

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 Delaware businesses. Google is helping.

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



\$716 million

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

5,800

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

\$286,000

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

Harvest Ridge Winery

MARYDEL, DELAWARE

After making wine in his basement for many years, Chuck Nunan planted his first vines in 2011. His Harvest Ridge Winery was only the fourth winery in Delaware when he and his wife, Chris, opened for business with their sons in 2013. Located on the Delmarva Peninsula, their farm spans the Delaware-Maryland border as well as the historic Mason-Dixon Line. "We are not in a region that people typically associate with winemaking," says Sofia Horvath, Social Media Manager. But they are certainly making their mark.

The winery relies on the Internet to communicate, build the brand, and sell wines online. "I live and die by Google Calendar, to see what's going on,"

says Sofia, who works remotely from Minnesota.

"People like wine, and they like talking about wine online."

SOFIA HORVATH, SOCIAL MEDIA MANAGER

Gmail keeps everyone in touch. Google Analytics gives them insights into how people are finding and interacting with their site,

which helps them keep the website relevant and user-friendly. Google+ is an important part of their aggressive social media strategy, which reaches some 15,000 people, and the winery has their own YouTube channel as well. Harvest Ridge also uses AdWords, Google's advertising program, to connect with customers searching for wines. When they hold their special events each year to benefit local charities, they turn to AdWords to geographically target potential guests.

Harvest Ridge Winery has a noticeable impact in their rural community. "We have reached a lot of the locals, who are really excited that we're there," says Chuck. "It is something new and different for them." The business now has ten full-time employees plus 20 to 30 part-time workers. They



have launched a sister brand to make hard cider, which they expect to market and distribute nationally. Overall, about 75% of the marketing budget goes to online activities. "We have found that you get more bang for the buck online," Chuck says. "We really think that we can get out beyond just Delaware and the East Coast. That's where we're going."

Harvest Ridge Winery has 20 varieties of wine sold online.

Visit www.harvestridgewinery.com