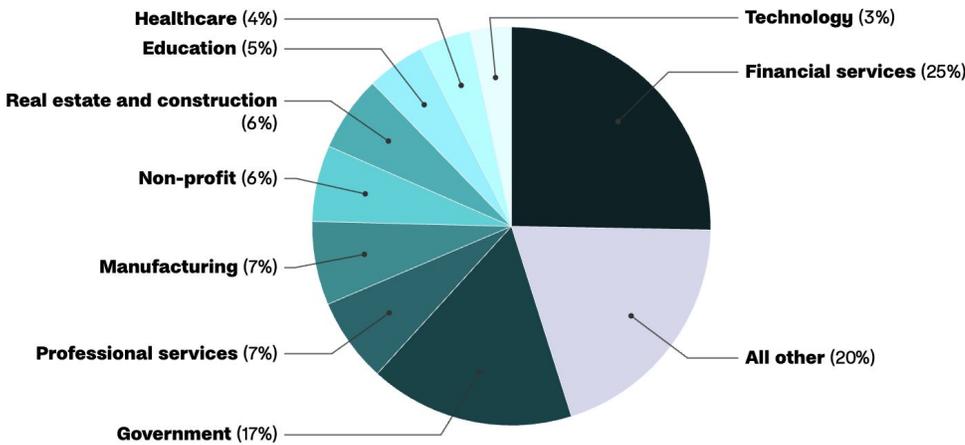


Expanding the Talent Market Through Industry-Led Insight

Accounting demand is no longer industry-specific, requiring a broader Go-To-Market approach

Distribution of Market Demand Across Industry Verticals



While financial services remains a primary demand driver, increasing demand across government, manufacturing, and professional services indicates that competition is converging on the same capability sets.

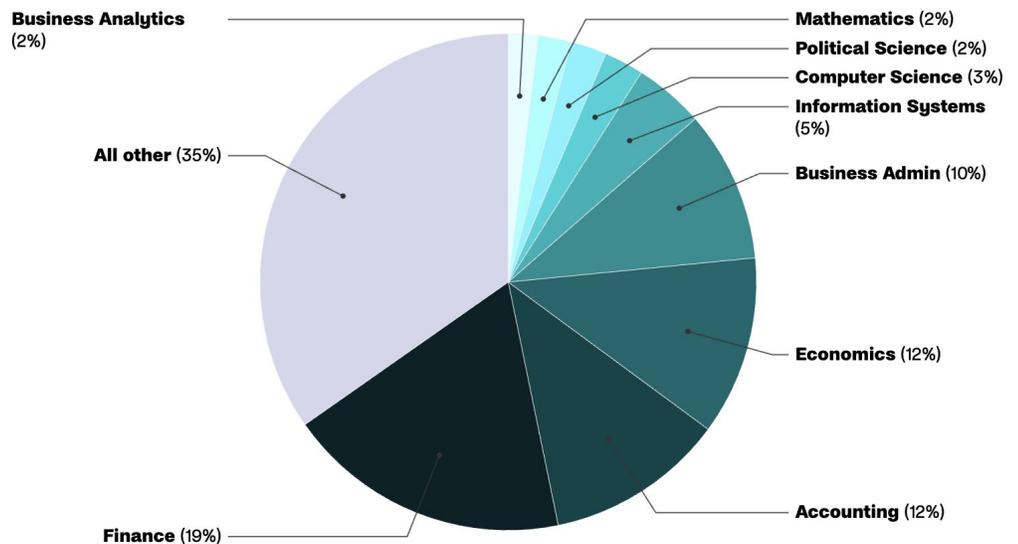
As demand broadens across verticals, maintaining access requires a go-to-market approach that expands reach into adjacent segments before saturation limits efficiency.

Expanding target segments strengthens Long-Term market coverage

Demand for accounting-related capabilities extends beyond traditional finance functions, with adjacent disciplines increasingly signaling high intent.

Expanding target segments to include these adjacent profiles enables broader market coverage and reduces reliance on a single demand channel as competition increases.

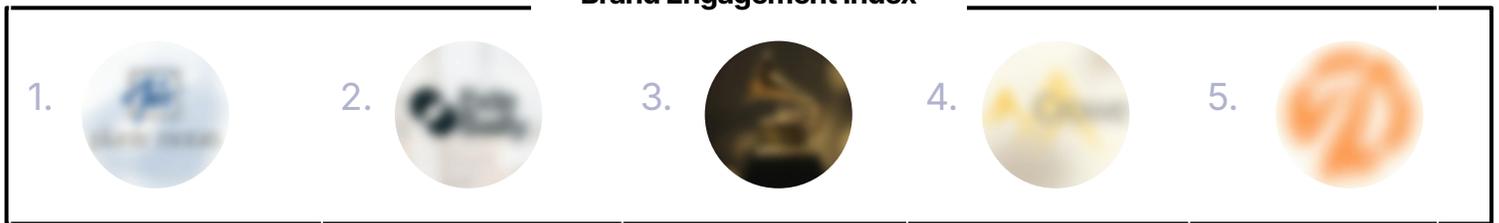
Composition of engagement signals across adjacent segments



