

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 Georgia businesses. Google is helping.

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



\$3.55 billion

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

51,000

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

\$7.66 million

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

250+

Georgians are employed full-time by Google. We're proud to have offices in Austin and Austell.

MailChimp

ATLANTA, GEORGIA

When MailChimp launched in 2001, email itself was fairly new to the public and email marketing was in its infancy. So MailChimp has grown up alongside the Internet, starting as an email service provider for small businesses and evolving into what VP of Marketing Tom Klein calls a “broad marketing platform.” With their own creative approach to marketing, which ranges from sponsoring podcasts like *Serial* to sending customers chimp-themed socks and placing artful billboards in cities around the globe, MailChimp has created a beloved brand. In their hometown of Atlanta, Tom says, they’re known as a company where “technology and marketing come together.”

“We use many of Google’s products to empower our customers.”

TOM KLEIN, VP OF MARKETING

MailChimp uses Google tools to promote their business and to support the services they offer to customers. The marketing department uses AdWords, Google’s advertising program, to target specific audiences and to help people find MailChimp on the web. They use Google Analytics to study user behavior and help their customers “learn more about what happens after the email is sent,” says Tom. Google Analytics also helps his team measure the efficacy of creative partnerships and sponsorships by analyzing subsequent search volume for MailChimp.

The company saw “a really big uptick” in sales in 2015, and 60% of their business today comes from outside the U.S. Tom calls AdWords “a powerful tool that helps us reach an international audience.” Balancing the immediate value they get from AdWords with “compelling brand experiences that tell a story,” one of MailChimp’s new focuses is building



a strong brand presence on YouTube. “We’re in the process of investing in YouTube. I think the big opportunity there is that customers want and actually enjoy getting help by watching videos,” Tom says. “I’ve got a 13-year-old daughter. And if you ask a 13-year-old how to do anything, they just go to YouTube and look it up.”

MailChimp has approximately 500 employees in Atlanta.

Visit www.mailchimp.com