Digital Marketing for Microenterprises and Small Businesses in Egypt

Sector(s): Firms

Location: Egypt

Target group: Large enterprises

AEA RCT registration number: AEARCTR-0005283

The main problem we are trying to address is why more firms do not expand their markets by using the new technology of digital advertising. Digital technology enables firms to overcome information and other frictions that prevent firms and customers connecting across space. However, firms may not adopt this new technology because they lack the knowledge of how to do so, or are uncertain of the returns and consider it risky. We aim to identify which firms can benefit from engaging with and advertising on digital advertising platforms, to explore the reasons why they may not already be doing so, and to test whether input-based versus results-based approaches are most cost-effective for policy.