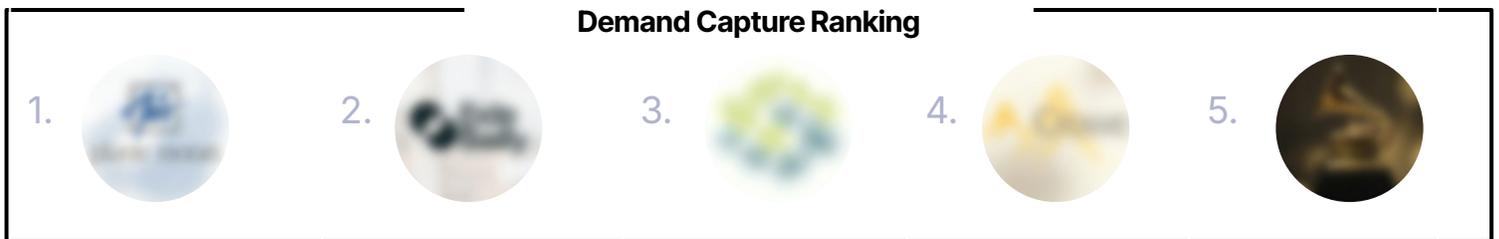
Brand Resonance Drives Demand Capture Among Mid-Market* Accounting Firms

Peer firms of similar size are converting brand visibility into measurable demand. The focal organization did not rank among top performers for either brand engagement or downstream demand capture, indicating an opportunity to increase investment to compete more effectively within the mid-market segment.

Brand Engagement Index



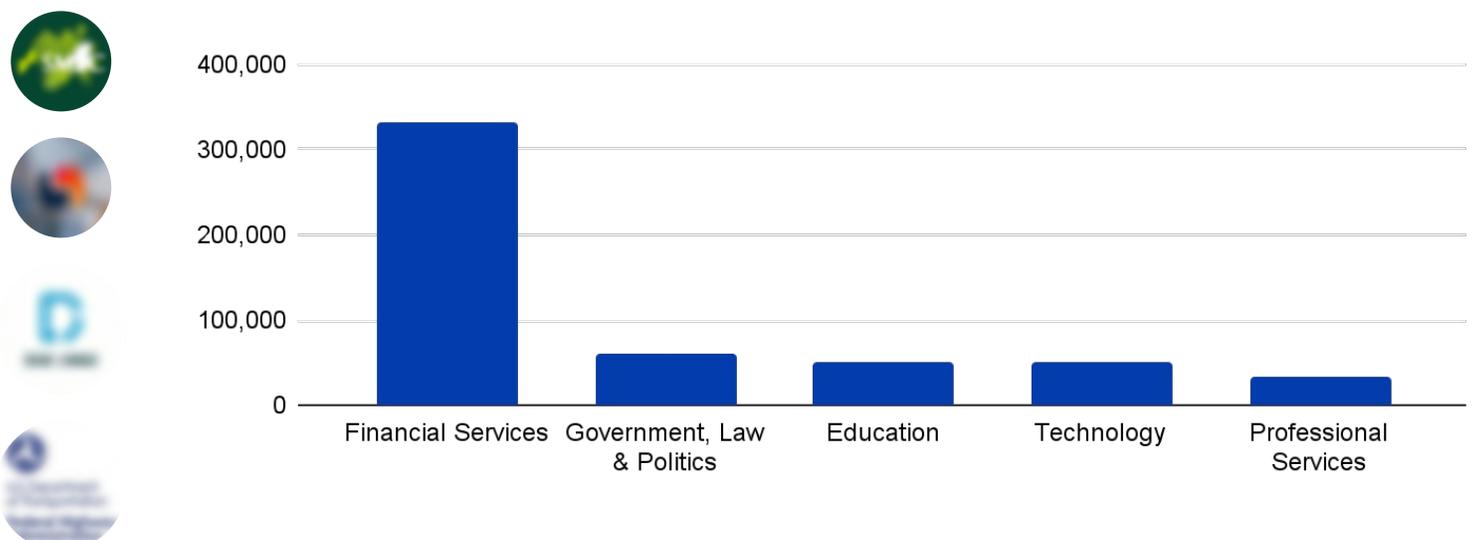
Demand Capture Ranking



*Note: Mid-sized = employee size between 1K - 5K

Demand concentration across competing categories

Adjacent markets are activating overlapping demand segments, intensifying competition for attention. Sustained brand presence is critical to defending mid-market share.



Note: Employer logos have been redacted

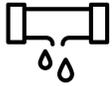
The cost of inaction: Market share erodes without sustained GTM investment

Without sustained investment in brand presence and demand activation, organizations face rising acquisition costs, shrinking access to priority segments, and reduced agility as competitors continue to scale more resilient go-to-market motions.



Rising Acquisition Costs

As competition intensifies, acquisition costs increase when demand activation is limited to a narrow set of channels or moments.



Constrained Demand Coverage

Without consistent activation across priority segments, access to high-intent demand narrows, creating exposure to competitive saturation.



Reduced Market Responsiveness

Organizations with diversified, always-on GTM motions adapt faster to market shifts, competitive pressure, and evolving customer behavior.

Sources: SHRM Talent Acquisition Benchmarking Report; Bureau of Labor Statistics; American Trucking Association

Strategic Response: Reinforce GTM performance through sustained activation

Always on Activation: Maintain consistent brand presence across high-impact moments to reinforce awareness, engagement, and intent throughout the year.

87%

of high-intent audiences engage earlier when exposed through trusted activation moments

Targeted Activation at Scale: Deploy targeted, segment-specific activation to increase relevance while scaling reach without sacrificing efficiency.

96%

preference for receiving relevant, timely brand communication

Insight-Led GTM Design: Use market signals and performance data to identify where activation converts most efficiently, informing prioritization across channels and segments.

3x

increase in competitive performance following focused GTM execution



Sustained GTM investment is not optional. It is the most effective way to defend share, improve efficiency, and maintain competitive relevance.