

# 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 Maryland 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>



\$1.76 billion

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

23,000

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

\$8.11 million

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

# PointClickSwitch

BALTIMORE, MARYLAND

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When they founded PointClickSwitch in 2010, Phil Croskey and his partners Jason Schwartzberg and Paul Clary had one goal: give the people of Maryland an easy way to shop for third-party energy providers. “We provide a marketplace for customers who are looking for a way to reduce their utility bills,” Phil says. From their Baltimore headquarters, they sought to educate and empower citizens who never even knew they had a choice. Phil understood that to get the word out about PointClickSwitch, they needed the power of the Internet.

PointClickSwitch uses AdWords, Google’s advertising program, to raise awareness of their service. “AdWords has really helped us get that message

out,” Phil says. Location targeting in AdWords allows them to target the specific geographic areas where their service is available and makes it easy to target new areas as they expand. They supplement AdWords with YouTube videos to instruct and inform their

“Without the Internet, our business wouldn’t have been plausible.”

PHIL CROSKEY, CO-FOUNDER

audience, and they use Google Apps for Work to collaborate and innovate from anywhere. PointClickSwitch also relies on Google Analytics to pinpoint where their website traffic is coming from and how to get the most from their advertising budget. “The data that’s provided to us in Google Analytics is huge,” Phil says. “It’s key to us.”

Today, PointClickSwitch is providing information and options to more customers than ever. “Eighty-five percent of customers we come across do not understand their utility bill. We’re changing that,” Phil says. They have five full-time employees with plans to hire more, and will soon be operating



in nearly a dozen states. “Watching this business that we’ve built grow is one of the great joys of my life,” Phil says. With over 80% of their traffic coming from the Internet, PointClickSwitch will be able to continue helping citizens from all over the country save money. “It helps us reach our customers, bottom line,” he says. In an industry where knowledge is power, that means everything.

PointClickSwitch has been experiencing 125% annual growth.

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