

Balancing Regulation and Growth Opportunities for Georgia Small Businesses

In the Peach State, small and medium-sized businesses (SMBs) are harnessing the power of personalized digital advertising to achieve remarkable results. A recent survey by Advertiser Perceptions reveals the extent to which these ads have become a cornerstone of Georgia's SMBs' marketing strategies.

A staggering 93% of Georgia SMBs reported that personalized ads directly contributed to their revenue growth in 2023. This figure underscores the effectiveness of tailoring ads to specific audiences based on interests, demographics, and online behaviors. Additionally, 74% of these businesses utilize personalized ads to attract new customers and engage with their local communities. By precisely reaching their desired audience, SMBs can maximize the impact of their advertising spend.



The significance of personalized ads extends beyond customer acquisition. More than half of Georgia's SMBs stated that they would need to raise prices if they were unable to use personalized advertising. This highlights the cost-effectiveness of these ads in reaching the right people at the right time.

Furthermore, Georgia's SMBs are leveraging technology to optimize their advertising efforts. Nearly three-fourths of these businesses employ ad measurement tools to enhance their return on investment and minimize wasted ad spend.

This data-driven approach allows SMBs to continuously refine their strategies and ensure their marketing budgets are allocated efficiently.

Finally, the survey also reveals the extent to which these ads have become integral to Georgia's SMBs. The data shows that nearly 2 in 5 Georgia SMBs would need to lay off staff or even close down if they were unable to use personalized advertising. This highlights the critical role these ads play in maintaining the workforce and overall viability of these businesses.

Overall, the survey findings demonstrate the integral role personalized digital ads play in the success of Georgia's SMBs. By embracing these data-driven strategies, businesses are driving growth, expanding their customer base, and thriving in a competitive marketplace.

Top Statistics from Georgia SMBs

74%

of Georgia SMBs use personalized ads to find new customers and market to their community.

Nearly 2 in 5

Georgia SMBs would need to lay off staff or close down without personalized ads.

Nearly 3/4

of Georgia small businesses use ad measurement tools to boost ROI and reduce wasted ad spend.

More than 1/2

of Georgia small businesses would raise prices without personalized ads.

Top Quotes from Georgia SMBs

Personalized marketing is what we do. If I can't reach the audience that purchases our products then of course I will be negatively affected.

Director, SMB 5,000-9,999 employees.

Personalized advertising is central to our ability to effectively reach our strategic accounts, and continues to grow in importance. This would absolutely result in a reduction in growth of net new business.

C Level, SMB 100-249 employees.

Personalized ads help our business match the correct messaging to the appropriate audience. Without this ability, we would not be able to grow as quickly.

President, SMB 100-249 employees.

“ Personalized ads enable us to reach precise decision makers with tailored content they would care to see. This not only influences purchasing decisions, but also keeps them informed about what our company's latest news stories are. ”

Manager, SMB 25-99 employees.

“ Without the reach of personalized ads, we might not grow as a retail store into new markets - we would still be able to serve our local community and get customers via referrals and word of mouth, so it would not be EXTREMELY affected, but it would definitely not be a positive impact. ”

Director, SMB 25-99 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 Georgia small and medium businesses who use digital ads