



GUIDE

Turning business insight into action

How the fastest-growing companies use data to make informed decisions and achieve success

3 proactive tactics small businesses use to reach company goals

A recent Brightflow AI survey of U.S.-based small and medium-sized businesses (SMBs) found a common thread among fast-growing companies: Businesses with revenue growth of 10% or more are making a steady stream of adjustments, large and small, informed by business insights. The result is that more than 90% of fast-growing companies are on track to hit their sales and profit targets.

Whether these quickly scaling companies are making strategic investments or bold cuts, they are all taking action to minimize business risk in times of economic volatility.

Here are three ways fast-growing companies are proactively pursuing success. Use them to identify steps your business can take to attain its goals.

Fast growers are close to
30%
more likely to invest in technology and new products than slow-growth companies.
Four in 10 of fast growers made cuts to advertising spending, and six in 10 of those that eliminated inventory did so to drive profits.



1. Investing now for future success

In times of economic volatility, fast-growing companies are building internal infrastructure, innovating, and shoring up customer support. Fast growers outpaced investment by other companies during the past year in the following areas:

- **Investing in new technology:** 53% of fast growers compared with 39% of slow-growth organizations
- **Innovating to create new products and diversifying offerings:** 51% of fast growers versus 34% of slow-growth companies
- **Building customer service and loyalty capabilities:** 36% of fast growers compared with 31% of their slow-growth peers



2. Using insight to power growth

Fast-growing companies in the survey have a better view into their customer and business data than their peers. This means as they evolve and invest, they are making informed business decisions.

- **Four in five** fast-growing companies have the data they need for smooth cash flow forecasting and management. Close to one-third of slower-growing businesses struggle with this task.

More than half
of fast-growing
companies –

52%

– use an integrated
software suite
that includes
sales forecasting
features. The
same percentage
of slow-growth
companies use
spreadsheets for
sales forecasting.

- **Close to four in 10** fast growers say they are satisfied with the tools they use for cash flow forecasting, 36% more than the number of slow-growth companies that report having a satisfying tool to gather company information and complete these tasks.
- **More than one-third** of fast growers have the information they need to forecast sales accurately, almost 64% more than the number of slow-growth companies that have what they need to create informed sales forecasts.

“*[For cash flow management, I would advise any business to] use analytical forecasting based on specific products and history.*”

U.S.-based luxury goods eCommerce company with more than 100 employees

More than

1/3

of fast growers are very happy with their sales forecasting tool — that’s 64% more than the number of slow-growth companies that say they have a good means of forecasting sales.



3. Making tough decisions

Fast-growing companies in the survey report executing strategic reductions across key domains to make the very best use of resources.

- **51% of fast growers that made changes to inventory** in the past 12 months acted boldly to eliminate some items completely. The result is a more profitable overall product mix.
- **Fast growers that cut ad spending** did so by 42% – 25% more reductions than slow growers. The result: Roughly six in 10 of the fast growers reported an increase in company profitability.



[Strategically cutting ad spending] allowed me to use the money for other parts of the business.”

U.S.-based health, personal care,
and beauty eCommerce company
with more than 100 employees

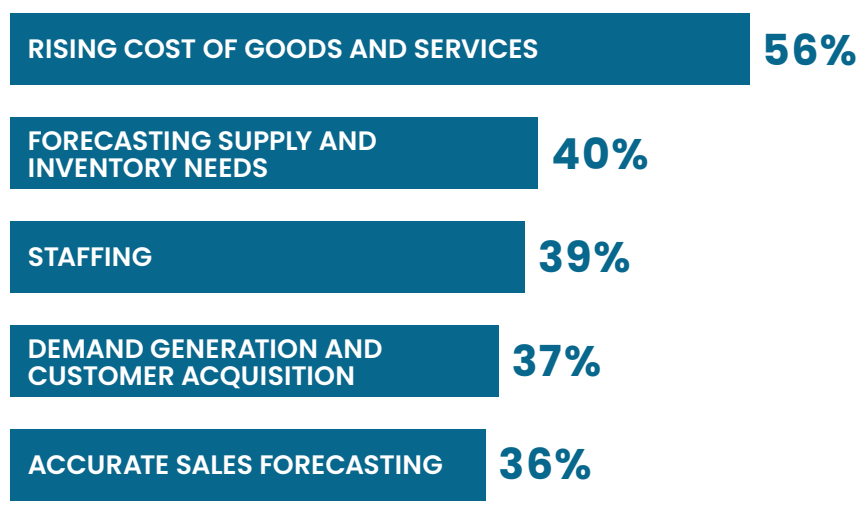
1 IN 5

fast-growing companies say it's very difficult to get insight into company data for smooth cash flow forecasting. Close to one-third of slow-growth businesses struggle to attain this business insight.



Top challenges facing businesses of all sizes

Despite the difference in business outcome, all companies in the Brightflow AI survey share the same top business and financial challenges.



QUIZ

Are you proactively pursuing company success?

Review the list below to determine whether you are doing enough to minimize business risk in times of economic volatility, gain business insights, and prepare for your company's growth goals.

Check off each item you are currently handling well. Each of the items you do not check represents an opportunity for your company to find resources, tools, and insights that can support company goals.

- Is the bulk of your financial reporting automated, eliminating manual tasks and reliance on spreadsheets?
- Do you know your daily, weekly, and monthly sales metrics?
- Do you feel confident in the way you are currently tracking your revenue and expenses?
- Do you regularly forecast your cash flow, and do you have an accurate and easy-to-use method for cash flow forecasting?
- Does your business have an accurate and easy-to-use method for gathering data insights on sales forecasting?
- Are you satisfied with the hours – and dollars – your business spends on analysts and accountants monthly/annually?
- Do you have access to market analysis and trend data for your industry, to benchmark your business against peers and competitors?
- Do you use data to make decisions about inventory, advertising spend, sales activity, and distribution channels?



Contact Brightflow AI to learn how our eCommerce financial intelligence platform empowers businesses like yours to make data-backed decisions and take control of their cash flow. Brightflow AI seamlessly integrates omnichannel financial data to provide Amazon sellers, Shopify store owners, and eCommerce brands with real-time visibility into their cash flow, revenue, demand forecast, profitability, return on ad spend (ROAS), and customer lifetime value (LTV) data. In addition, Brightflow AI helps qualified customers unlock new capital to fuel their growth.

To find out about how Brightflow AI can help your business, [schedule a call](#) with us today.