

2025 SMB Business Broadband Promotions Analysis

– Which Incentives are a Lock?

Introduction and Survey Description

This study is based on results from Independence Research's **2025 SMB Internet Economy Survey**. The nationwide survey that came out of field in May 2025 collected over 1,700 responses from small and medium business IT decision-makers across Canada (n=592) and the United States (n=1,114). One of the major areas of focus was examining **promotions and incentives** related to SMB broadband packages.

The study is grounded in a comprehensive review of leading business broadband providers across the U.S. and Canada. Real-world promotions and incentives from dozens of internet service providers targeting the small and medium business (SMB) segment were compiled and presented to IT decision-makers via our survey for evaluation.

These summaries provide an overview of the most interesting business internet service promotions targeted at small and medium-sized businesses by major U.S. Internet Service Providers (ISPs). Most promotions were edited and condensed, with branding and provider identification removed. Pricing is rounded to the nearest dollar, and redundant details—such as unlimited data, 24/7 support, or additional opportunities—may have been omitted for space considerations. Nevertheless, the promotions retain their core value-propositions and are very similar to current offerings in the market today.

This analysis focuses on non-home-based U.S. businesses (N=1071).

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Promotions

The survey grouped the top ten promotional offers into three categories:

Group A – Standard promotions – the fundamentals - combination of speed, pricing and limited add-ons

Group B – Cost focused – Price locks, gift cards, switching fee coverage etc..

Group C – Complex – A little bit of everything – add-on services, pricing incentives, free installation/equipment – etc..

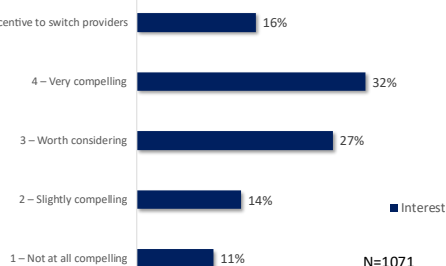
Example

Promotions - (Standard)



Internet providers often offer incentives and price cuts to attract customers. How compelling do you find the following business internet promotions? Please rate on a scale of 1 to 5: (Least compelling to most compelling)

Q17. Provides 200 Mbps downstream for \$100/month. 3-year price guarantee. No contract/early termination fee. Internet gateway/router included.



Source: Independence Research 2025

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Incentives

In addition to comparing a variety of promotional offers, the survey also breaks down individual incentives that frequently recur when reviewing packages offered across a wider range of business internet service providers. These can be thought of as the “building blocks” of broader packages and were roughly grouped into incentives related to **Cost**, **Additional Services** and **Flexibility and Support**.

Example

Cost – Incentives



Q. When considering the following incentives related to cost, which of the following are most compelling (Please pick your top 3)



Source: Independence Research 2025

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Please contact me at mdavis@independenceresearch.com for more information about the study, or to get in touch with Independence Research LLC. – *Matt Davis, Owner/Principal Analyst*