

Observatorio de digitalización GoDaddy 2023

Global and Spain Findings: Business

May 2023



About the 2023 GoDaddy Data Observatory

Methodology and Target Group:

The research studied small businesses globally in March 2023. Businesses surveyed ranged from solopreneurs (no employees) to small businesses (up to 50 employees).

It was conducted in partnership with research firm Advanis.

Markets & Sample Sizes

- **TOTAL:** n=4,682
 - **US:** n=1,021
 - **Brazil:** n=540
 - **Colombia:** n=511
 - **Germany:** n=480
 - **Spain:** n=500
 - **Mexico:** n=573
 - **India:** n=569
 - **APAC** (Thailand, Singapore, Philippines): n=488

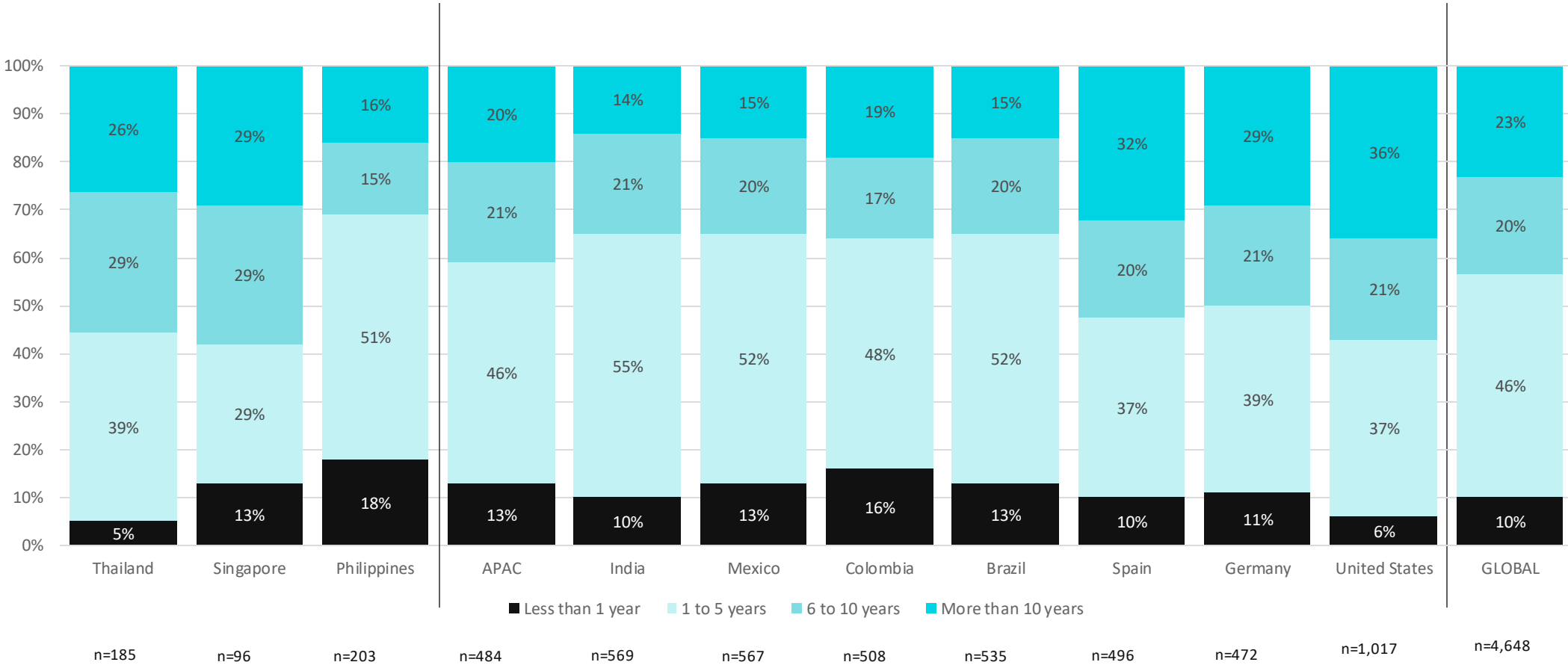
Categories

1. Business Tenure
2. Online Business Tenure
3. Sales Channels
4. Share of Online Sales Revenue
5. Initial steps to publicize business
6. Activities to raise awareness
7. Importance of Business Challenges

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Business Tenure

How many years has your company been in business?



[SPAIN] Business Tenure

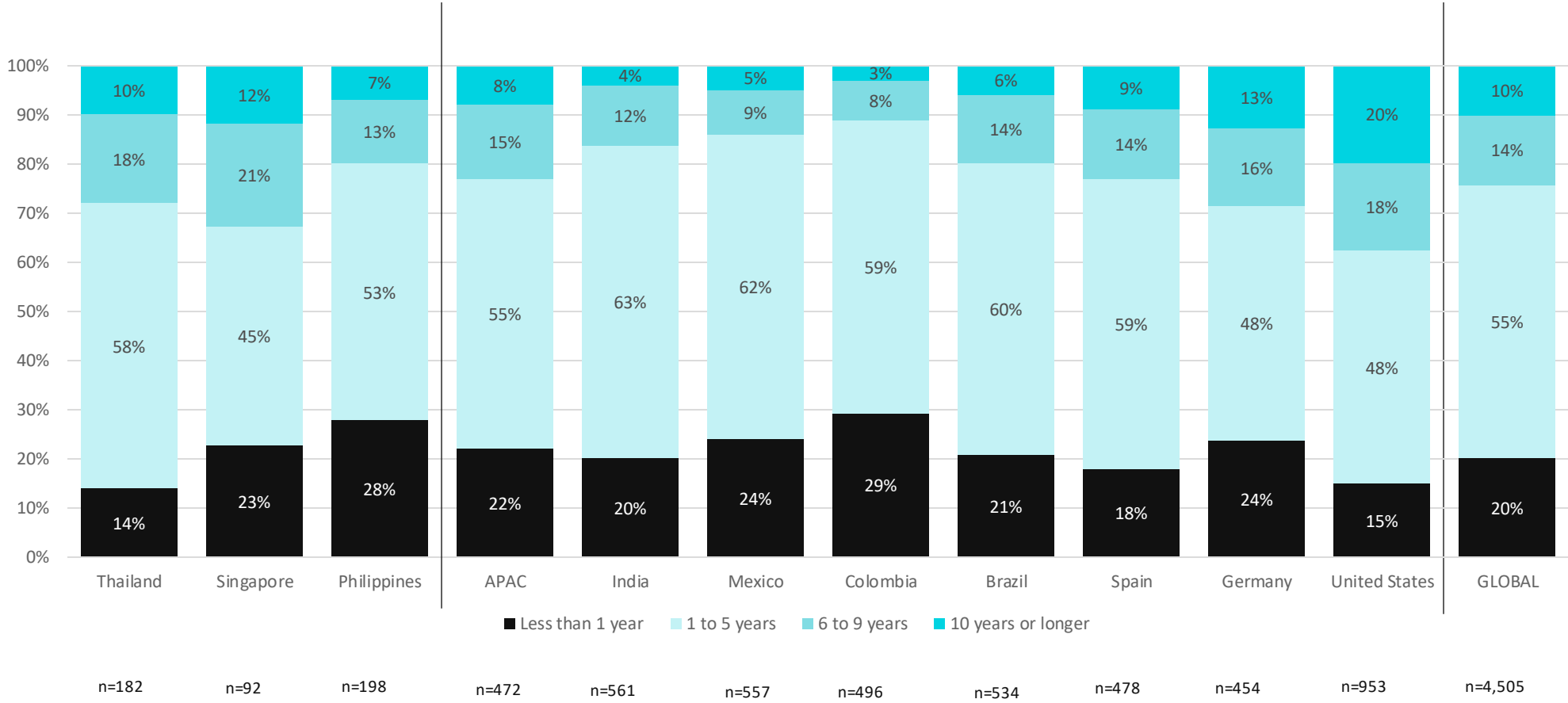
The share of small businesses that exist for more than 10 years is comparatively high (29%)

Majority of GenZ (18-24y; 56%) and Millennial (25-39y; 43%) small business owners started their companies 1-5 years ago

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Online Business Tenure

How long have you been selling your products online?



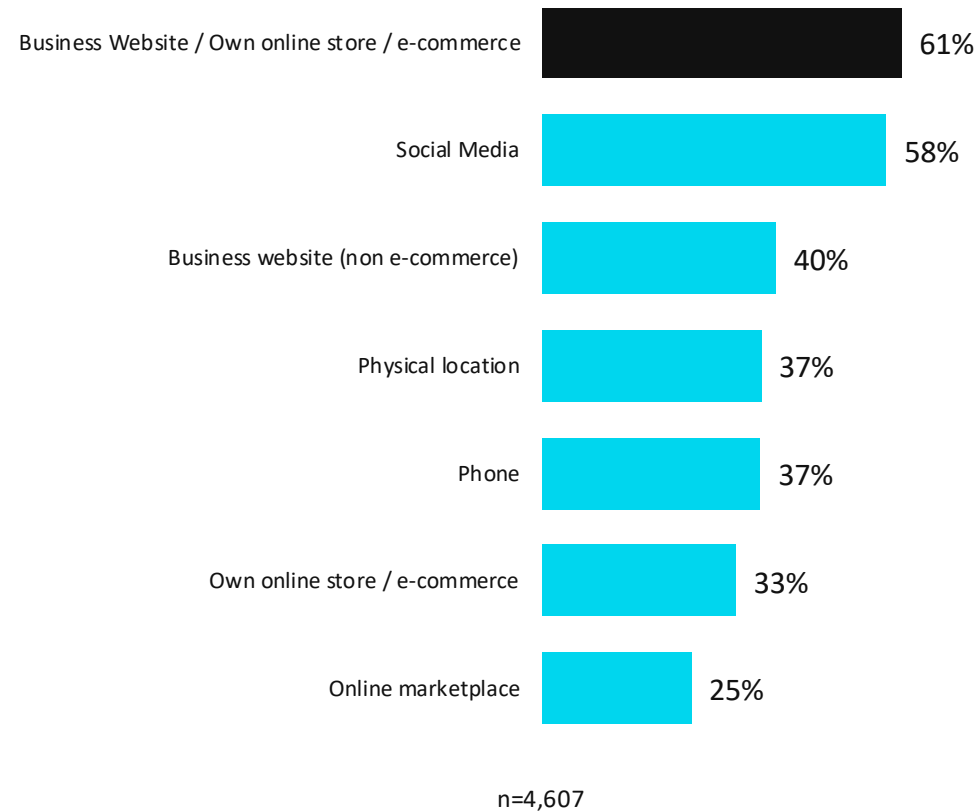
[SPAIN] Online Business Tenure

59% of Spanish SMBs started selling online 1-5 years ago. This cohort is significantly bigger than in Germany or the U.S., where SMBs started earlier selling online

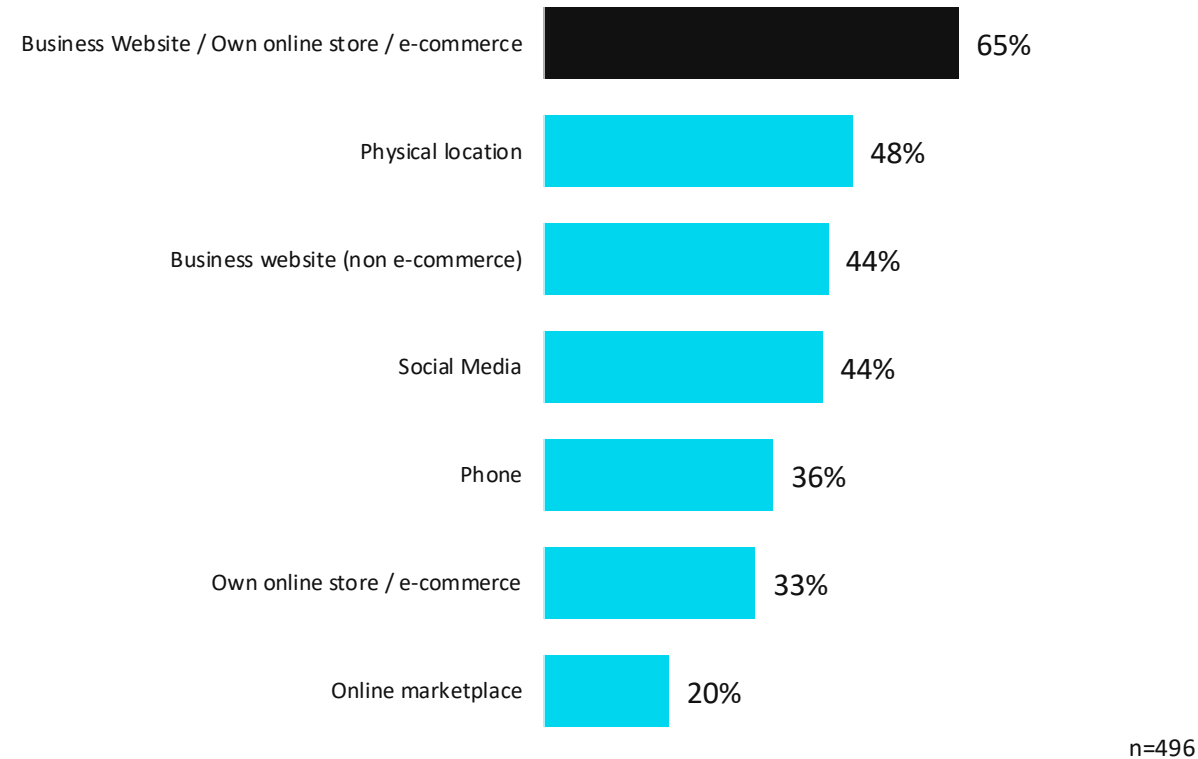
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Sales Channels

[GLOBAL] Which of the following sales channels does your company use?



[SPAIN] Which of the following sales channels does your company use?



[SPAIN] Sales Channels

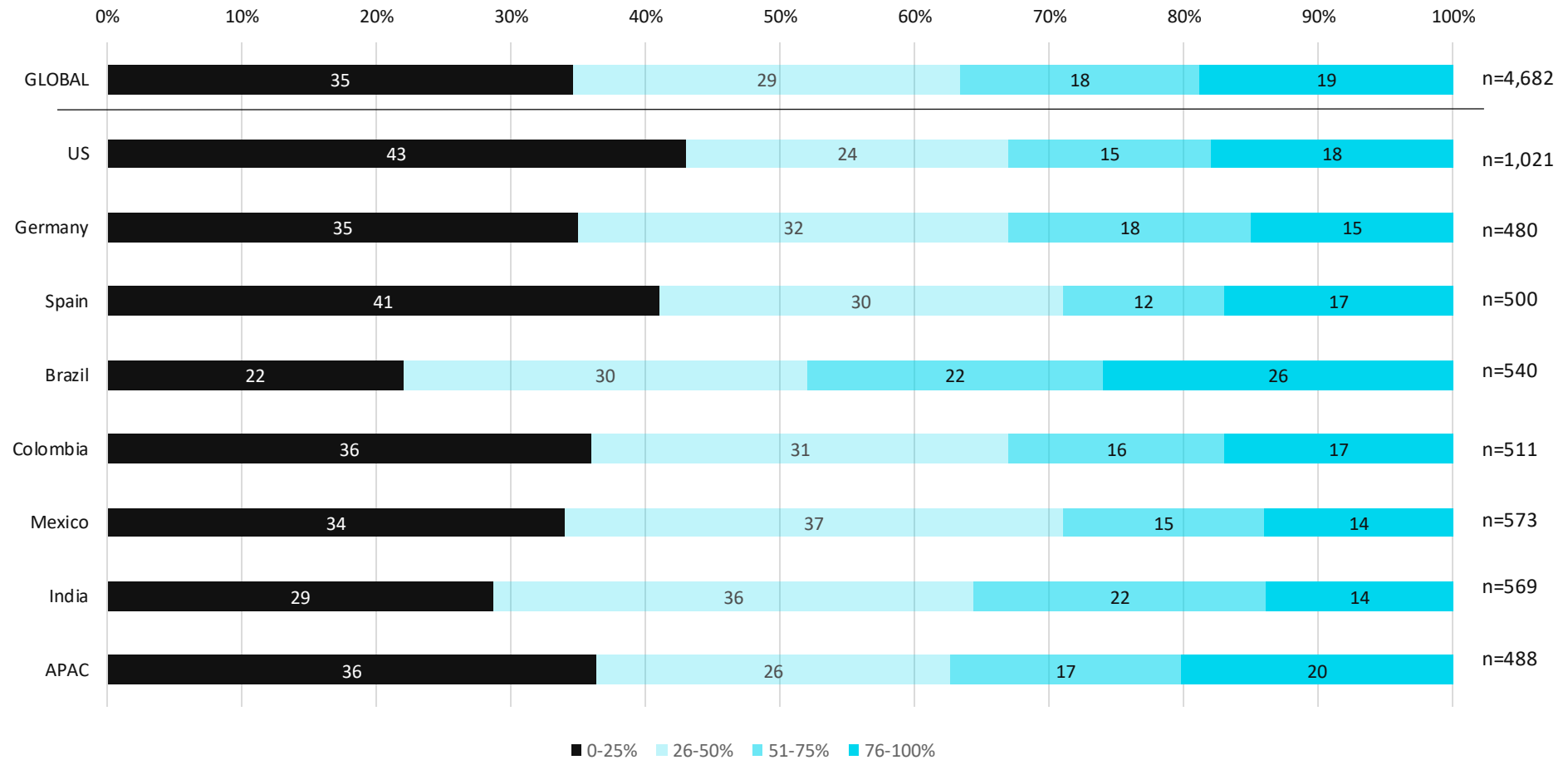
Both online stores (65%) and business sites (44%) are more common in Spain than in the Asian or Latin American countries surveyed

Males use online stores OR business sites (69 vs. 59%) more often than females

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Share of Online Sales Revenue

What share of your annual revenue is based on online sales channels?



