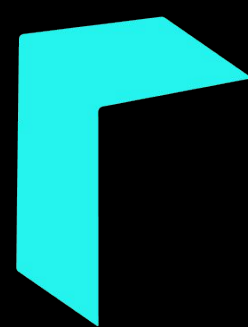




# Budget Scalability **Green Flags**

There are several aspects to consider when determining if a client can become scalable with us. Here are some hints that can help you understanding the budget potential of a company.



## 1. Number of Employees

A scalable SMB tends to have from 5 to 10 employees. This doesn't mean we can't work with smaller businesses but whenever you understand they have this number of employees, green flag!

## 2. Top TikTok Industries

If their business is part of our most popular industries in the company, such as beauty, fashion, electronics, agencies, etc., that's always a positive sign!

**NICE**  
\*\*\*\*\*

## 3. Legally Registered

When a company is legally registered, it means it has followed all the necessary rules to be officially recognized by the local government. This gives us extra safety when determining scalability.



## 4. Clear Goals

Does the business have set clear goals for their advertising campaigns? Do they have specific expectations when it comes to ROAS (Return-on-Ad-Spend) or CPL (Cost per Leads)? Perfect!

## 5. Good Traffic

According to our experience a scalable SMB tends to receive around 5,000 to 10,000 MUV (Monthly Unique Visitors) in their website. Have a look to their traffic!



## 6. Advertising on Other Platforms

Having an advertising presence on various platforms, such as social media or websites, is always a green flag because it means that the business is well-established.

## 7. Company's Age

The Age of company tends to be a good indicator of stability in a business.



### #CorpCat Extra Tip!

When the seasonality favours them! For example, travel should be very scalable before and during summer season. Don't miss out on them!



# Thank you!

Remember to check the **Video Hub** for more information on this topic.