

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 Washington, D.C. businesses. Google is helping.

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

\$1.45 billion

of economic activity Google helped provide for Washington, D.C. businesses, website publishers and non-profits in 2015.¹

4,500

Washington, D.C. businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$18.1 million

of free advertising was provided to Washington, D.C. non-profits through the Google Ad Grants program.¹

100+

Washingtonians are employed full-time by Google. We're proud to have an office in Washington, D.C.

Hellbender Brewing Company

WASHINGTON, D.C.

For Ben Evans and Patrick Mullane, the founders of Hellbender Brewing Company, beer isn't just a good time—it's a good cause. "We just think there's a better way to brew," Patrick says. That's why, after a decade of dabbling in homebrewed concoctions, they opened Hellbender in 2014 with more than just delicious drinks in mind for their city. Ben and Patrick's focus on environmental sustainability is revitalizing their craft, their market, and the way urban businesses view their role in their neighborhoods. By using a Belgian-made hammer mill and mash filter system in their brewing system (the first of its kind on the Atlantic Coast), they reduce ingredient use by

15%, water use by 30%, and energy use by 20%.

Hellbender uses a whole suite of Google tools to make their small-business dream a daily reality. "In our first full year of operations (2015), our sales grew in the second half by 250% over the first half. Much of that growth was led by using Google and the Internet

to introduce ourselves to customers. Google gave us the tools to reach out to and engage customers and tell them precisely what they wanted to know—where to go to find our products," says Patrick. Once those potential customers make it to their website, Patrick and Ben use Google Analytics to learn more about how visitors are interacting with the site



"When you can't afford a large staff, you need every tool you have to do your job, and Google products have been there for us. They're a big part of our success."

PATRICK MULLANE, CO-FOUNDER & MARKETING MANAGER

and then leverage those insights to make data-driven decisions. According to Patrick, "Through Google Analytics, we were able to increase our sales by approximately 15%." To streamline operations, they use Gmail and Google Docs for instantaneous collaboration and Google Maps to make their delivery and sales routes more efficient.

Their approach is working. This young company now has 14 employees, distributes to approximately 450 bars and restaurants per year, and serves around 500 customers in their tasting room on a weekly basis. They have big plans for continuing to pave the way for sustainable brewing. Patrick says their goal is "not just to make more sales, but to expand our community." Google is helping to make that dream a reality.

Hellbender Brewing Company increased sales by approximately 15% by using Google Analytics.

Visit www.hellbenderbeer.com