[SPAIN] Online Sales Revenue

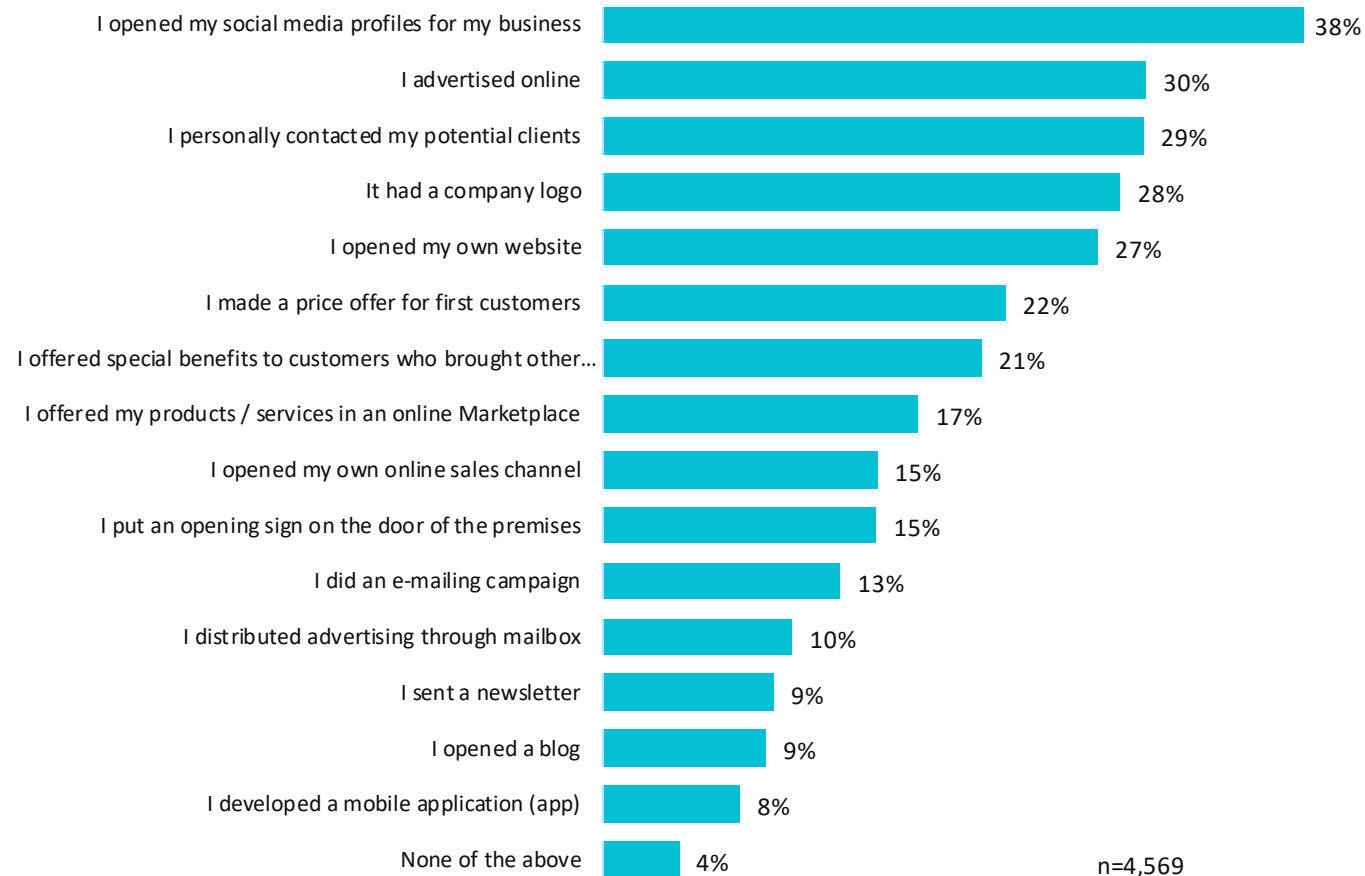
Compared to the other markets, in Spain a rather share of revenues comes from online sales: for 41% it is less than a quarter of their revenues

For the GenZ (18- 24y), online sales contribute a significantly higher share of sales: 51% on average (mean)

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Initial Steps to Publicize Business

In the first three months of opening your business, which of the following actions did you take to publicize your company?”



[SPAIN] In the first three months of opening your business, which of the following actions did you take to publicize your company?"



[SPAIN] Initial Steps to Publicize Business

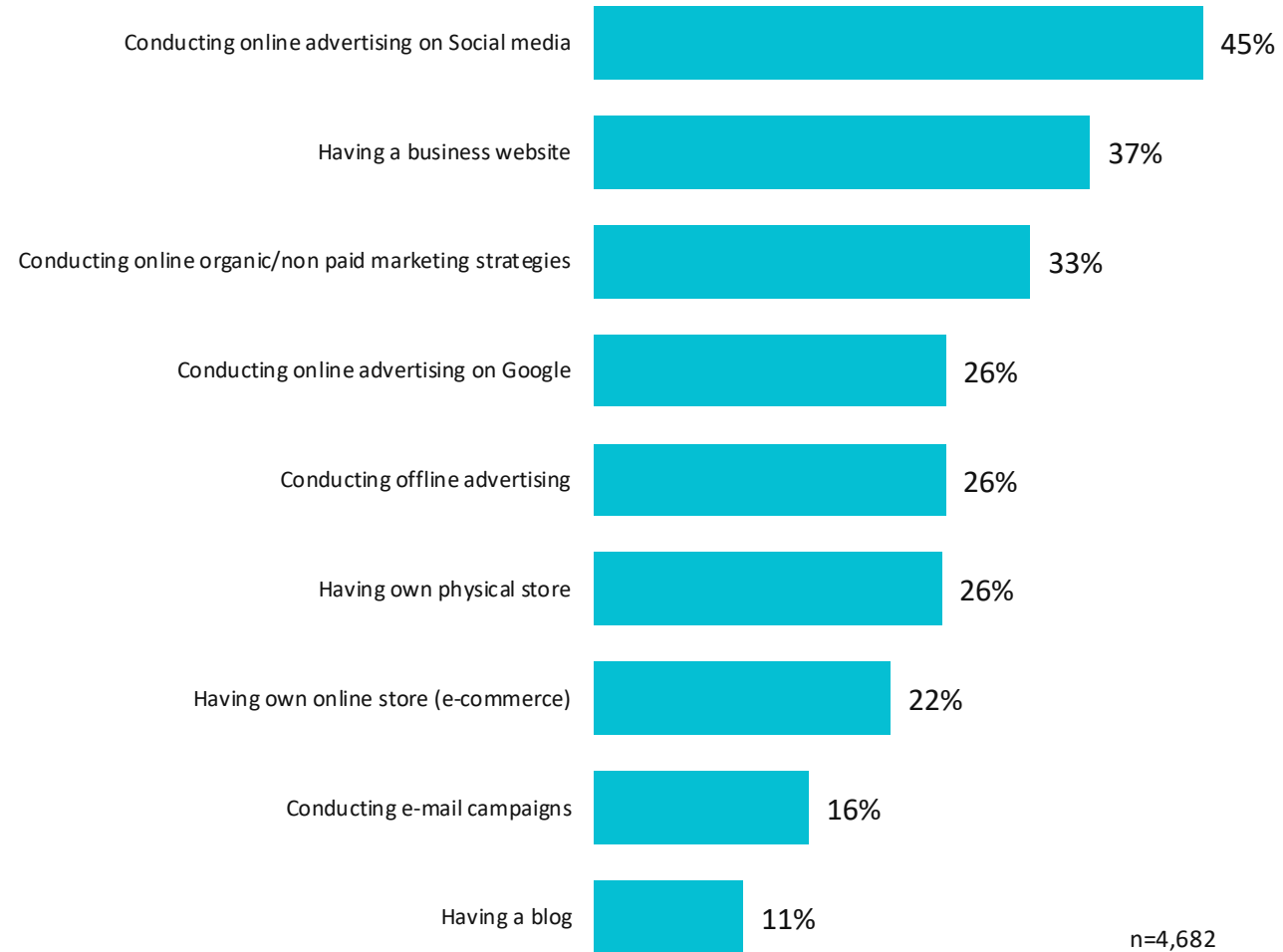
Compared to Germany, SMBs in Spain are significantly more likely to start with their own website (38 vs. 22%)

Starting small businesses with a social media account is the most common step in Spain (38%), with women being even more active than men in this regard (43% vs. 34%)

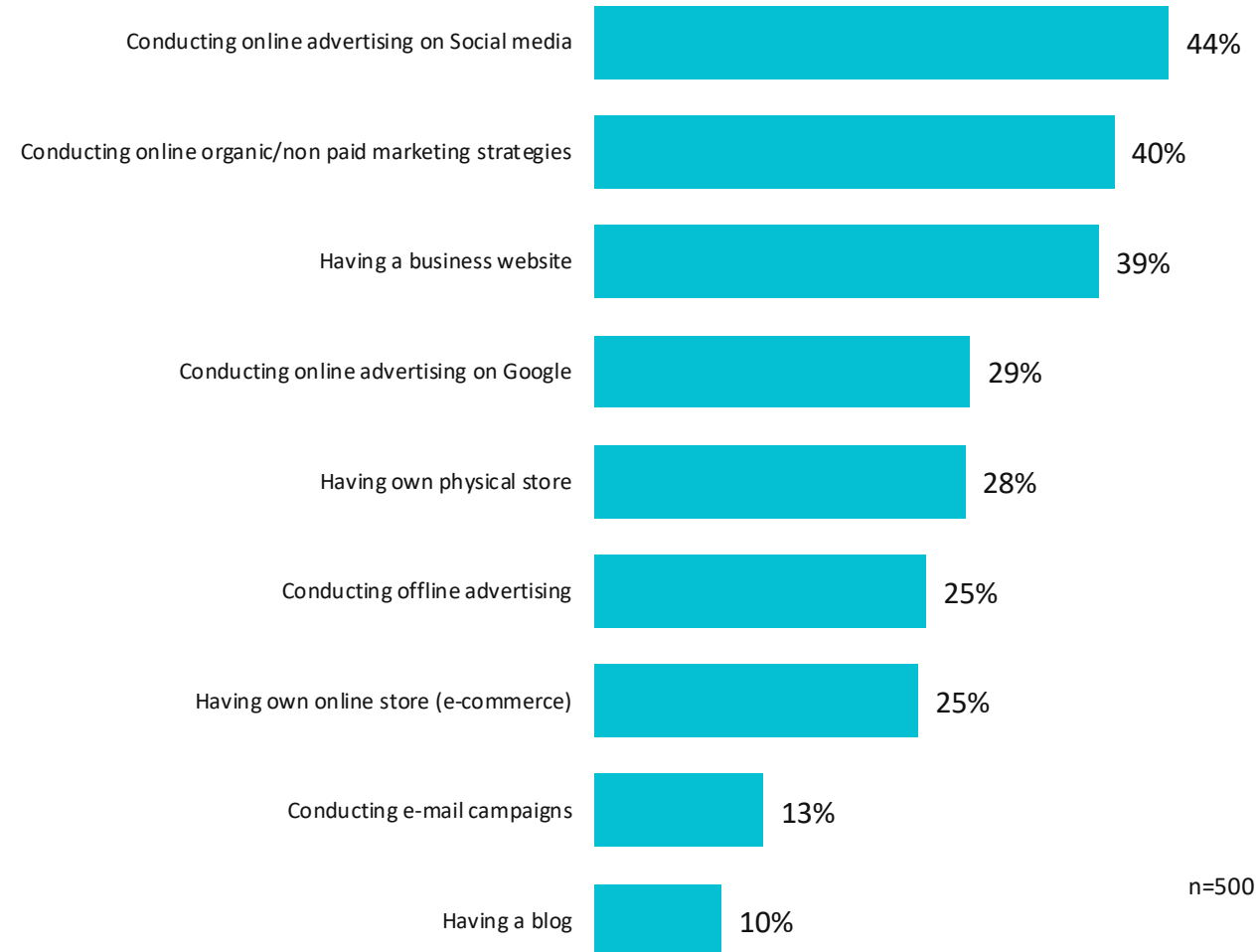
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Activities to Raise Awareness

Which do you think are the most impactful activities to raise awareness of a business?



[SPAIN] Which do you think are the most impactful activities to raise awareness of a business?



[SPAIN] Activities to Raise Awareness

A business website is considered to be of relatively high importance for SMB awareness (39%)

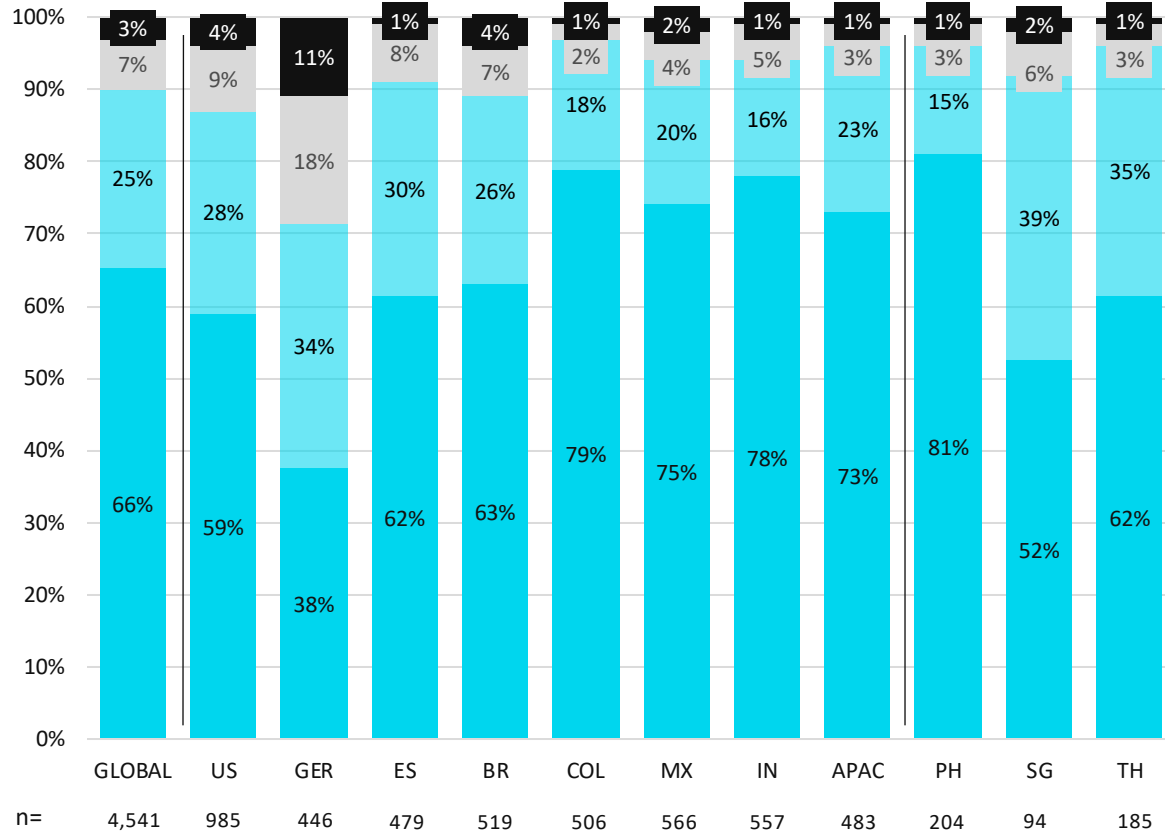
Advertising on social media is considered the most important factor in increasing the awareness of an SMB in Spain (44%)

