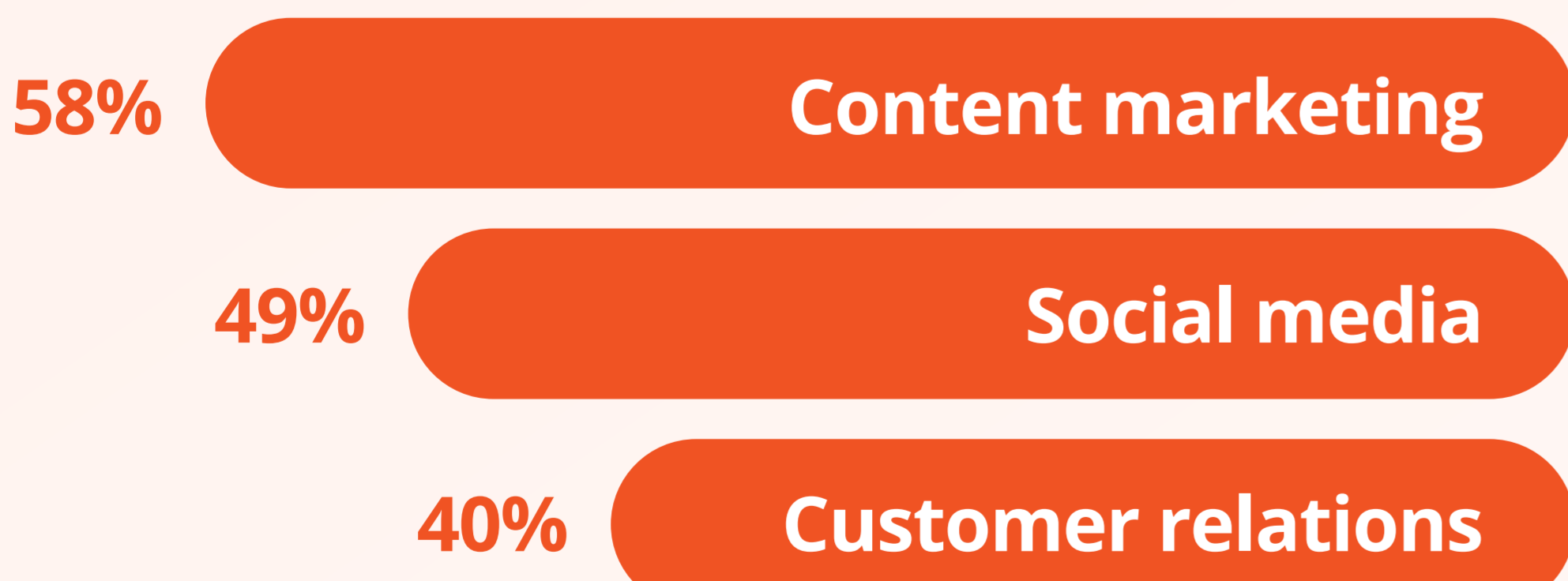
By far the most popular are generative AI tools, with ChatGPT leading the pack.



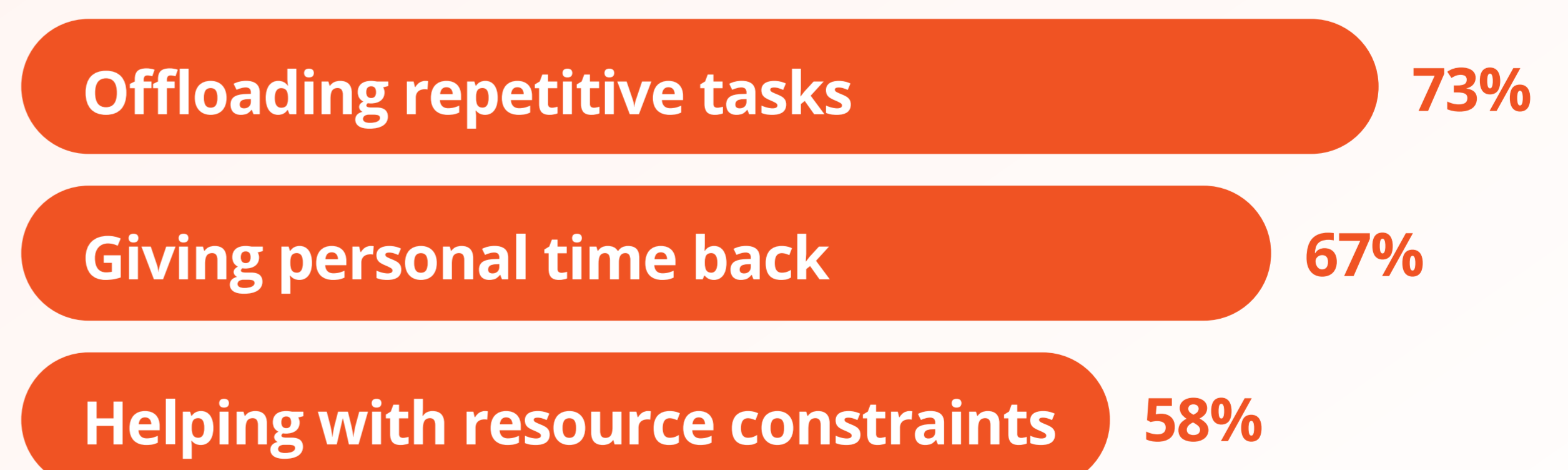
Get ready to **get techy**

71% say AI will accelerate the adoption of technology by SMBs, **so holdouts could fall further behind**

Areas AI is impacting now



How SMBs see AI helping their businesses



To learn more about how Thryv can get you started with some easy AI tools, visit www.thryv.com