

# Balancing Regulation and Growth Opportunities for New York Small Businesses

Personalized digital advertising plays a crucial role in the success and growth of small businesses in New York. These ads, tailored to individual interests and needs, allow businesses to effectively and efficiently reach their desired audience. A recent study by Advertiser Perceptions highlights the significant benefits that personalized ads provide to small and medium-sized businesses (SMBs) in the state.

According to the research, a majority (75%) of New York SMBs leverage personalized digital ads as a tool to compete with larger brands and foster business growth. Moreover, 59% of these businesses report that digital ads outperform traditional advertising channels like TV, radio, print, and out-of-home ads, demonstrating the effectiveness of this approach in reaching and engaging consumers.



The study also reveals the integral role personalized digital ads play in customer acquisition for New York SMBs, with 80% of them utilizing these ads to find new local customers. This demonstrates the power of personalized advertising in helping businesses connect with their community and expand their customer base.

However, potential restrictions on personalized advertising could significantly disrupt the operations of SMBs in New York. More than three-quarters of these businesses would need to adjust their sales strategies if they were unable to use personalized ads, indicating the potential for widespread disruption and uncertainty.

Furthermore, the research emphasizes the importance of ad measurement tools for SMBs, with 89% of New York SMBs finding them effective for optimizing return on investment and reaching the right audience. This highlights the value of data-driven insights in maximizing the impact of advertising campaigns.

In conclusion, personalized digital ads offer New York SMBs a powerful means of reaching consumers, driving growth, and competing in the market. Any limitations on this form of advertising could have far-reaching consequences for these businesses, their sales strategies, and the broader economy.

## Top Statistics from New York SMBs

### 3/4

of New York small businesses use personalized digital ads to fuel growth and compete with bigger brands.

### The majority

(59%) of New York SMBs say digital ads perform better than TV, radio, print, and out of home ads.

### 8 out of 10

New York SMBs use digital ads to find new local customers.

### More than 3/4

of New York SMBs would need to adjust their sales strategies without personalized ads.

## Top Quotes from New York SMBs



Much of our new business awareness is driven via personalized ads and personalized approaches as our product is niche and focuses on a specific audience.



*President, SMB 25 - 99 employees.*



We market our Private Banking Ads around behaviors of these type of clients and if personalized advertising were no longer permitted it would have a negative impact on our overall strategy to acquire new business.



*Department head, SMB 100 - 249 employees.*



Because personalized advertising is the most effective way to reach our desired audiences and also the most cost efficient way.



*Director, SMB 25 - 99 employees.*

“ In Baby Food, we operate within a tight criteria for potential households to buy our product. Lack of personalized advertising negatively impacts our ability to deliver ads that are relevant to our target audiences - likely decreasing ad efficacy and potential on-target reach. ”

*Director, SMB 250 -499 employees.*

“ We are very niche, and need to appeal to very specific audiences. ”

*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 New York small and medium businesses who use digital ads