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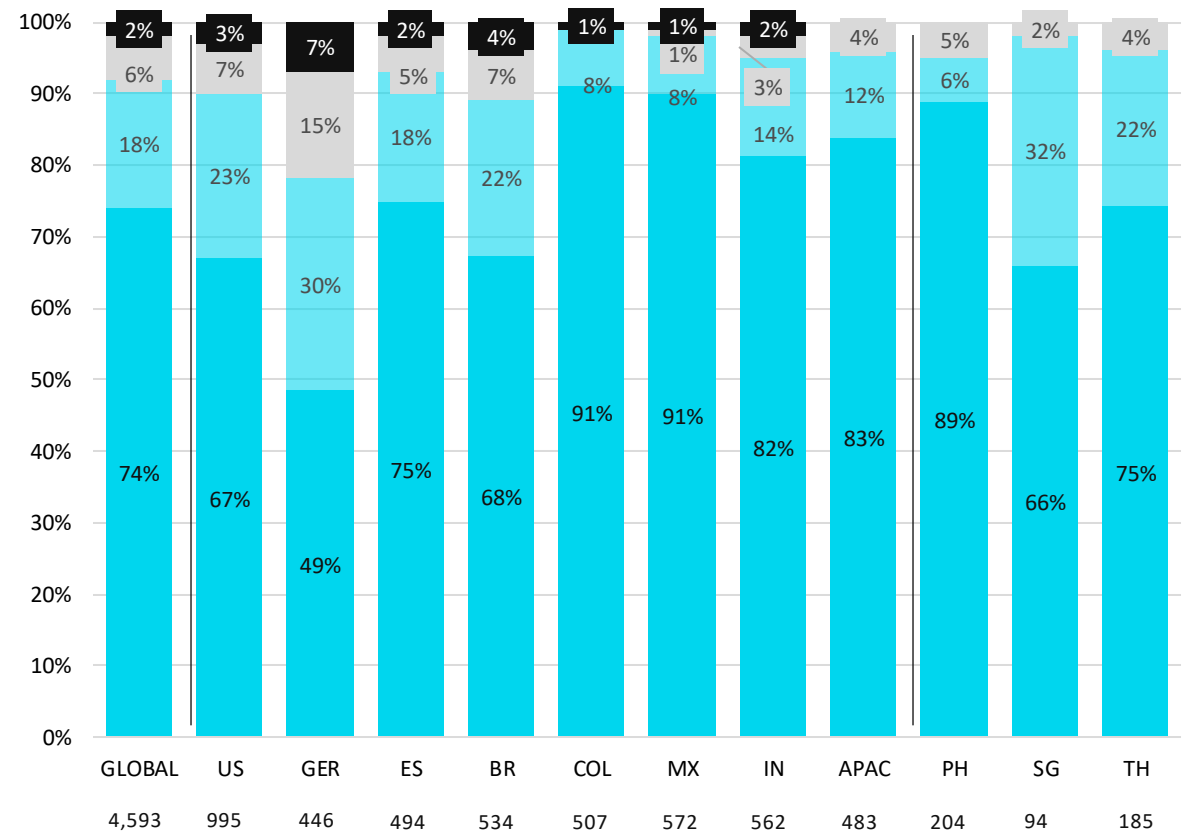
Importance of Business Challenges

In general, how important are the following challenges for your business?

Increase awareness of the brand

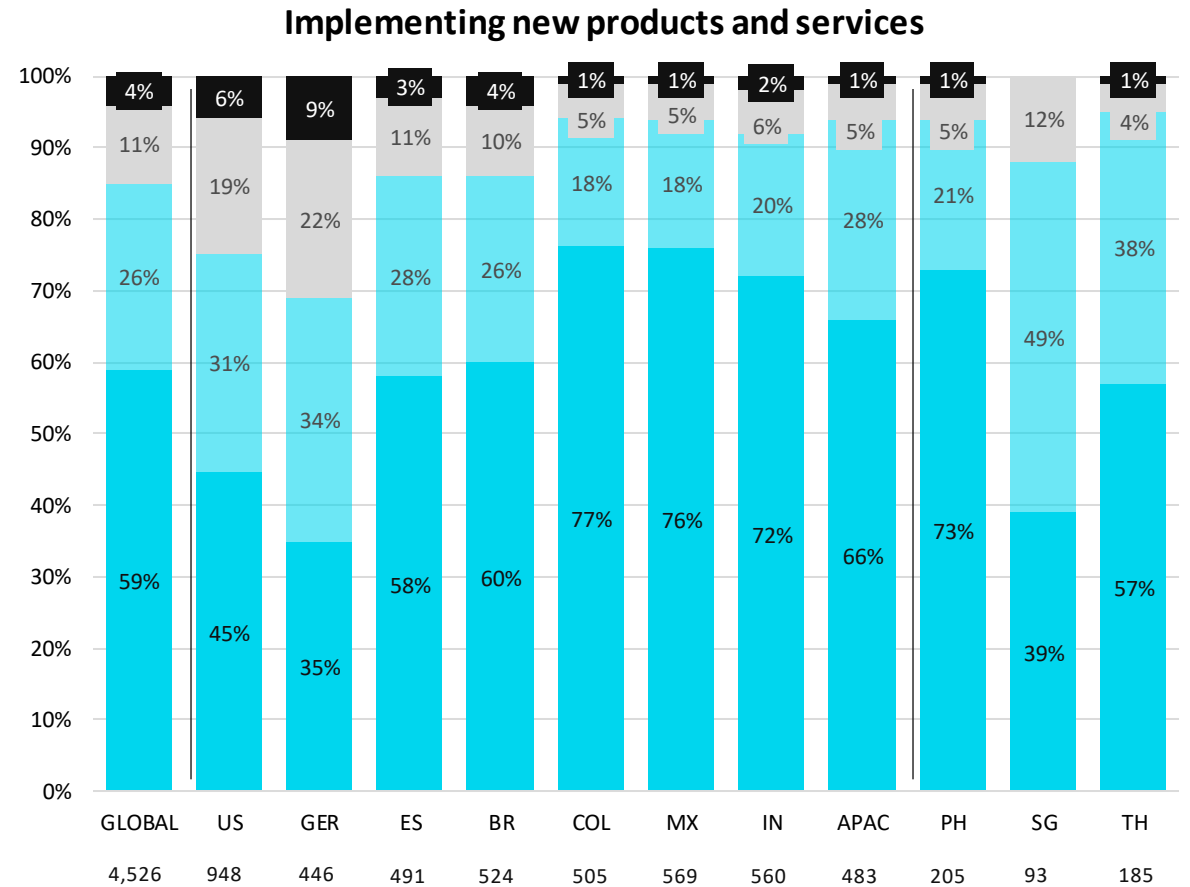
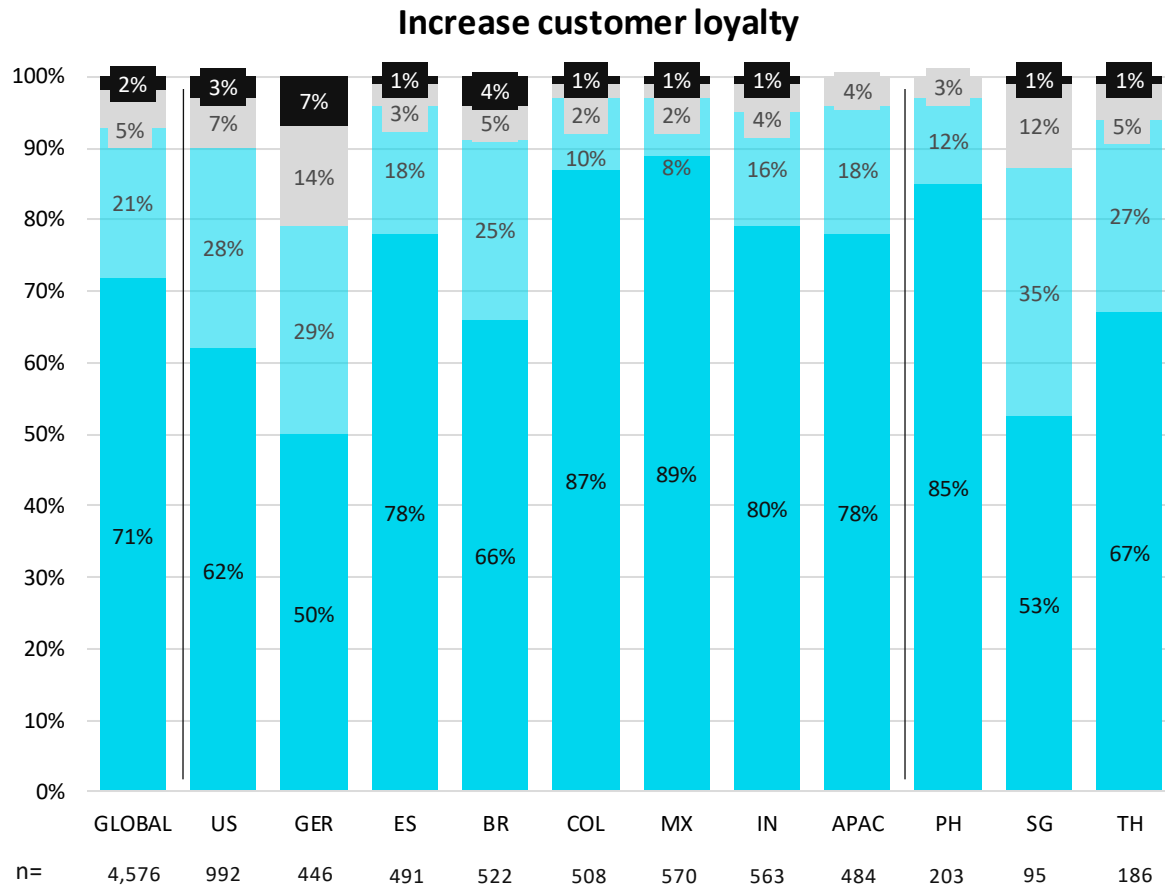


Increase the number of new customers



Very important Rather important Less important Not important at all

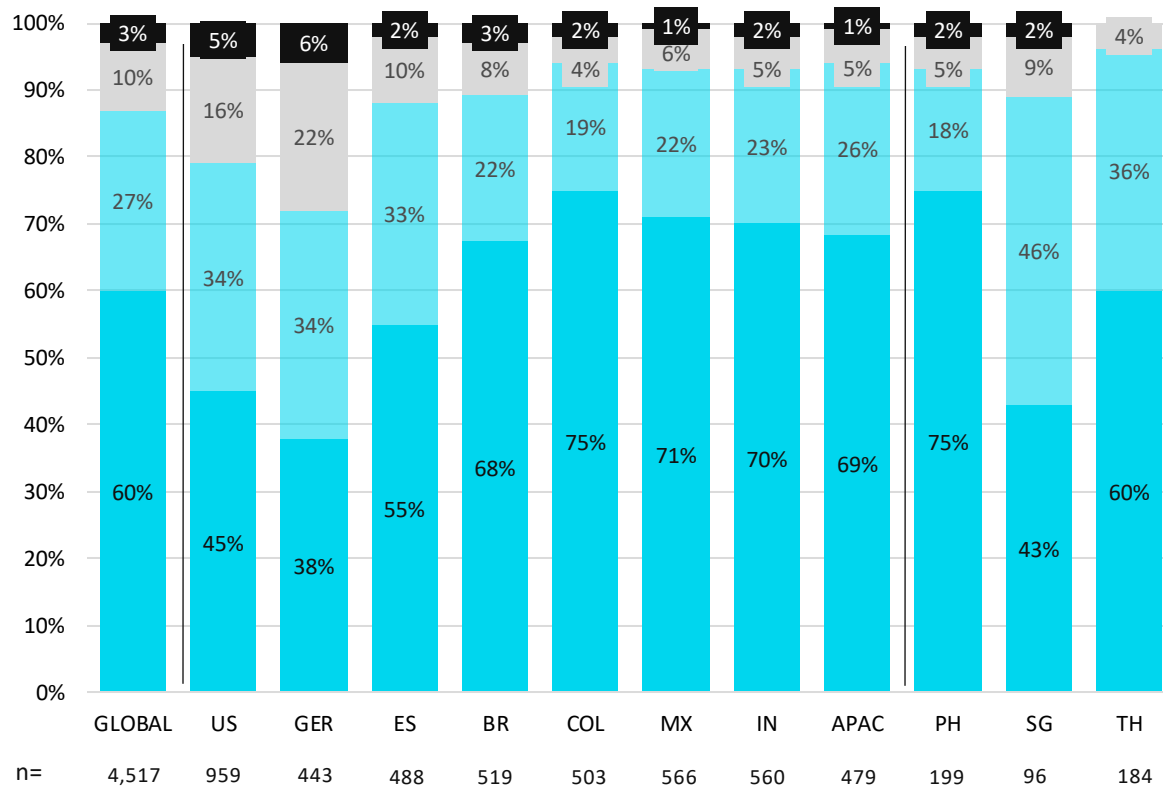
In general, how important are the following challenges for your business?



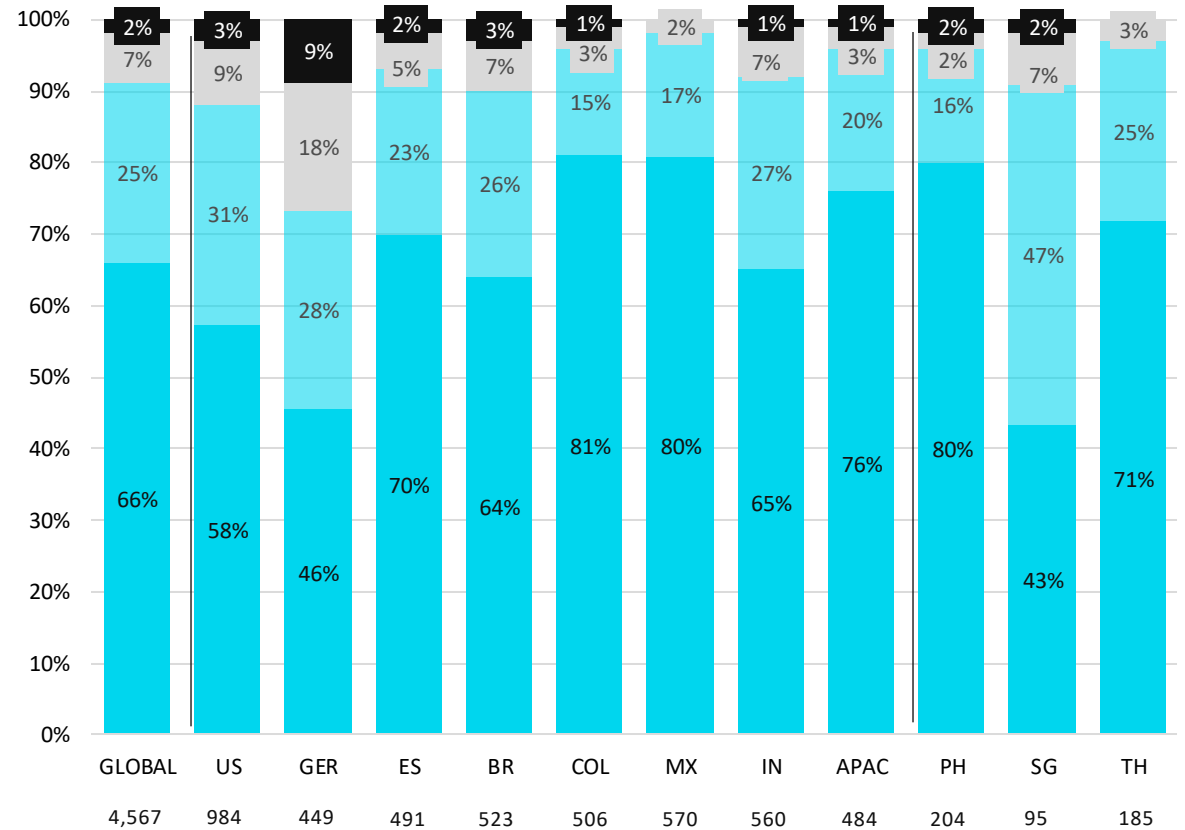
Very important Rather important Less important Not important at all

In general, how important are the following challenges for your business?

