

The web is working for American businesses.

The Internet is where business is done and jobs are created.

97%

of Internet users look online for local products and services.²

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.³

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and nonsponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2015 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html.

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The web is working for Arizona businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹



\$2.88 billion

of economic activity Google helped provide for Arizona businesses, website publishers and non-profits in 2015.¹

29,000

Arizona businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$4.2 million

of free advertising was provided to Arizona non-profits through the Google Ad Grants program.¹

Wings for Warriors

PHOENIX, ARIZONA

U.S. Navy Hospital Corpsman Anthony “Doc” Ameen was serving in Helmand Province, Afghanistan, in 2008 when he stepped on an IED while running to help an injured Marine. The explosion cost him his lower left leg and badly injured his right. A church raised \$25,000 for what they called “Wings for Anthony” to help his parents fly to his bedside for a total of 32 surgeries. In 2010, Anthony founded Wings for Warriors, a non-profit organization to offer similar help for other injured service members and their families. “Being a wounded warrior myself, and after initially being denied my healthcare and financial benefits, I knew what kind of care I was supposed to get,” Anthony says. “I took a blend of everyone’s challenges and turned it into one organization.”

“If it wasn’t for Google’s help, we couldn’t have helped people all over the country.”

ANTHONY AMEEN, FOUNDER & CEO

Voice allows him to be reachable, but also to hide his personal phone number and manage the influx of calls he receives. Gmail helps to keep him organized and able to access email from anywhere. And in 2014 Wings for Warriors received a Google Ad Grant, coincidentally, on Veterans Day. The resulting campaigns in AdWords, Google’s advertising program, “literally put us all over the map,” he says. “It has allowed us to now help veterans and their families all across the United States.” He adds, “If it wasn’t for

The non-profit provides tools, insights, and resources for wounded veterans as they go through recovery and transition, plus travel expenses for families to be by their sides and healthcare and financial counseling. Anthony has used a variety of Google products to build his organization. Google



the AdWords campaigns, I’d just be staying afloat. It’s made this so much easier for me.”

AdWords also helps to connect Wings for Warriors with potential donors and volunteers. The organization now has 600 active volunteers, and interest continues to grow nationwide. “More cities, hospitals, sponsors, and VA clinics are getting involved with Wings for Warriors,” he says. “And because our AdWords campaign is successful, we’re able to further our relationships with our volunteers.” For example, a Florida high school senior raised \$3,700 for the organization, and her school is now continuing her work. “A Google search is how she found us, which is pretty cool.”

Wings for Warriors has helped 1,500 wounded warriors & military families.

Visit www.wingsforwarriors.org