

# HOW DATA POWERS SMALL BUSINESSES

## Seamless integration between customers, businesses, and digital services providers

Small businesses depend on digital service providers to collect and process customer data that powers valuable analytics, smart insights, and cost-effective advertising. The seamless data flow between customers, digital service providers, and small businesses is a lifeline that allows local brands to find customers, compete with larger companies, and grow.



OF SMB LEADERS SAY DIGITAL TOOLS ARE IMPORTANT FOR RUNNING THEIR BUSINESSES

Services like Shopify, Constant Contact, and Google Analytics integrate directly with small businesses' websites, e-commerce platforms, and email providers.

For example, a local candlemaker will use Shopify's analytics page to see key sales, orders, and online store visitor data. They'll see where website visitors come from (e.g., by region or social media source) and use that data to inform key business decisions (like putting up a table at the local farmers market or increasing production of a popular scent).

These are all uses of data beyond providing a customer with a requested product of service — and they're invaluable to small businesses.



## THE DATA MINIMIZATION LIE

Radical Data Collection and Use Restrictions Only Impact Big Tech

How can ad platforms show a local cafe's offerings to local coffee lovers - not random browsers - if they can't use basic info like past interests or location? The cafe ends up paying more for ads that reach fewer real customers.



## THE TRUTH

It's Impossible to Carve Small Businesses out of overly restrictive data regulations

Cut off the data that powers all of these tools, and small businesses will suffer. Small businesses can't be "carved out" because the bulk of value they get from customer data flows through much larger companies.