Expand technological knowledge / implementation of digital solutions



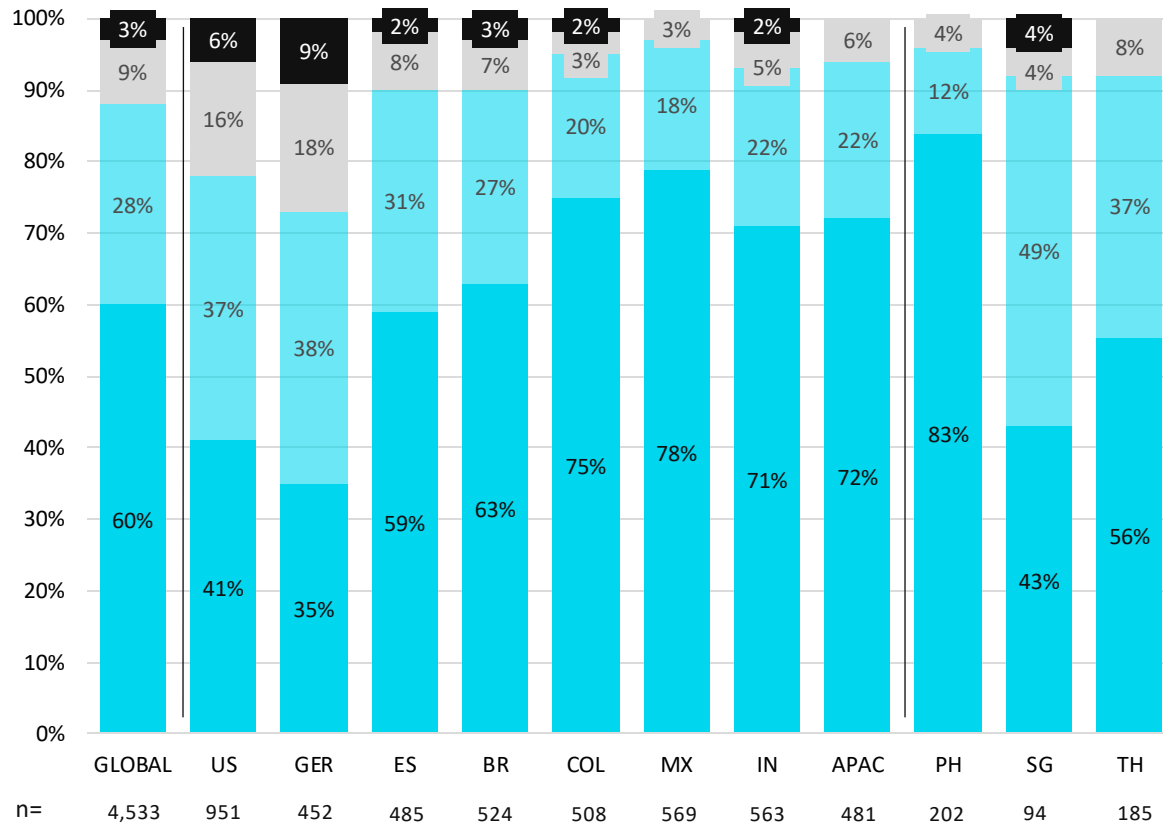
Optimize costs



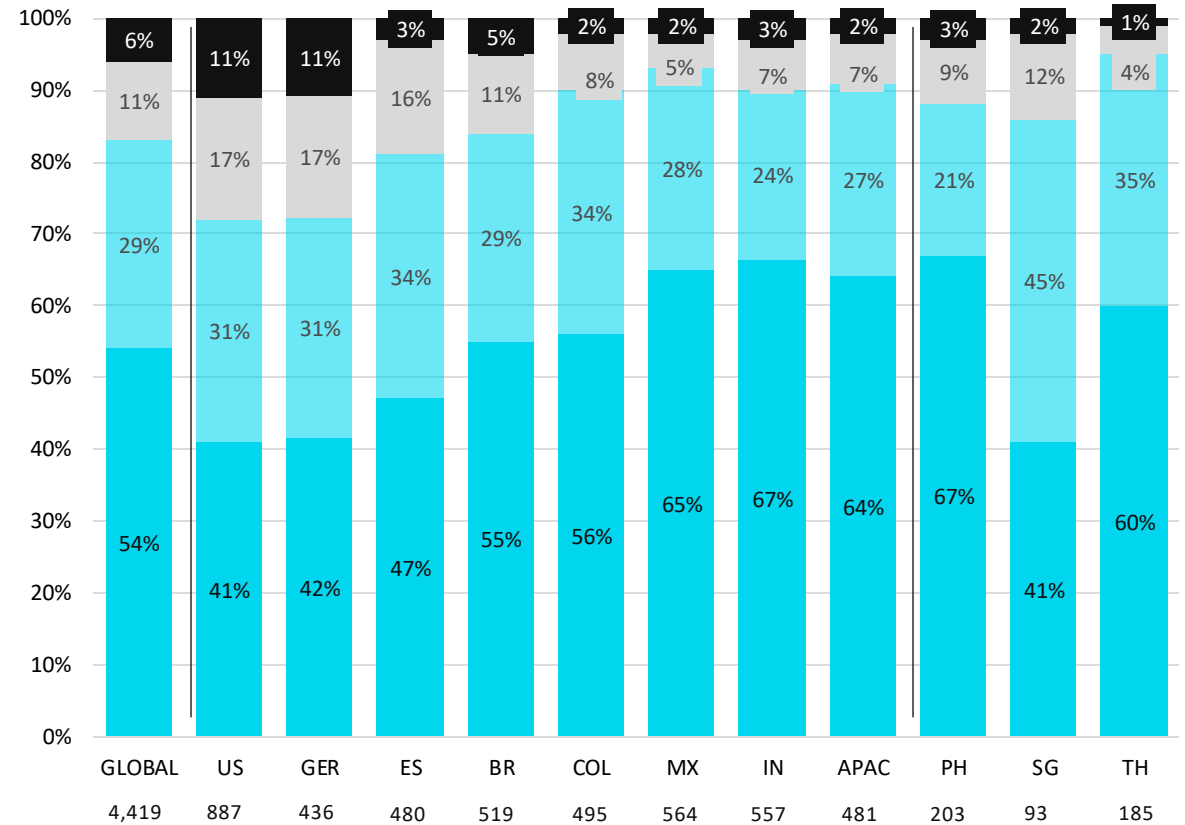
Very important Rather important Less important Not important at all

In general, how important are the following challenges for your business?

Improve internal processes



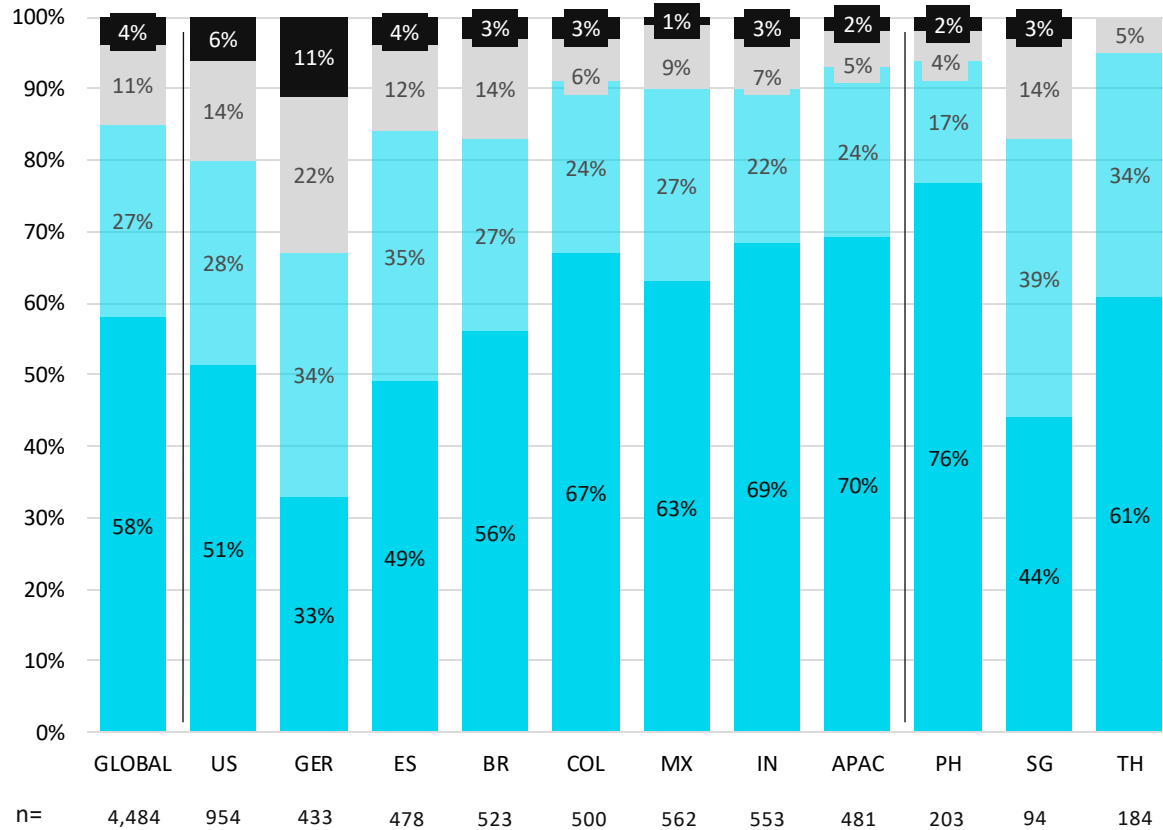
Recruiting and managing the team



Very important Rather important Less important Not important at all

In general, how important are the following challenges for your business?

Finding funds to run the business



Very important Rather important Less important Not important at all

[SPAIN] Importance of Business Challenges

In addition to new customer acquisition and increasing loyalty, cost optimization is a "very important" challenge for their business (higher than in US, Germany or Brazil)

Significant difference by gender for "increase no. of new customers" (71% male vs. 80% female "very important") and "increase customer loyalty (74% male vs. 82% female "very important")

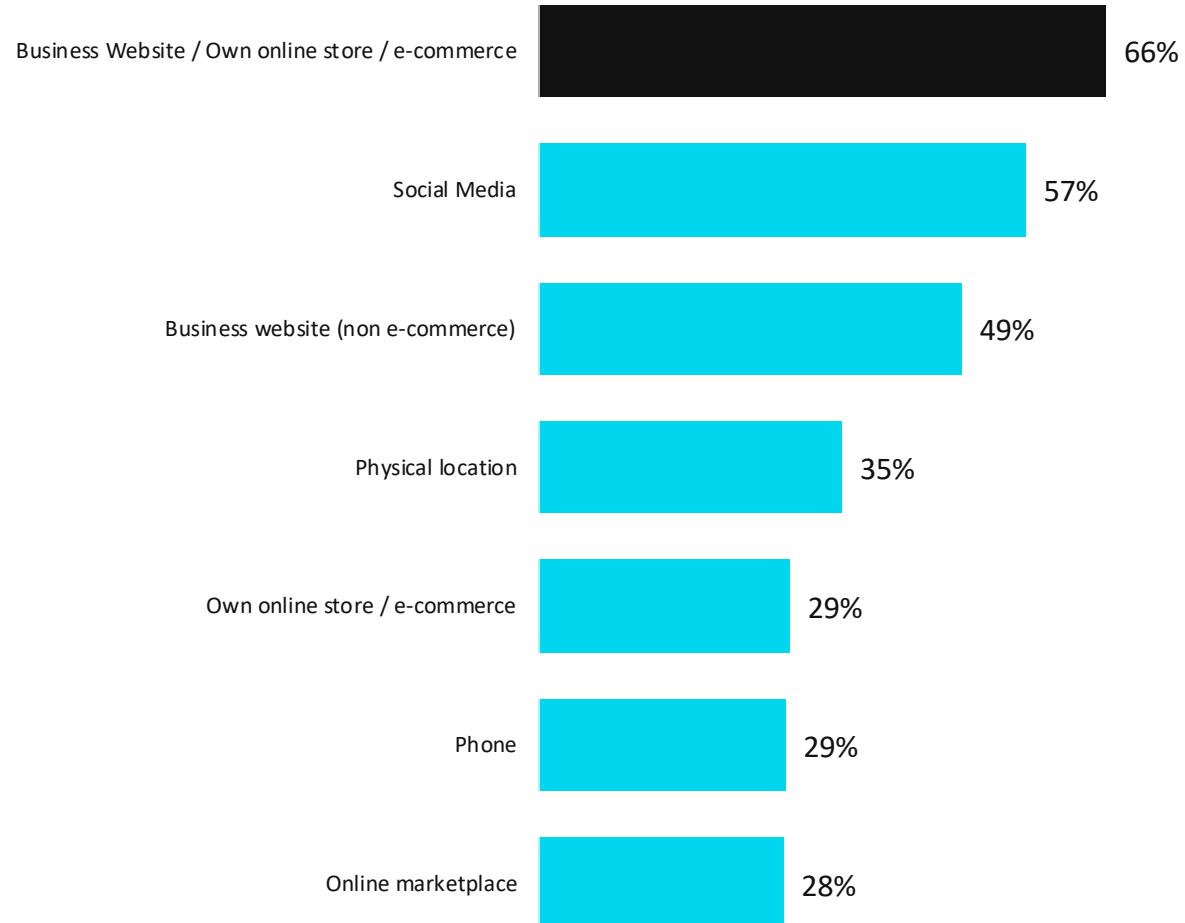
Appendix

GoDaddy 2023 Data Observatory

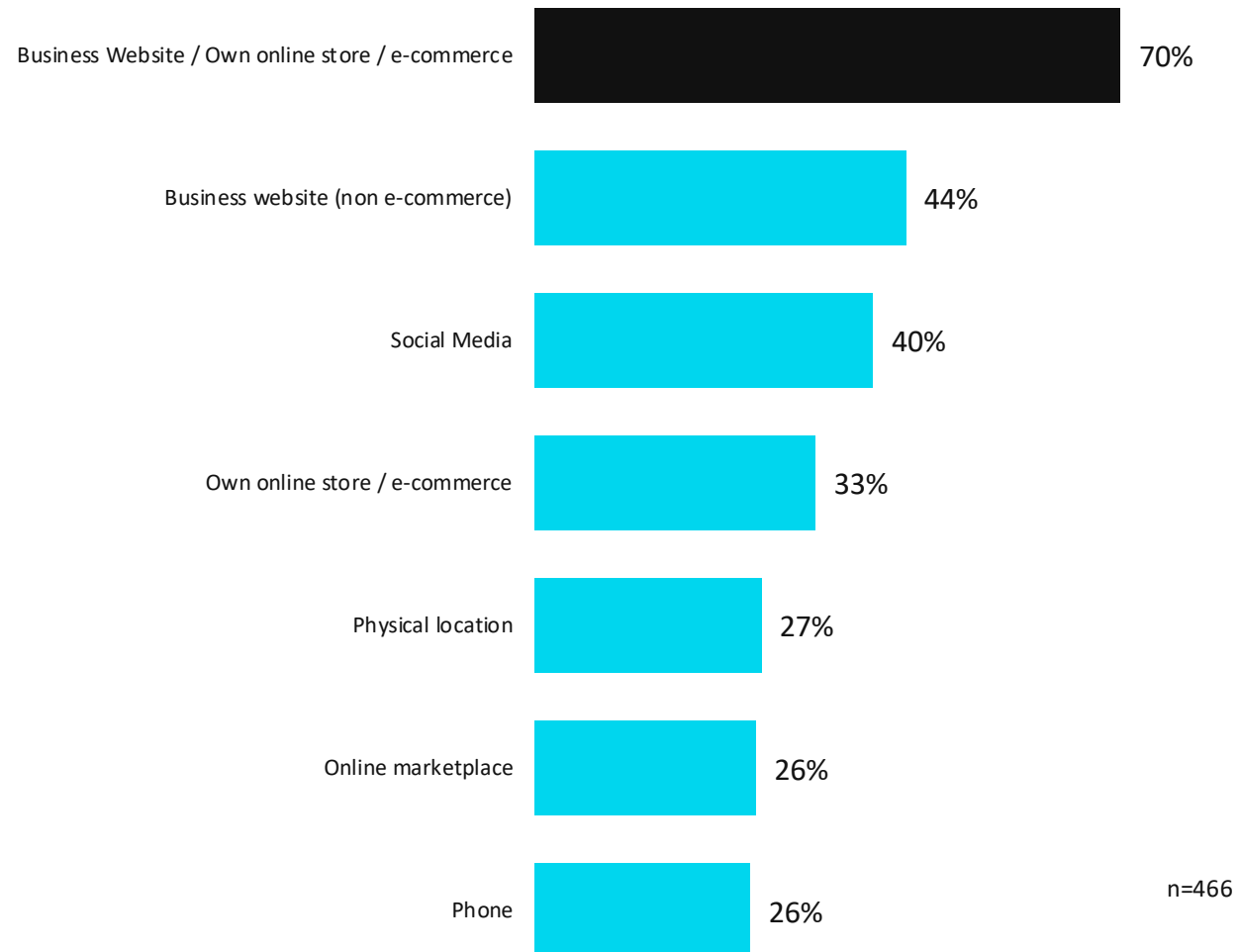
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Sales Channels

