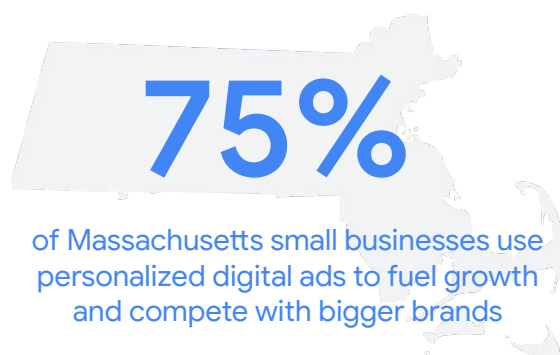


Balancing Regulation and Growth Opportunities for Massachusetts Small Businesses

Massachusetts small and medium-sized businesses (SMBs) are leveraging the power of personalized digital advertising to achieve remarkable success. A recent survey by Advertiser Perceptions highlights the significant impact of these ads on SMBs in the Bay State.

An overwhelming 98% of Massachusetts SMBs reported that personalized ads contributed to their sales in 2023. This figure underscores the effectiveness of tailoring ads to specific audiences based on interests, demographics, and online behaviors. Additionally, 75% of these businesses utilize personalized ads to fuel growth and compete with larger brands. By reaching their desired audience more effectively, SMBs can maximize the impact of their advertising spend.



Furthermore, Massachusetts SMBs are embracing data-driven decision-making in their advertising efforts. A significant majority (98%) find ad measurement tools essential for optimizing their ad budgets and ensuring maximum return on investment.

However, the reliance on personalized ads also reveals potential risks. More than half of Massachusetts SMBs would be forced to raise prices if they could no longer utilize this form of advertising, underscoring the cost-effectiveness of personalized ads in reaching their desired audience.

Additionally, 40% of SMBs in the state would need to lay off staff or even close down without personalized digital ads, highlighting the critical role these ads play in their overall success.

In conclusion, personalized digital advertising has become a vital component of the marketing strategies employed by Massachusetts SMBs. The ability to effectively reach customers, measure ad performance, and drive revenue growth has solidified its importance in today's competitive business landscape.

Top Statistics from Massachusetts SMBs

40%

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

98%

of Massachusetts small businesses say personalized ads contributed to their 2023 sales.

98%

of Massachusetts SMBs say ad measurement tools help them maximize ad budgets.

>50%

of Massachusetts SMBs would raise prices without personalized ads.

Top Quotes from Massachusetts SMBs

“ Personal ads resonate better with general consumers than most other kinds of ads we run. They have a better pay back rate than other ad streams. ”

Founder, SMB 1-24 employees.

“ We have a niche product and it’s critical that we reach customers for whom it would be relevant. We would end up needing to spend much more money to blanket the market if we were no longer able to use targeting advertising, which the company may not be able to afford. ”

Director, SMB 25-99

“ Personalised advertising allows my company to reach specific audiences who are more likely to be interested in our products or services. This personalized approach leads to higher conversion rates and a better return on investment. ”

Department head, SMB 250-499 employees.



If personalized advertising were no longer permitted, our company's overall business would suffer due to the loss of personalized reach, reduced engagement, decreased conversion rates, and limited ability to tailor messages to individual preferences.

Director, SMB 250-499 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 Massachusetts small and medium businesses who use digital ads

