

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 Kentucky businesses. Google is helping.

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



\$405 million

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

9,600

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

\$1.65 million

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

Onovative

LOUISVILLE, KENTUCKY

Kentucky natives Michael Browning and Clay Turner know a thing or two about business. When they decided to leave their careers in marketing and finance in 2014 to start Onovative, a banking-communications software company, they saw a chance to shape the future by learning from the past. "We want to solve some of the industry's most frustrating problems with technology," Clay says. By cleverly combining marketing automation and a customer relationship management (CRM) system with a communications platform, Onovative gives financial institutions a smarter, easier way to communicate.

Onovative harnesses Google tools so that their small business can make a big impact. AdWords, Google's advertising program, allows them to target specific products and offerings, while also controlling when their ads are shown. "We learned that people tend to search for products like ours at certain times during the week, so we schedule our ads to only show during those peak times," explains Michael.

"There isn't a marketing or advertising channel that comes close to what we get from Google Search and AdWords."

MICHAEL BROWNING, CO-FOUNDER

They use Google Apps for Work, including Gmail and Google Drive, to communicate and share information securely. "It's very easy for a small business to use and comforting to know that all of your information is protected like it's supposed to be," says Clay. Onovative especially relies on Google Analytics to gain valuable insight into where their customers are coming from and what they are interacting with on the site. "Other businesses ask us what our secret is. It's really Google



Analytics," Michael says.

Onovative now has nine employees with plans to hire more, and their client base has been doubling every quarter. They are committed to helping financial institutions of all sizes to better serve their customers and hope to double the business by the end of 2016. To do so, they know who they'll turn to. "The number one reason for our marketing growth is Google," says Michael. "Google is the only marketing channel that connects people with solutions when they have a question in their heads. There isn't a marketing or advertising channel that comes close to what we get from Google Search and AdWords."

80% of Onovative's sales come from Internet leads.

Visit www.onovativebanking.com