

# 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 Florida 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>



## \$8.98 billion

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

## 111,000

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

## \$20.6 million

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

# AutoCustoms

OCALA, FLORIDA

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When Stuart Compton, the founder and president of AutoCustoms, decided to turn his lifelong passion for automobiles into a career, he knew two things: He wanted to start his own business, and he wanted to keep it in his hometown. “My wife grew up in Ocala, and I’ve been here almost half my life. It’s a great, great place to raise a family,” he says. The third thing he knew was that he would need to use the Internet to be innovative as an automotive aftermarket retailer. Since opening AutoCustoms in 2005, delivering everything from running boards to truck bed covers, Stuart has leveraged the power of the digital economy to grow his business into a career for not just himself, but for his employees.

“The Internet has been an integral tool this whole way, and I see that becoming even more important going forward.”

STUART COMPTON, FOUNDER & PRESIDENT

we’re using,” he says. He attributes 70% of their 2015 sales to AdWords. AutoCustoms expects to hit triple-digit growth in coming years thanks in part to Google tools. In addition to AdWords, AutoCustoms also creates YouTube videos to inform customers and build brand awareness. Google Apps for Work’s suite of workflow tools like Gmail, Google Docs, and Google Sheets helps to keep the company running and everyone connected, which is particularly important because they plan to add an additional 40-50 employees by the end of 2016.

Stuart years ago researched how AdWords, Google’s advertising program, could turn a small start-up’s advertising budget into big results. Nothing has changed since. “We really look for a big return for any Google program that



Stuart measures his true success not by sales, but by the prosperity he helps bring to his Florida town. “We are able to create jobs, good jobs—fun and fulfilling jobs. It is gratifying and rewarding,” he says.

“Exciting is an understatement for what the community’s response has been to keeping the talent pool in Ocala.” Google is helping AutoCustoms continue to be a shining example of what’s possible, from anywhere. “The world is a big place, but with Google and these tools, you can reach them.”

AutoCustoms has 142 employees.

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