

# 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.<sup>2</sup>

2 times

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

75%

of the economic value created by the Internet is captured by companies in traditional industries.<sup>3</sup>

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://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](http://www.google.com/economicimpact/methodology.html).

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# The web is working for Connecticut businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.<sup>1</sup>



## \$1.93 billion

of economic activity Google helped provide for Connecticut businesses, website publishers and non-profits in 2015.<sup>1</sup>

## 16,000

Connecticut businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.<sup>1</sup>

## \$4 million

of free advertising was provided to Connecticut non-profits through the Google Ad Grants program.<sup>1</sup>

# The Treehouse Internet Group

SEYMOUR, CONNECTICUT

The Treehouse Internet Group began as the online marketing department for Basement Systems, Inc., generating sales leads for specialty home contractors across the country. The group renamed itself in 2010, and in 2013 began serving other, non-competing contractors outside their established dealer network. Employees enjoyed operating from what the website calls “the coolest work environment in Connecticut,” office space designed and built to look like a treehouse. “The workspace is not only unique, it’s a place that helps us attract the very best people to work here,” says Richard Fencil, Internet Marketing Director. It was also part of their

rebranding as The Treehouse, distinct from their parent company.

The group uses a performance-based business model, meaning they only charge home-improvement contractors when they deliver qualified sales leads. Treehouse relies

heavily on AdWords, Google’s advertising program, which produces about 40% of those leads. “AdWords gives us incredible control over that,” says Todd Hugo, Performance Director. They also see that their contractors use Google My Business, “a place for us to make sure that they are represented if somebody is searching locally,” Todd adds. Google Analytics helps them track the performance of contractors’ websites, particularly for mobile users. Treehouse employees use Google Drive and Google Sheets to collaborate and communicate internally.



“AdWords is a business-generation tool. It’s there to get you new customers.”

**RICHARD FENCIL, INTERNET MARKETING DIRECTOR**

The Treehouse now provides lead-generation services for seven dealer networks in the U.S. and Canada. Fifty to sixty percent of all the leads flowing through the contractor networks arrive via The Treehouse or their web program.

They host two large dealer events every year, are the fastest-growing digital agency in Connecticut, and have been named one of the best places to work in the state. The group sees a healthy annual growth rate of about 20%. “But our main goal is always to drive our clients’ growth,” Richard says. “If they don’t succeed, we don’t succeed.”

The Treehouse Internet Group has 85 employees.

Visit [www.treehouseinternetgroup.com](http://www.treehouseinternetgroup.com)