

# 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 Massachusetts 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>



\$9.24 billion

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

37,000

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

\$11 million

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

1,000+

Bay Staters are employed full-time by Google. We're proud to have an office in Cambridge.

# NOBULL

BOSTON, MASSACHUSETTS

NOBULL sells training shoes, apparel, and accessories targeting the Crossfit market. Founders Marcus Wilson and Michael Schaeffer had their brand story down before they even knew what products they would sell. "We wanted to create products that didn't promise you're going to run faster or jump higher or do more burpees, because in the end that's bull," Michael says. "We have a saying, 'The only thing that will make you fitter is you.' That's really clicked with our customers." And clicked they have. Since launching their e-commerce website in May 2015, Marcus and Michael have seen business grow at a jaw-dropping pace.

They credit AdWords, Google's advertising program, with helping to fuel their exponential growth. "The great thing about AdWords is you can start small enough to get quantifiable data, then invest into that success," Marcus says. "If something doesn't work, you learn from that, too. Our success with AdWords has blown us

"Our business has taken off exponentially with Google."

MARCUS WILSON, FOUNDER

away." Their web marketing also promotes NOBULL at brick-and-mortar events as well as in pop-up shops. Google Analytics provides a depth of information so they can build on their successes, learn more about their customers, and make course adjustments where needed. Data from Google Analytics even helps predict future production runs by providing insight into growth rates, what's driving sales, and from where.

With ten employees and counting, NOBULL is expanding into the broader functional fitness market and launching products in more global markets. About 70% of their web traffic comes from people using mobile devices, so they plan to create an even more mobile-friendly website. They also



plan to develop a YouTube channel to further showcase the NOBULL brand experience. "We wouldn't be growing this fast without the insights and help provided by Google," Marcus says. "We've gone from a startup business to a hyper-growth business in less than one year. It's mind-boggling. We have confidence in our customer-acquisition process and will continue investing into success."

NOBULL has 10 employees.

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