

Built from contributed ratings and reviews of more than **6,000 small business owners** across 7,000 communities in North America, helping hundreds of thousands of their peers on Alignable to make more informed buying decisions.



Data represents running, cumulative report of SMB sentiment of vendors and providers from more than 6,000 ratings. Relative position changes from this quarter to the prior quarter were generated by the 25% net new ratings added to the database in the quarter. Alignable members rated these brands on a sliding scale from 0-10. NPS values calculated by subtracting percentage of detractors (brands rated 0-6) from percentage of promoters (brands rated 9-10).