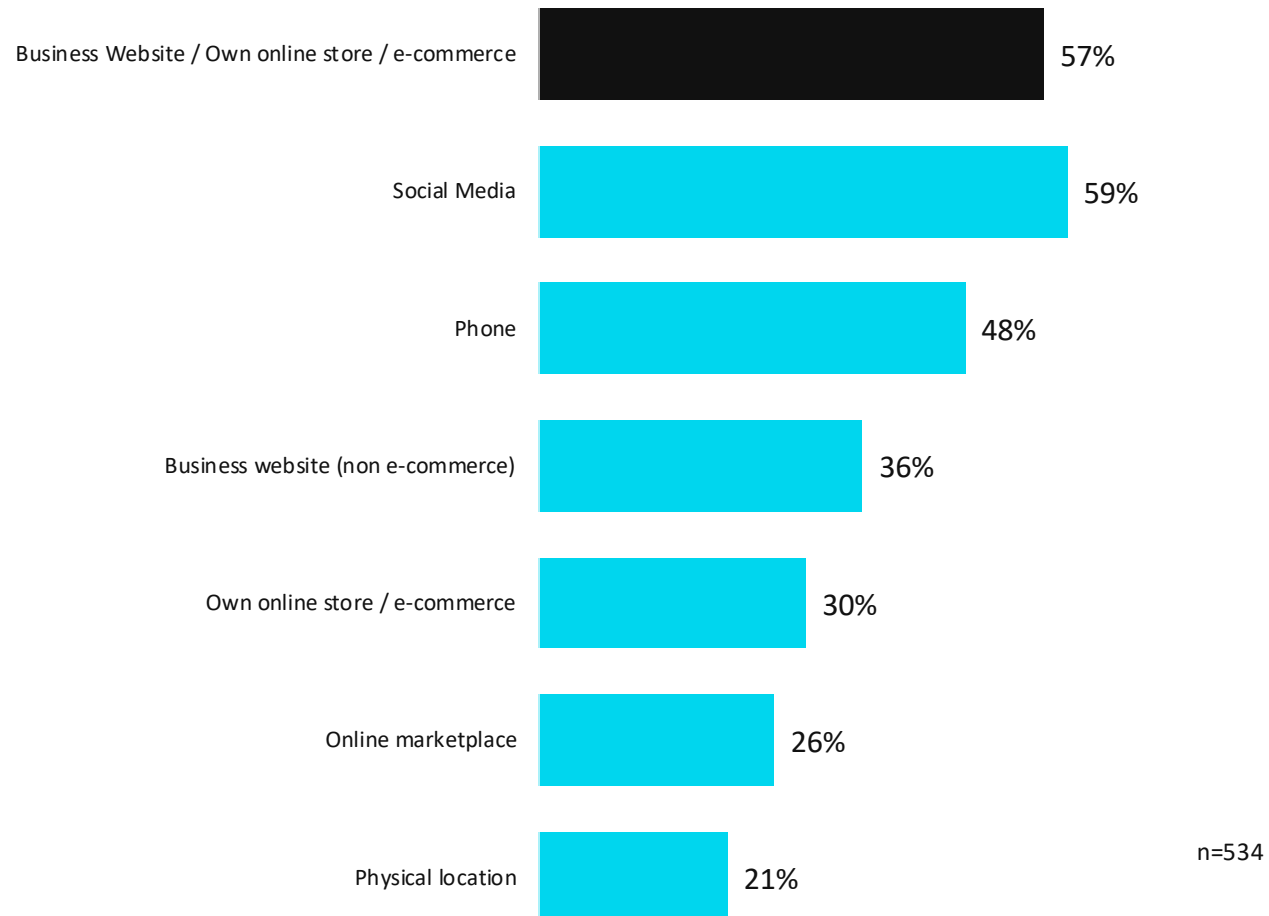
[UNITED STATES] Which of the following sales channels does your company use?



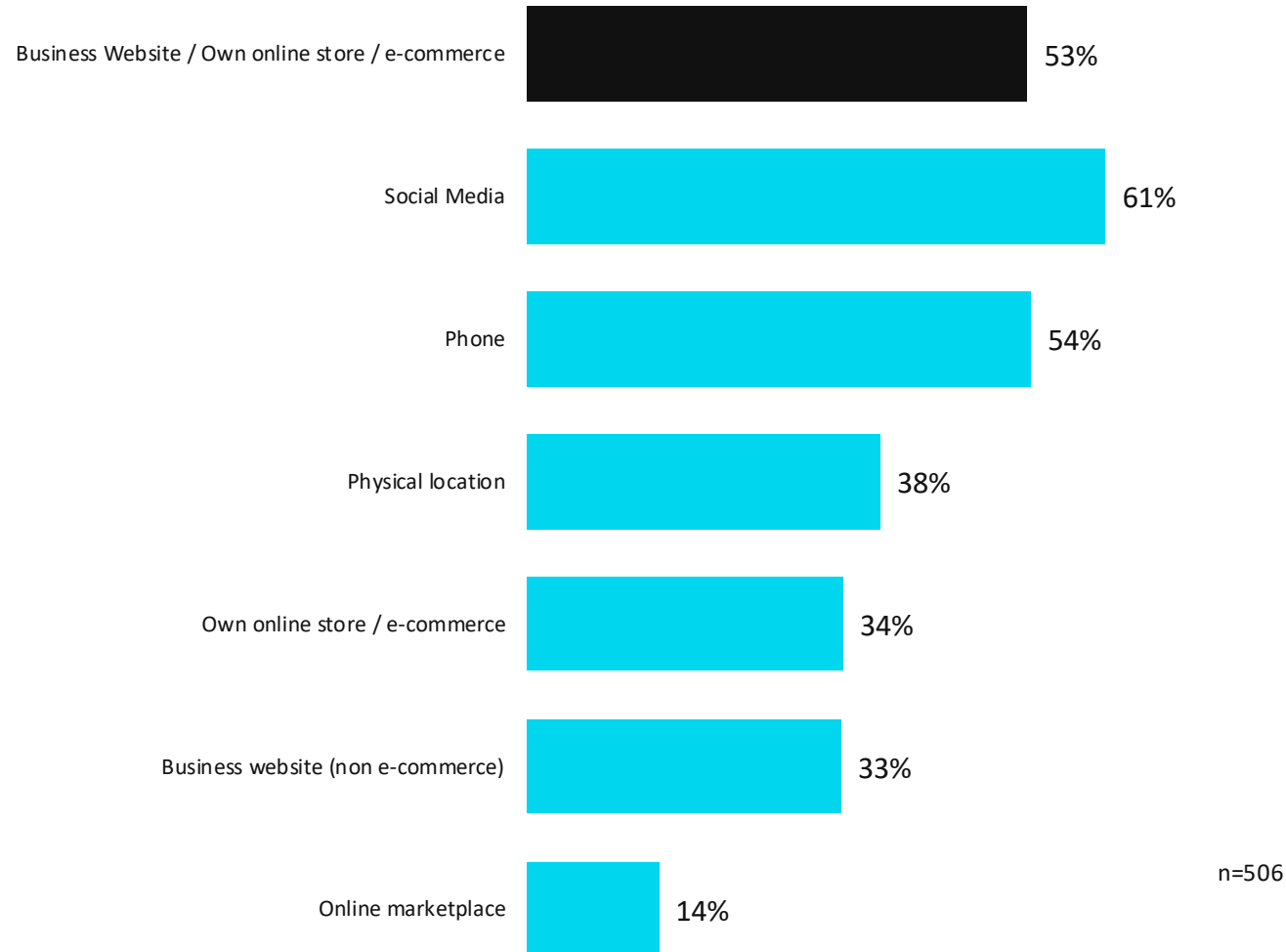
[GERMANY] Which of the following sales channels does your company use?



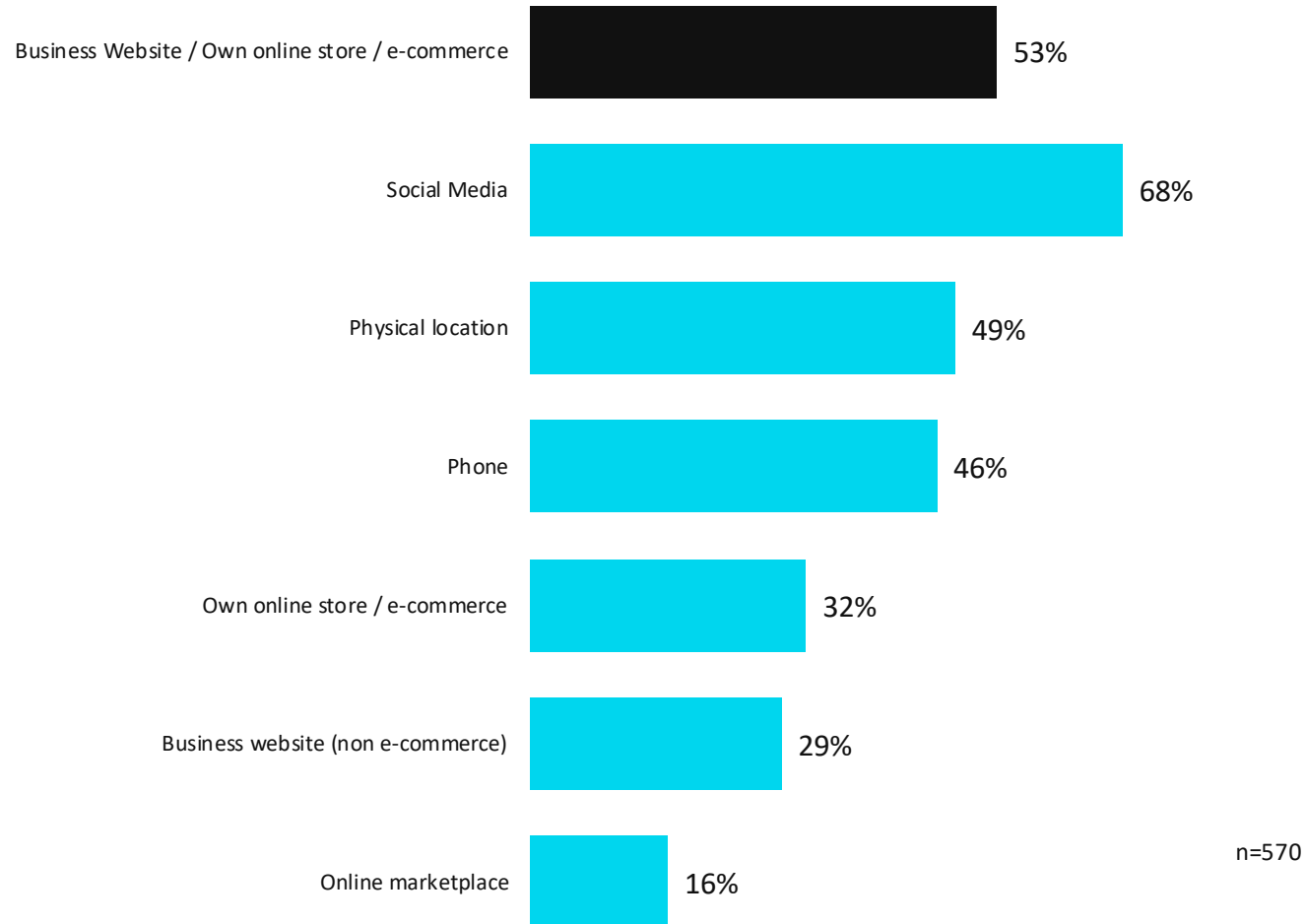
[BRAZIL] Which of the following sales channels does your company use?



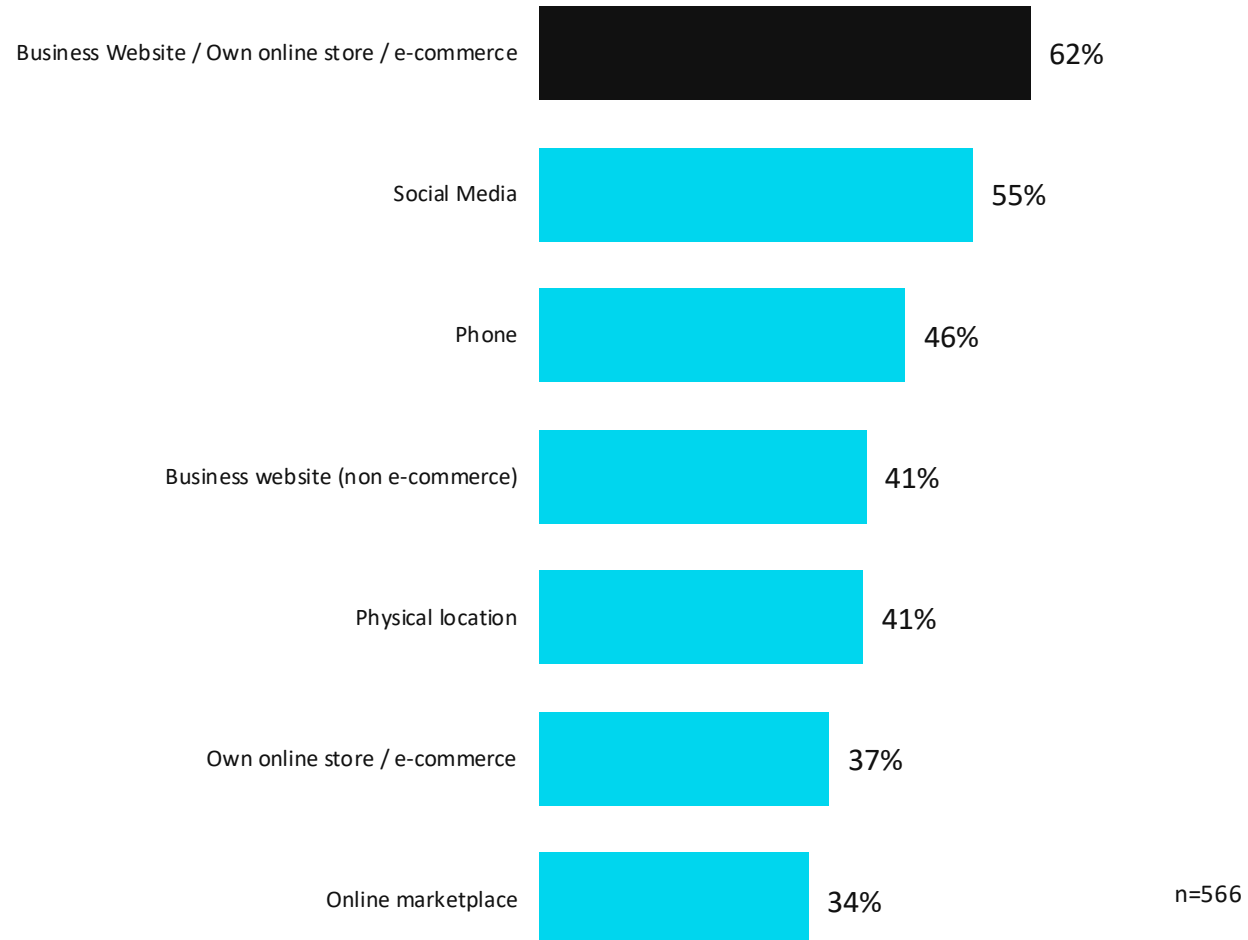
[COLOMBIA] Which of the following sales channels does your company use?



[MEXICO] Which of the following sales channels does your company use?

