

# 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 Illinois 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>



\$12.6 billion

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

51,000

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

\$14.9 million

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

650+

Illinoisans are employed full-time by Google. We're proud to have an office in Chicago.

# Heritage Bicycles

CHICAGO, ILLINOIS

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Few industries have more passionate devotees than artisanal coffee and hand-built bicycles. Individually, they conjure images of a vibrant and modern urban community. Together, they're the magic of Chicago's Heritage Bicycles. Founded by Michael Salvatore in 2011, Heritage combines Chicago's rich and proud manufacturing industry with a hip and contemporary gathering space for lovers of brewed beans. "Both bikes and coffee have very loyal customer bases, and we've been able to capitalize on both in Chicago," Michael says. Long before becoming an international brand, Heritage knew the Internet would be the tool to help them gear up. "The Internet has always been the foundation of the business."



"The Internet has helped level the playing field so we can compete with the big guys."

MICHAEL SALVATORE, OWNER

Work facilitates instantaneous collaboration amongst employees and is easy to scale as the business grows. Google Street View takes customers on virtual 360-degree tours of their stores. Google Analytics helps Michael to better understand his customers and make timely, data-driven decisions. "Google Analytics is literally on my screen all day long. Those graphs and trends and real-time data help me determine where to put our energy." And their results have been a small-business tour de force.

Michael leverages a variety of Google tools to make the most of the web. He creates geo-targeted campaigns in AdWords, Google's advertising program, to drive local traffic to their two brick-and-mortar stores. He expands his reach with global AdWords campaigns to promote e-commerce sales of bikes and accessories. Google Apps for

Sales have grown a steady 35% year-over-year and Heritage plans to open three more stores in Chicago in 2016. Michael believes Google has played a significant role in their success. "There are so many little things that these products help us with every day," he says. "I don't know that we'd be in the same place without Google." Their hand-built bicycles may have earned them an international reputation as a mecca for discerning cyclists, but Michael is equally proud of the impact that he's making closer to home. "We currently have 23 employees, and we'll soon have close to 40," he says. "It means a lot to me that we're creating jobs in Chicago."

Heritage Bicycles has 23 employees.

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