

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 Michigan businesses. Google is helping.

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



\$2.63 billion

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

32,000

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

\$5.61 million

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

500+

Michiganders are employed full-time by Google. We're proud to have offices in Ann Arbor and Birmingham.

Mercury Promotions & Fulfillment

STERLING HEIGHTS, MICHIGAN

Mercury Promotions & Fulfillment has provided a range of marketing services to enhance and extend their customers' brands since 1996. They offer everything from branded merchandise and fulfillment services, to sweepstakes and promotions, to digital storefronts. Mercury has a satellite office in downtown Detroit and participates in efforts to revitalize the city. "It means a tremendous amount to see our city come back alive," says Tina Harmon, Managing Partner. "We're committed to Detroit. We moved in here because we wanted to be part of the action of what was happening."

To do their part in this revitalization, they are focused on growing their business and creating jobs. Maintaining a strong online presence and taking advantage of digital tools are critical in today's marketplace. "You can't just hand out brochures today. You have to have an online presence and it has to be robust. That's the way people find you,"

"Developing a strong online presence for Mercury Promotions & Fulfillment has been critical to our growth and to our success."

JON SLOAN, MANAGING PARTNER & CEO

Tina says. They rely on numerous Google tools to stay productive and efficient, including Gmail, Google Calendar, and Google Groups. "We use all of the Google tools in our business," Tina says. "Wherever we are in the world, it's easy for us to access our information and it's so reliable." As a minority business enterprise (MBE), they are also involved in the Google Small Business Supplier Diversity program. According to Tina, working with Google has increased business by 15% and "has helped us put Mercury on



the map in a big way."

Mercury's approach is clearly working. They've seen strong growth in recent years, have increased office space, and have increased employment by over 10%. The Michigan Minority Supplier Development Council named the company Supplier of the Year in 2013. Two publications named them as one of the best places to work in 2015. Mercury's prosperity is often reflected by their suppliers' growth as well. Some suppliers report that they've added second shifts just to accommodate the increase in business from Mercury. "You can just imagine what that means for the economic impact," Tina says. "Our growth has contributed not only to morale, but also to the community and the revitalization of Detroit. We're proud to be a small part of a larger impact."

Mercury Promotions & Fulfillment has 75 employees.

Visit www.mercuryfs.com