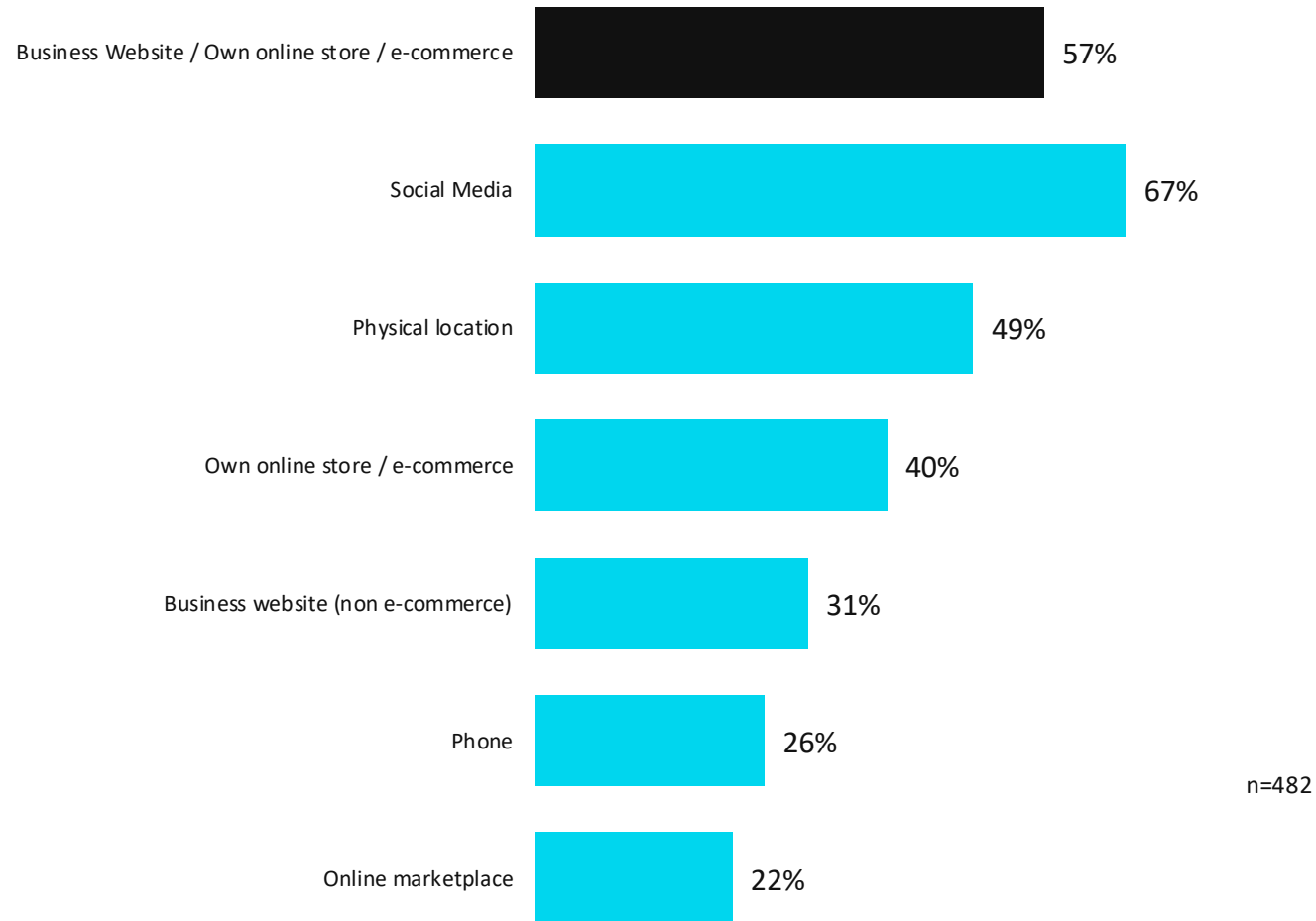


[INDIA] Which of the following sales channels does your company use?



[APAC] Which of the following sales channels does your company use?

THAILAND, SINGAPORE, PHILIPPINES



GoDaddy 2023 Data Observatory (Appendix)

Initial Steps to Publicize Business

[UNITED STATES] In the first three months of opening your business, which of the following actions did you take to publicize your company?

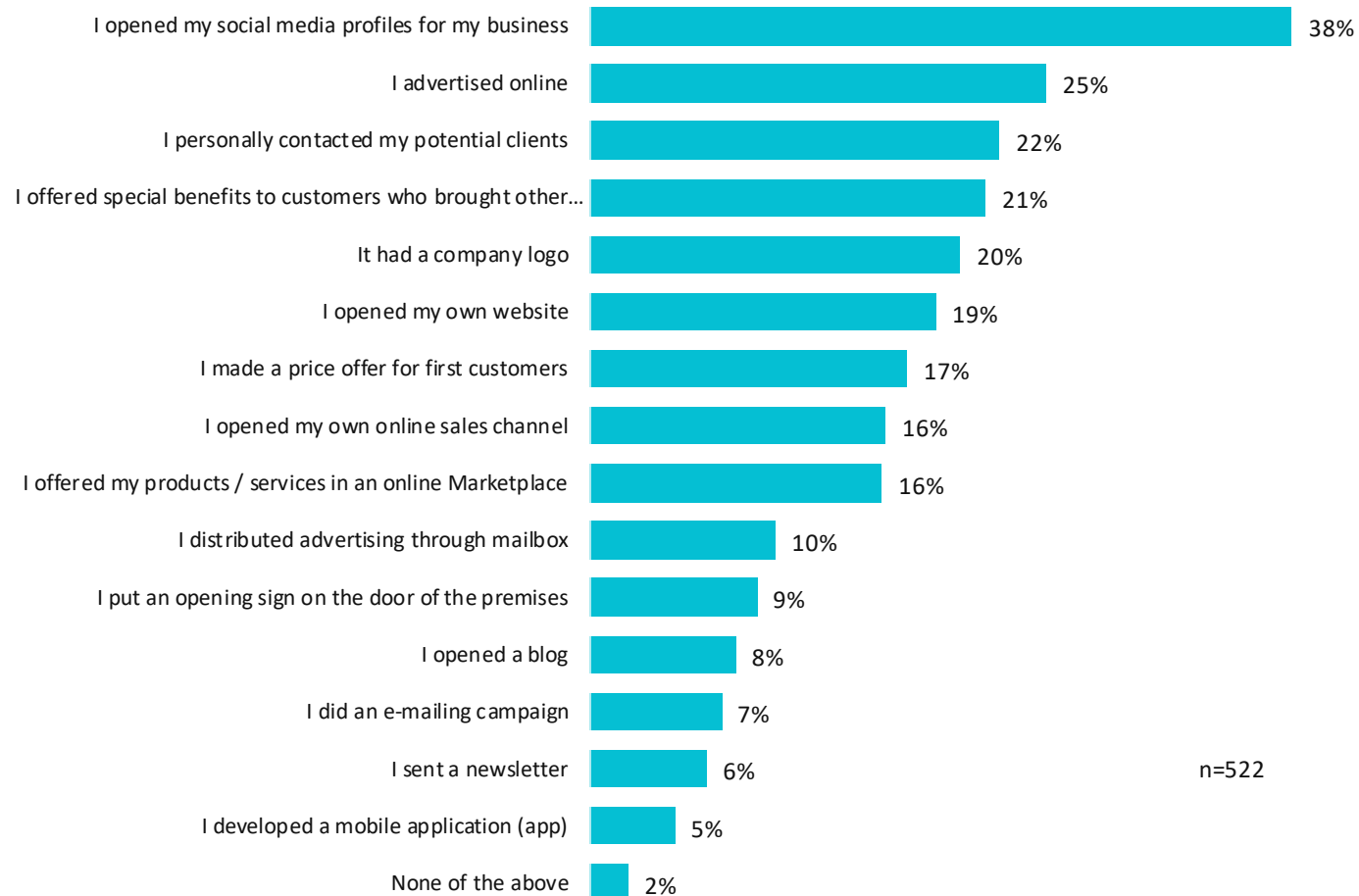


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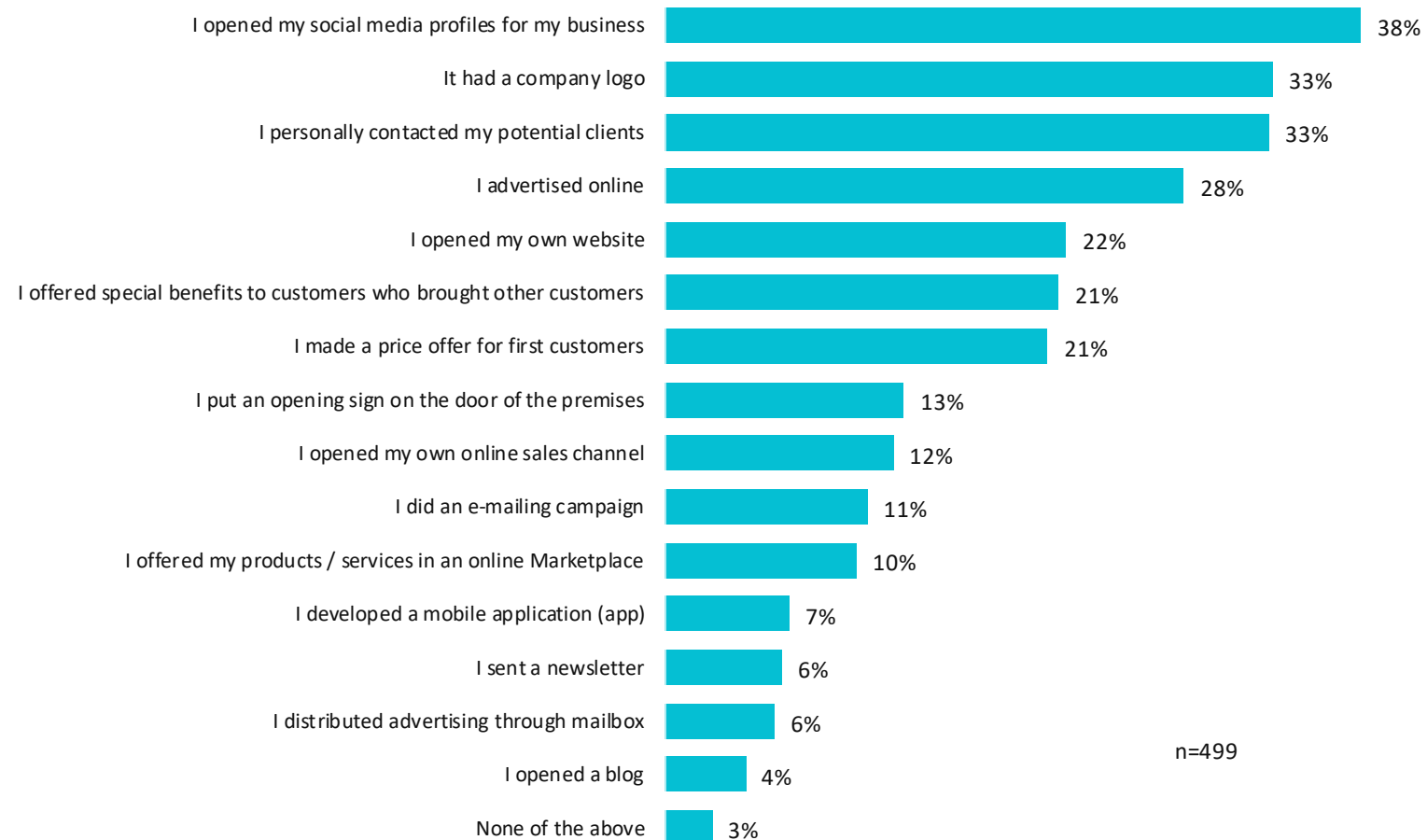
[GERMANY] In the first three months of opening your business, which of the following actions did you take to publicize your company?



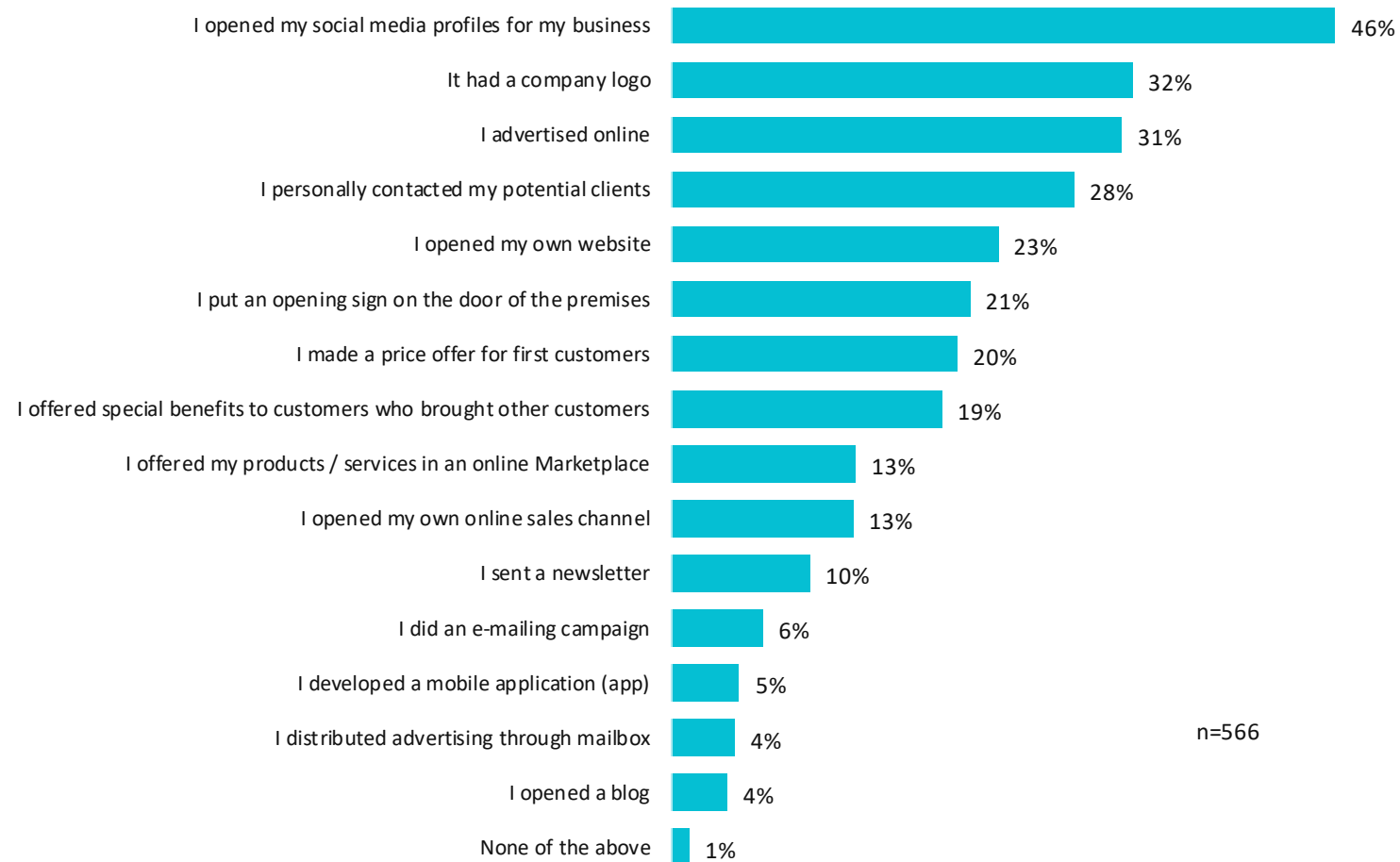
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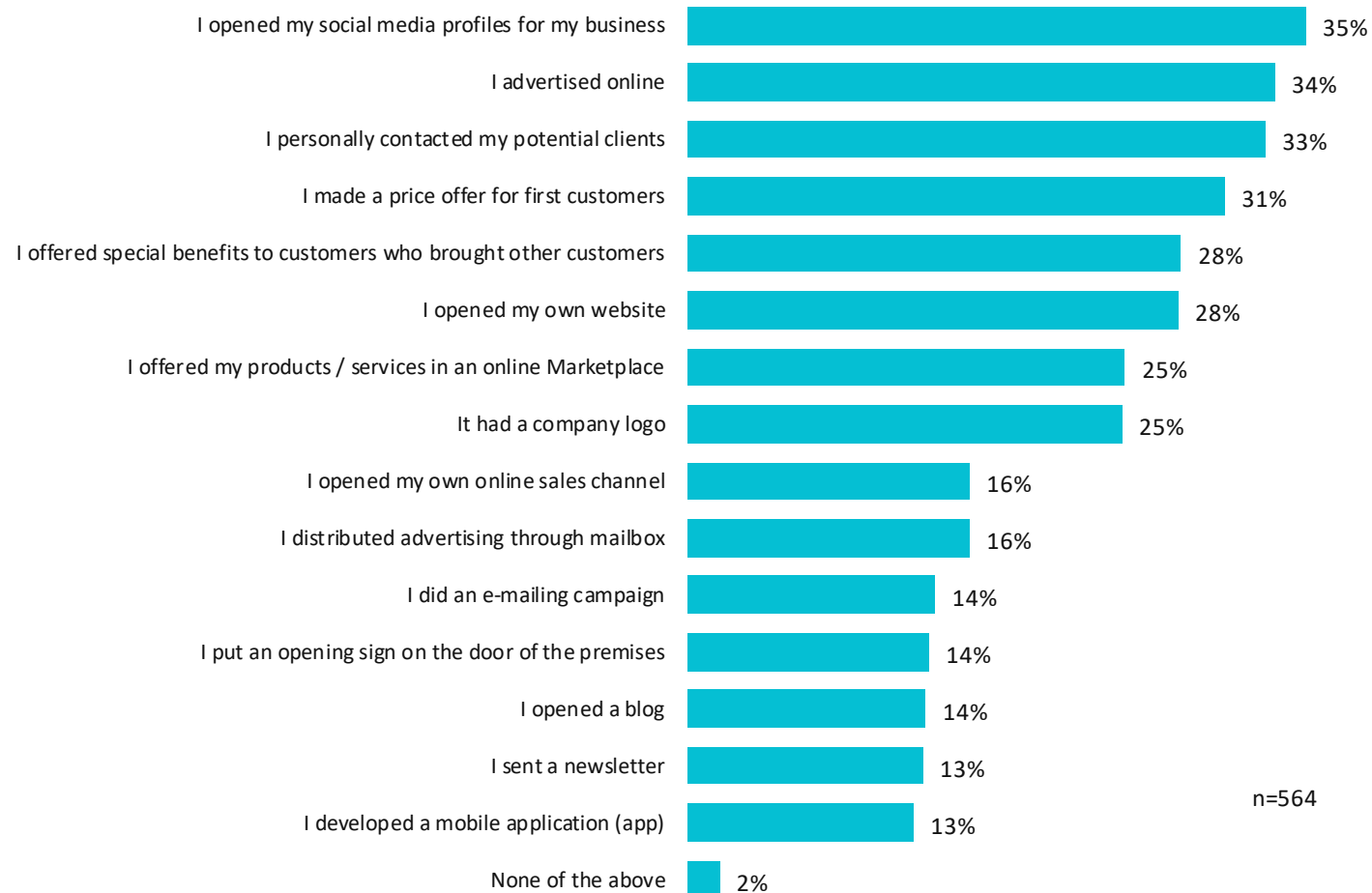
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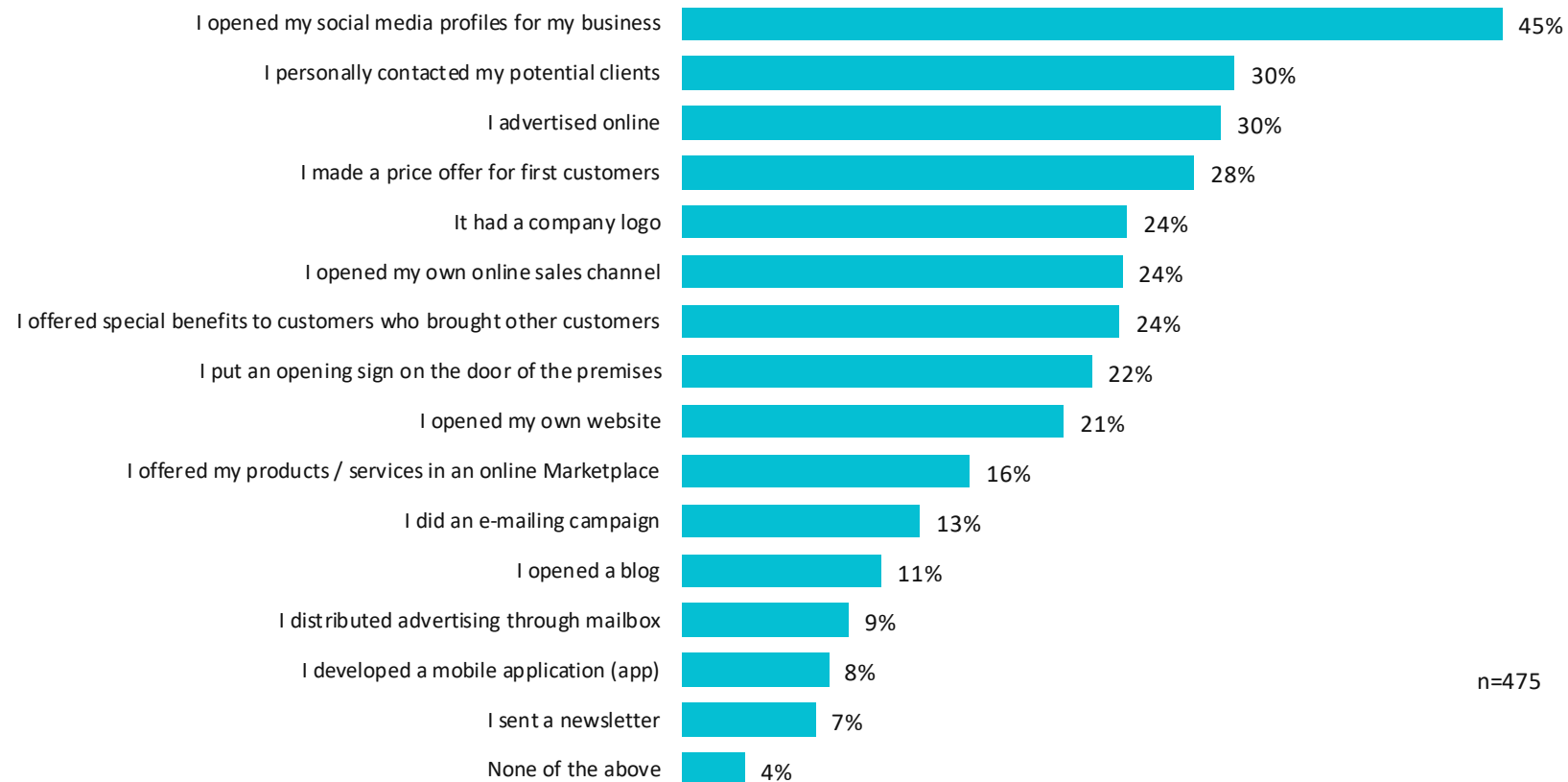


