



Tailored Advertising Benefits SMALL BUSINESSES

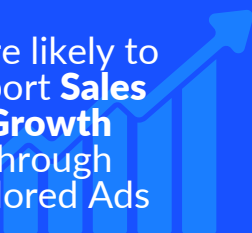


Tailored advertising enables small businesses to compete by efficiently reaching niche markets despite limited budgets.

- It is a more cost-effective way of advertising compared to other ad types. Using tailored advertising optimizes ad spending, making small businesses 16 times more likely to see sales growth than those without them.
- The ad-supported digital economy contributes 18% of the U.S. GDP and 28.4 million jobs.
- 70% of small businesses use tailored ads, with 54% planning to increase spending.

16x

more likely to report **Sales Growth** through Tailored Ads



18%

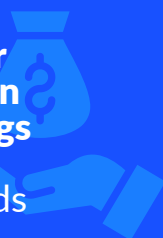
of **U.S. GDP** stems from Ad-Supported Digital Economy



- Without tailored ads, customer acquisition costs would rise 37% for small businesses—nearly double the impact on larger firms.
- 69% of small and medium advertisers say they couldn't have launched or sustained their business without tailored ads.
- Direct-to-Consumer (D2C) brands rely on tailored ads to reach niche audiences. Without them, they would be restricted to limited sales channels, making it harder to compete with mainstream retailers.

31%

Customer Acquisition Cost Savings through Tailored Ads



69%

of **Small Businesses** depend on Tailored Ads



TAILORED ADVERTISING

- refers to advertisements that are intended to be a match for people based on websites they visit, products they search for, and apps they use.
- is the most widely utilized type of digital advertising. It maximizes the relevance and effectiveness of ad campaigns and is vital for a free and open internet.
- is essential for maintaining a robust, competitive internet marketplace serving both established and new businesses by helping them engage with existing customers and reach new audiences.



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