

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 California businesses. Google is helping.

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



\$36.8 billion

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

262,000

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

\$74.7 million

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

30,000+

Californians are employed full-time by Google. We're proud to have offices in Mountain View, Beverly Hills, Irvine, Los Angeles, San Francisco and San Bruno.

PUBLIC Bikes

SAN FRANCISCO, CALIFORNIA

PUBLIC Bikes launched in 2010 to design, manufacture, and sell a collection of elegant city bikes for everyday transportation. “Over the years, we’ve expanded our main product line to include kids’ bikes, city road bikes, and even electric bikes to address different customer riding needs,” says Dan Nguyen-Tan, Founding Executive and Chief Operating Officer. “Our mission is not just to encourage more people to bike, but to support efforts that make our cities and neighborhoods more livable and friendly to pedestrians and bicyclists. We’re big proponents of good urban and public space design that prioritizes people, not just cars.” The company’s unofficial motto is “Ride a bike. Smile more.” As Dan says, “When people ask us why they should bike again or more often, the answer is really simple. ‘You’ll

smile more. You’ll be happier. You’ll feel like a kid again.’ Who doesn’t want to feel that way?”

The company primarily sells online, but also operates retail stores in Santa Monica, Seattle, and San Francisco, and sells through a network of national bike shop dealers.

A strong web presence is

vital to support all of PUBLIC’s sales channels. They began using AdWords, Google’s advertising program, soon after the company began. “It’s important for us to constantly get in front of new customers,” Dan says. “One of the best ways to reach new customers is through AdWords.” Google products now represent the majority of PUBLIC’s digital marketing. Google represents almost 48% of PUBLIC’s online traffic, and 53% of the company’s online revenue comes from using Google products.



“Most customers, even if they’re not buying online, are doing their research online.”

DAN NGUYEN-TAN, FOUNDING EXECUTIVE & COO

The company also relies on Google Shopping, and constantly uses Google Analytics to track and monitor traffic, conversions, and performance. “We’re a scrappy, entrepreneurial team with a limited marketing budget. We can’t afford to waste dollars, so everything we consistently spend money on, like AdWords, we do so because we are seeing results,” Dan says.

PUBLIC Bikes has 36 employees.

Visit www.publicbikes.com

PUBLIC continues to grow sales each year. “The best part of our business is that the rewards are visible to us every day through the customers we see riding our bikes, whether in person or through social media,” Dan says. “On a beautiful weekend day riding through Golden Gate Park, or on my weekday commute, I’ll see dozens of our customers all riding their PUBLIC bikes. It makes our team feel good that our products enrich people’s lives and how they experience their world.”