[INDIA] In the first three months of opening your business, which of the following actions did you take to publicize your company?



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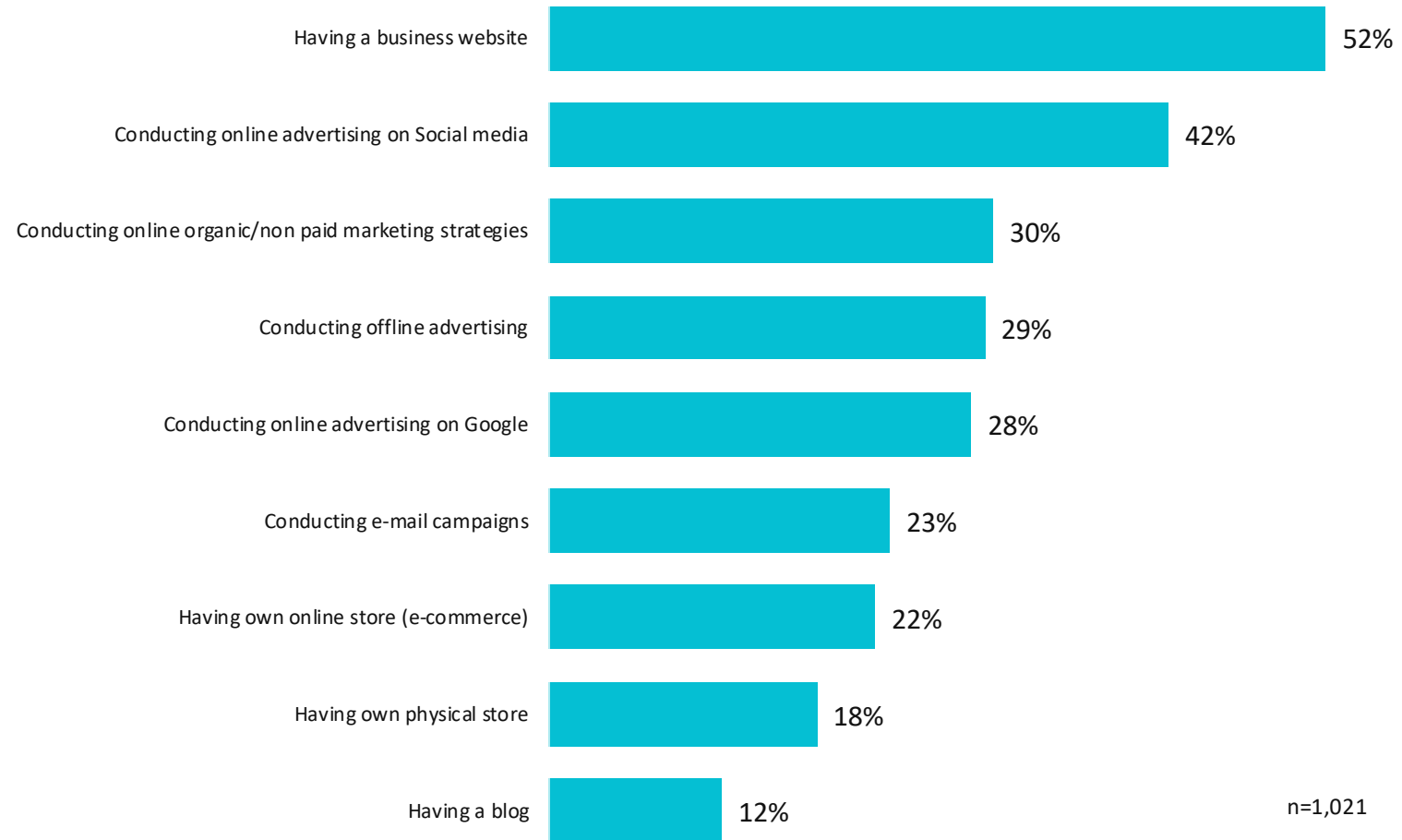
THAILAND, SINGAPORE, PHILIPPINES



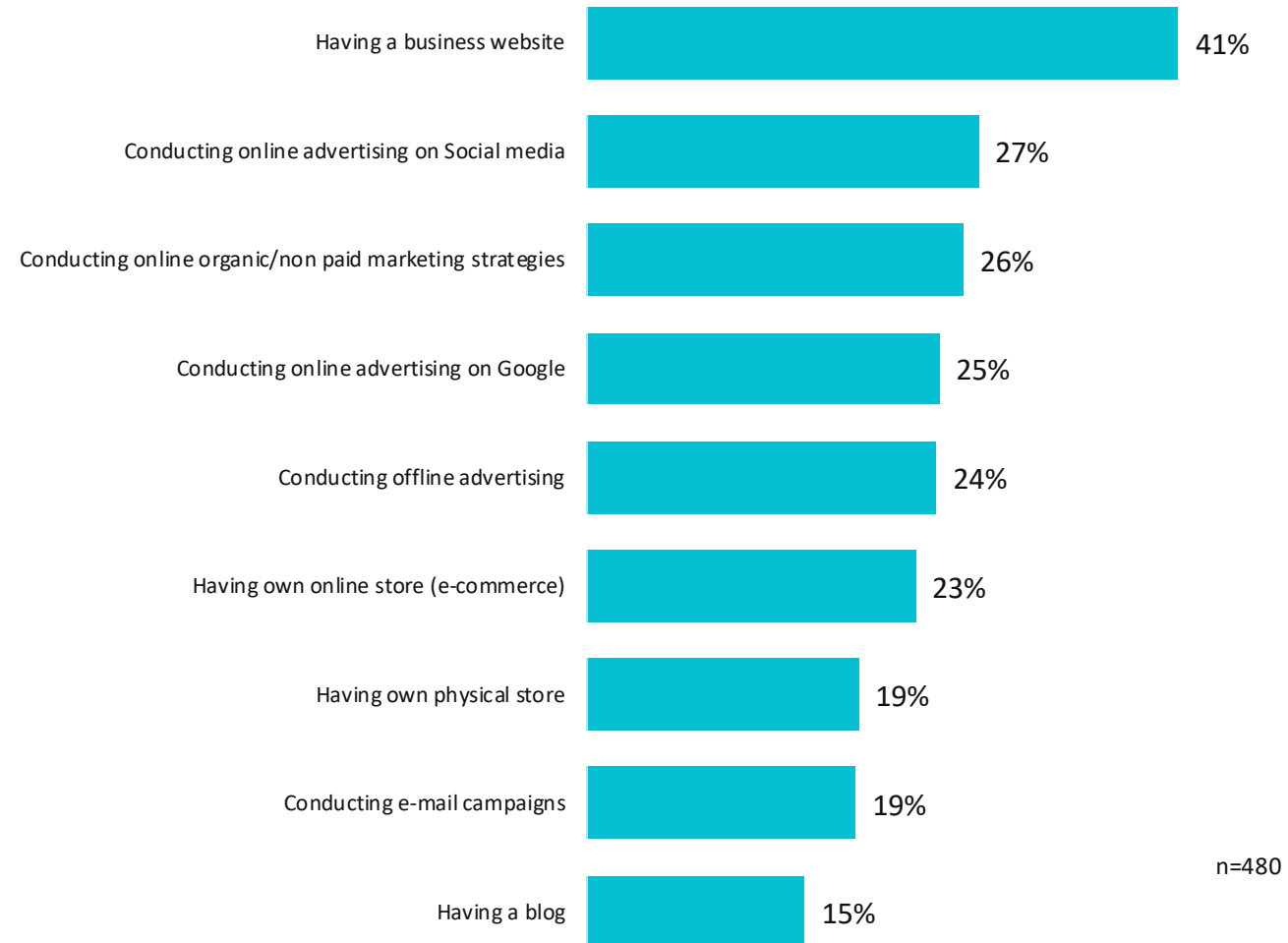
GoDaddy 2023 Data Observatory (Appendix)

Activities to Raise Awareness

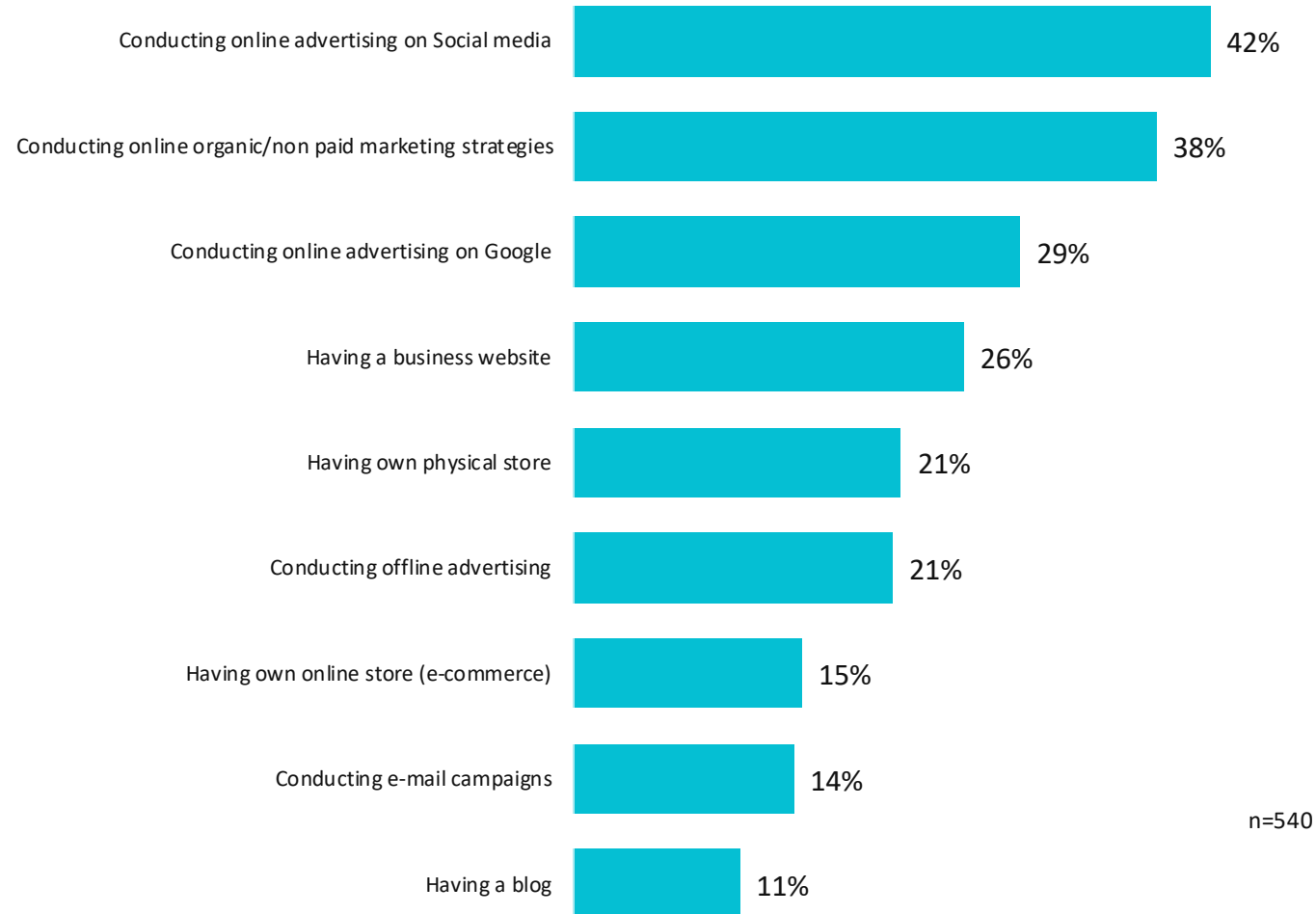
[UNITED STATES] Which do you think are the most impactful activities to raise awareness of a business?



