

The November results for Shop Small are in

1,000,000+
AMERICAN EXPRESS
CARD MEMBERS WERE
INSPIRED TO SHOP SMALL*



* Shop Small statistics based on American Express internal data from Shop Small 2015 campaign.

The November results for Shop Small are in

\$610,000,000+
SPENT BY AMERICAN EXPRESS
CARD MEMBERS*   

* Shop Small statistics based on American Express internal data from Shop Small 2015 campaign.

The November results for Shop Small are in



3,800,000+

INDIVIDUAL AMERICAN EXPRESS
CARD MEMBER TRANSACTIONS*

* Shop Small statistics based on American Express internal data from Shop Small 2015 campaign.

The November results for Shop Small are in

17,000,000+



**VIEWS OF THE ONLINE
ADS SMALL BUSINESS
CREATED TO PROMOTE
THEMSELVES DURING SHOP SMALL***

* Shop Small statistics based on American Express internal data from Shop Small 2015 campaign.

The November results for Shop Small are in

\$5,000
GRANTS AWARDED TO
20 OUTSTANDING 
SMALL BUSINESSES*

* Shop Small statistics based on American Express internal data from Shop Small 2015 campaign.

The November results for Shop Small are in

1,000,000+
VIEWS ON THE
SHOP SMALL MAP*



* Shop Small statistics based on American Express internal data from Shop Small 2015 campaign.