

Balancing Regulation and Growth Opportunities for Florida Small Businesses

In Florida, small and medium-sized businesses (SMBs) are leveraging personalized digital ads to drive revenue growth, find new customers, and enhance their overall business performance. Advertiser Perceptions study revealed that 92% of Florida SMBs using advertising online attribute a portion of their 2023 revenue growth to personalized digital ads. These ads enable businesses to connect with specific audiences based on interests, demographics, and online behavior, resulting in more effective campaigns and higher returns on investment.



83%

of Florida SMBs use personalized digital ads to find new customers and enter new markets.

Furthermore, 83% of Florida SMBs utilize personalized digital ads to expand their customer base and venture into new markets. By tailoring their advertising messages to resonate with specific customer segments, businesses can attract and engage potential customers more effectively. This data-driven approach is particularly beneficial for businesses with niche products or services, as it allows them to reach their ideal customers directly.

The study also highlights the importance of ad measurement tools for Florida SMBs. 76% of small businesses in the state leverage these tools to optimize their advertising campaigns, maximize ROI, and minimize wasted ad spend. By tracking and analyzing ad performance data, businesses can gain valuable insights into customer behavior, preferences, and campaign effectiveness. This data-driven approach empowers businesses to make informed decisions, refine their advertising strategies, and achieve better results.

However, the potential impact of banning personalized ads raises concerns among Florida SMBs. Nearly half of them anticipate raising prices if personalized ads are no longer available. Additionally, more than one-third of Florida SMBs fear that such a ban could lead to layoffs or even business closures. These findings underscore the critical role that personalized digital ads play in the economic viability and sustainability of small businesses in Florida.

Top Statistics from Florida SMBs

92%

of Florida SMBs credit personalized digital ads for 2023 revenue growth.

76%

of Florida SMBs leverage ad measurement tools to boost ROI and reduce wasted ad spend.

Nearly ½

of Florida small businesses would raise prices without personalized ads.

More than ⅓

of Florida SMBs would need to lay off staff or close down without personalized digital ads.



“Restricting data restricts the experience that my users have come to rely on.”

Lakita Anderson
[Simply Lakita](#)

Top Quotes from Florida SMBs

“ We are advertising to prospects who are very niche in their profession and actually have to be qualified to purchase our products. So the more segmented and specific our approach is, the better performing our ads will be. ”

Executive, SMB 100-249 Employees

“ Our sales jumped over 30% once we started to do digital personalized advertising so we would lose a lot of our sales [if personalized ads were no longer permitted]. ”

Founder, SMB 25-99 Employees

“ We have a growing CPG brand that is being sold in regional grocery chains and the ability to refine our ads by location and personalize them for shoppers of those stores is a big factor in driving sales for us. ”

Executive, SMB 100-249 Employees



If we were not able to reach the local audience or specific demographics we would greatly suffer in sales, likely having to shut down the business.



Manager, SMB 250-499 Employees



Finding new clients is the hardest step in contracting. Utilizing personalized online advertising helps generate around 50% of new leads for our business.



Manager, SMB 100-249 Employees

Methodology

Advertiser Perceptions surveyed 1,200 US small and medium-size businesses (SMBs) in March-April 2024 to understand the value of personalized advertising to their organization. SMBs included businesses with fewer than 500 employees. All respondents were involved in decision-making about digital ads and used personalized advertising. National-level results are weighted to be geographically representative using 2021 US Census data as a baseline for business distribution in each state.

Sources for All Content and Claims

Google/Advertiser Perceptions, Ads Impact Study, US, April 2024, n=100 Florida small and medium businesses who use digital ads