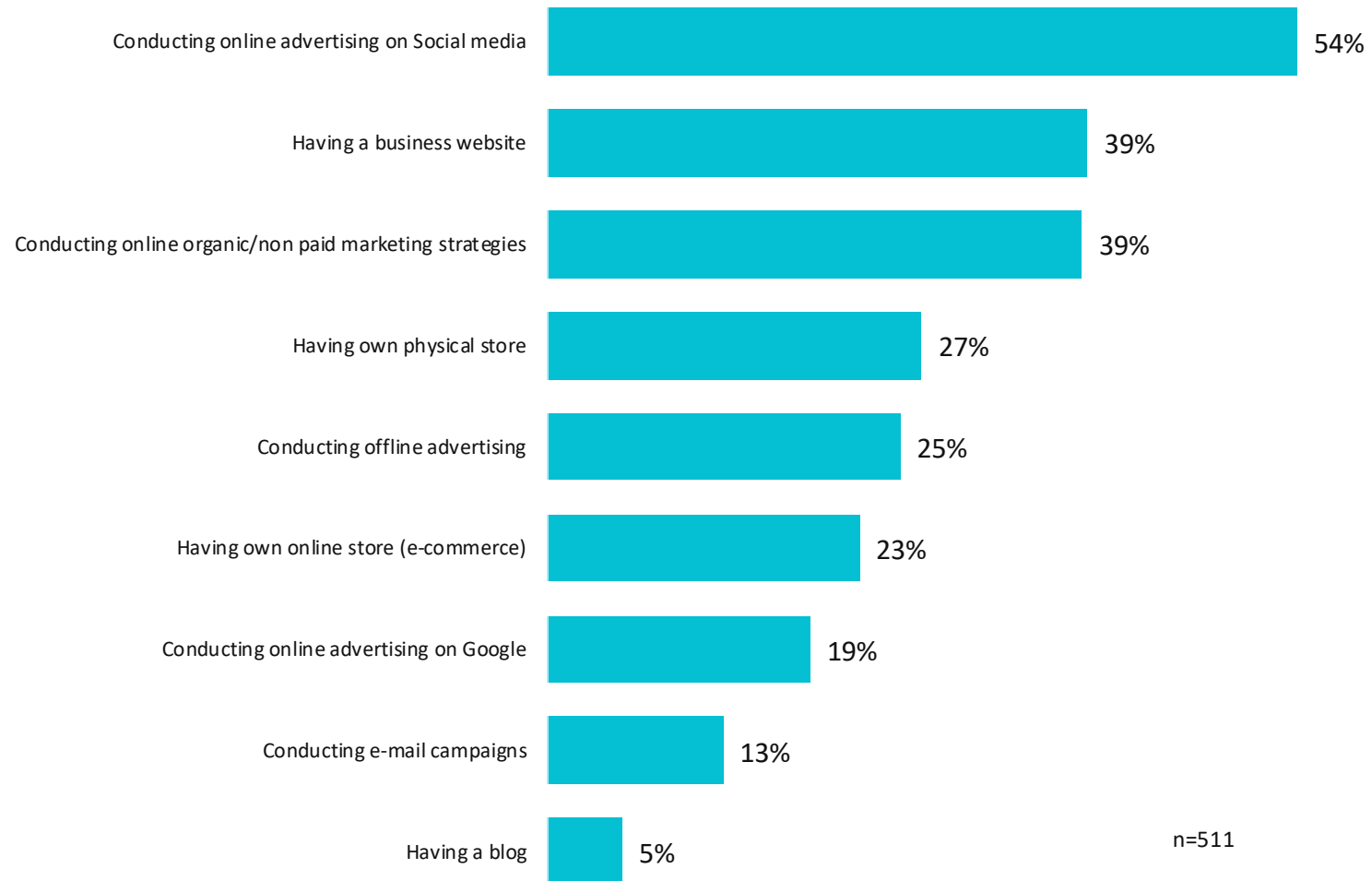
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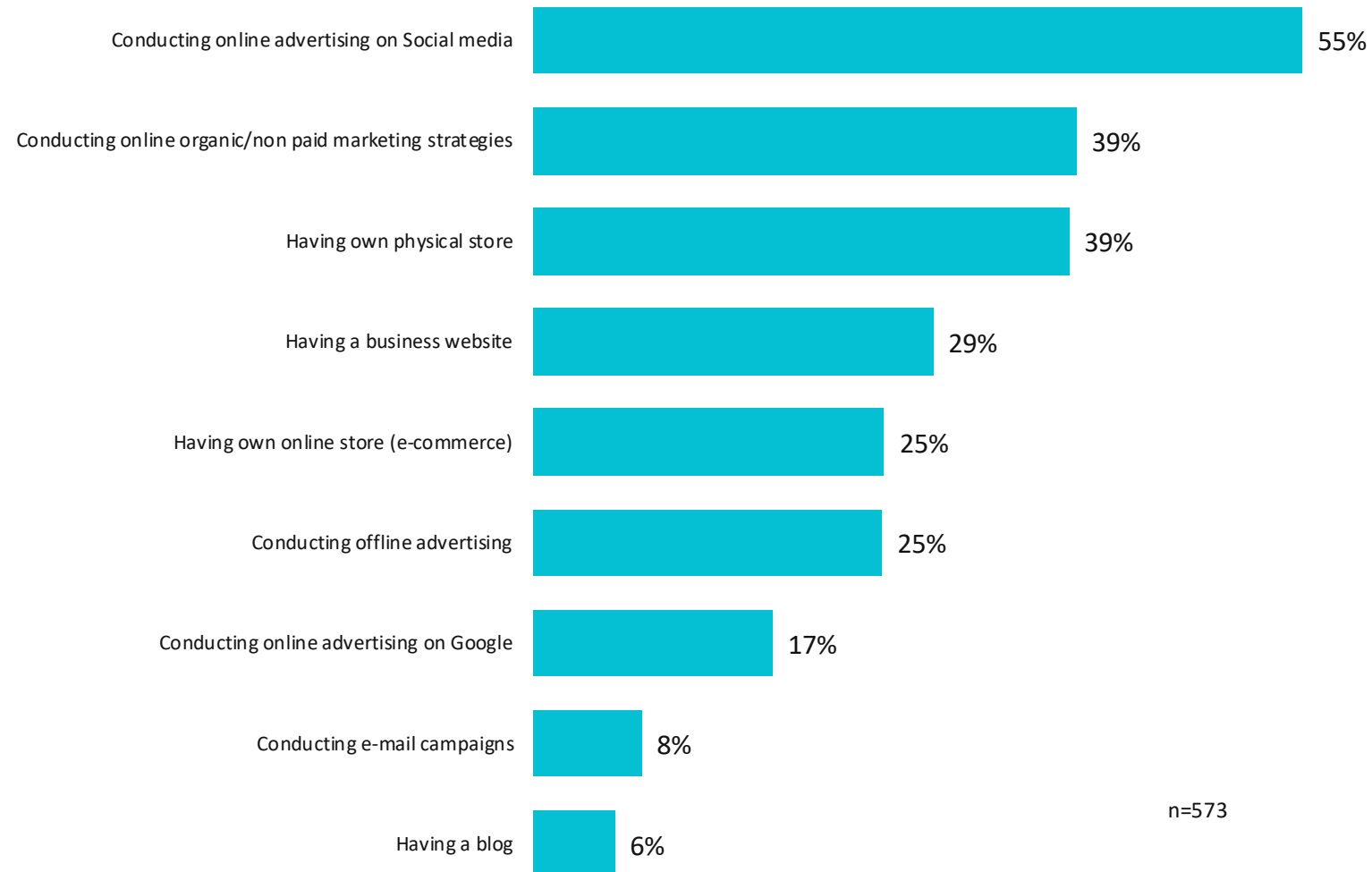
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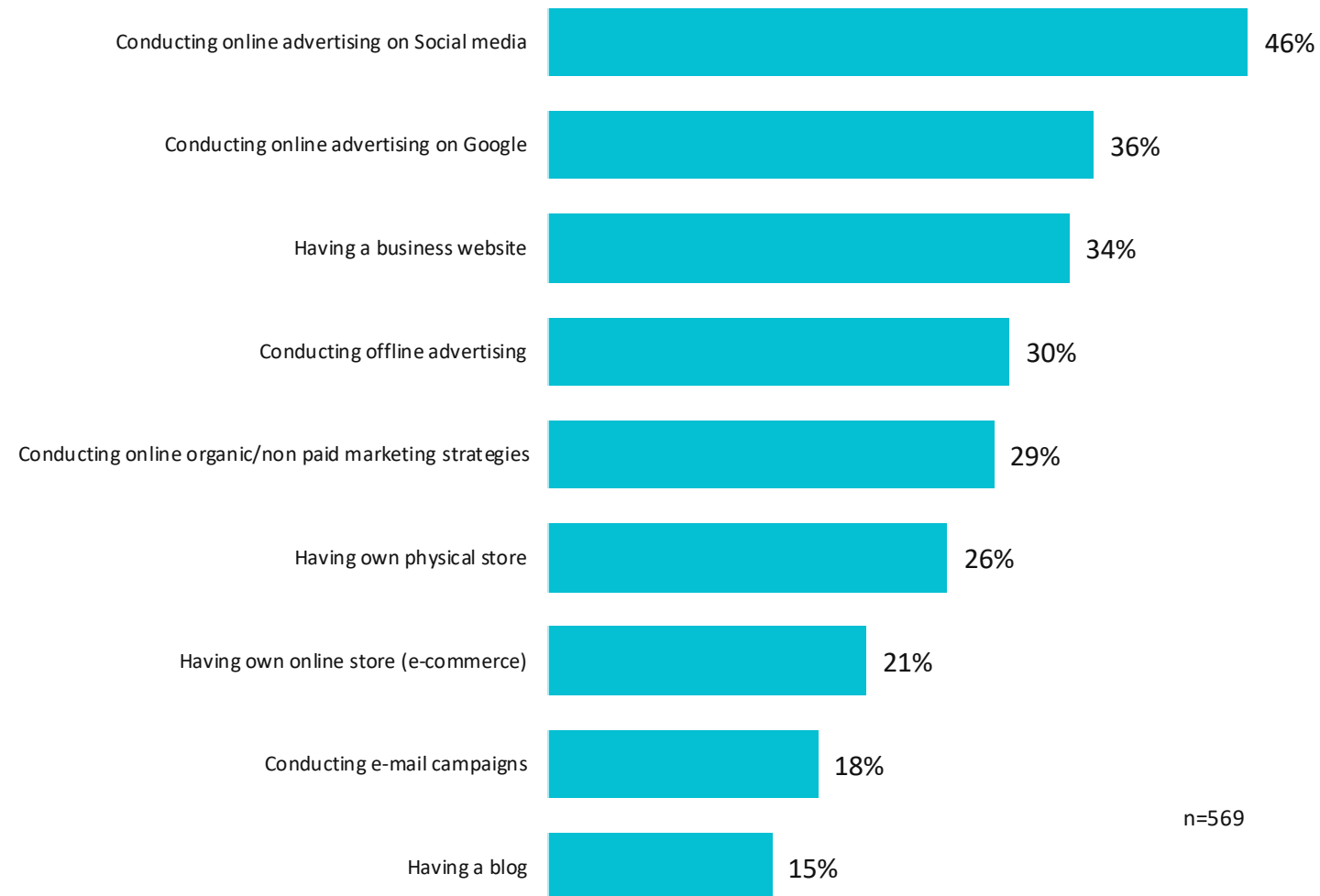
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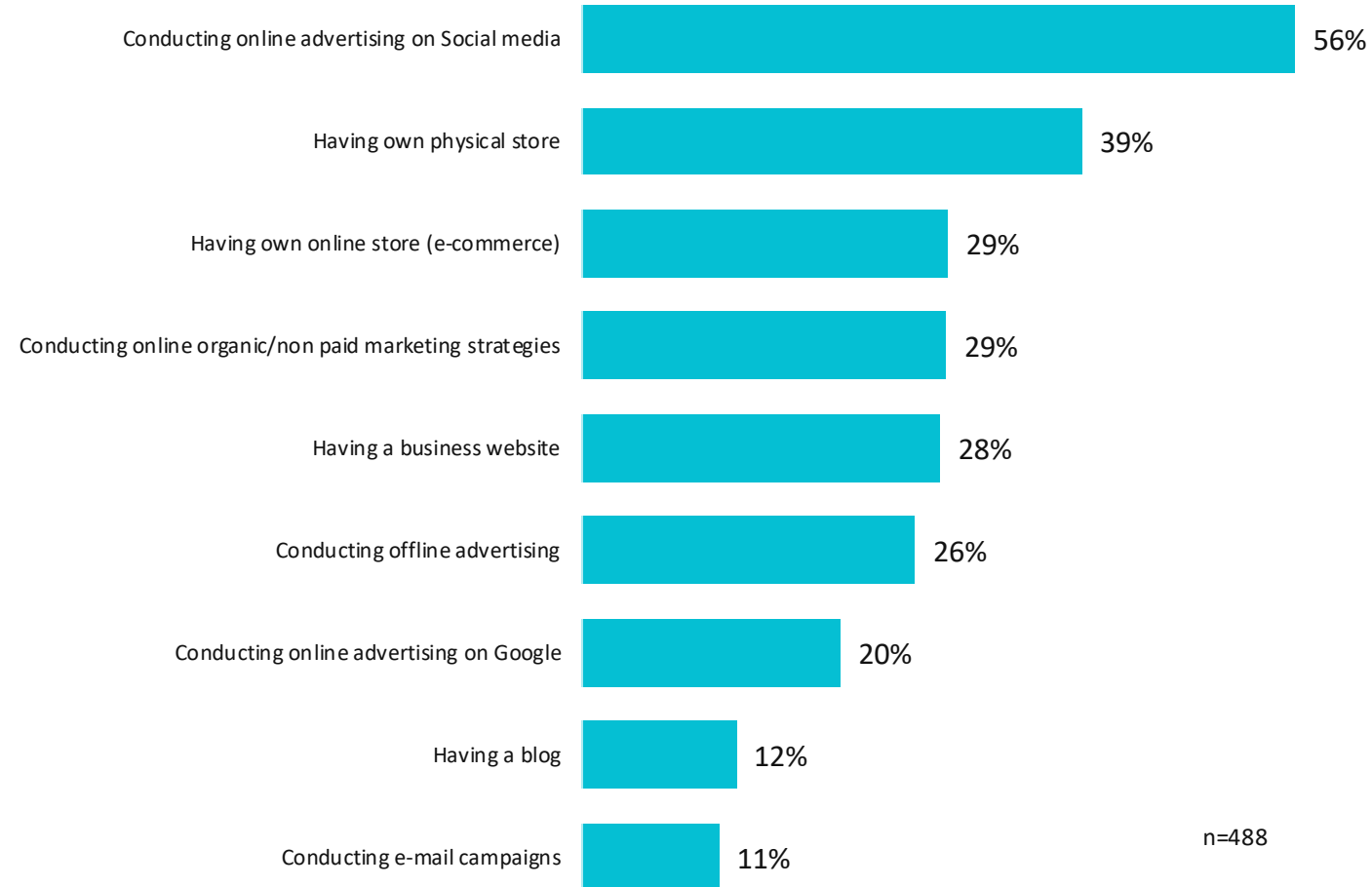


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THAILAND, SINGAPORE, PHILIPPINES



GoDaddy 2023 Data Observatory (Appendix)

Gender and Age Groups Globally

[BUSINESS TENURE] How many years has your company been in business?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Less than 1 year	10%	9%	12%	18%	11%	7%	3%
1 to 5 years	46%	45%	46%	59%	52%	35%	20%
6 to 10 years	20%	21%	20%	15%	22%	23%	16%
More than 10 years	23%	25%	22%	8%	15%	35%	61%
Base n=	4648	2410	2213	905	2170	1125	448

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[ONLINE BUSINESS TENURE] How long have you been selling your products or services online?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Less than 1 year	20%	20%	20%	28%	19%	18%	13%
1 to 5 years	55%	56%	55%	58%	61%	50%	34%
6 to 9 years	14%	13%	15%	11%	14%	17% S↑	16%
10 years or longer	10%	11%	10%	3%	6%	14%	37%
Base n=	4505	2348	2133	904	2128	1072	401

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[SALES CHANNELS] Which of the following sales channels does your company use?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Business Website / Own online store / e-commerce	61%	62%	59%	64%	60%	60%	58%
Social Media	58%	56%	60%	49%	60%	66%	50%
Business website (non-e-commerce)	40%	43%	36%	37%	38%	43%	43%
Physical location	37%	38%	36%	37%	38%	35%	35%
Phone	37%	35%	39%	27%	39%	41%	36%
Own online store / e-commerce	33%	34%	32%	39%	34%	29%	21%
Online marketplace	25%	26%	24%	30%	26%	22%	18%
Base n=	4607	2397	2186	908	2160	1112	427

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