

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 Missouri businesses. Google is helping.

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



\$1.5 billion

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

18,000

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

\$4.92 million

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

Missouri Star Quilt Company

HAMILTON, MISSOURI

Al Doan and his sister, Sarah Galbraith, bought their mother, Jenny, a long-arm quilting machine as a way for her to make a bit of extra money during the economic downturn of 2008. This led them to eventually forming a company to sell quilting supplies and offer machine-quilting services. "We've always been a little bit entrepreneurial, but we'd never started a business before," Al says. They soon opened a store in their rural town. "You open a store in a town of 1,500 people and get all 1,500 to come, but that's where it ends," he says. "You think, all right, what else can we do?"

The family launched a website and considered what came next. "Quilting is challenging, because you can't just go advertise on a quilting channel," Al says. So they turned to Google products to reach people outside of their city limits. They created their own YouTube channel, where Jenny (a.k.a. Momma Doan) began hosting video quilting tutorials that transformed her into an

online star. "She's sweet, right?" Al asks. "She's pretty awesome, a ham." And clearly YouTube viewers agreed, as the success of Missouri Star Quilt Company has surpassed their wildest dreams. They now have more than 300 videos on their YouTube channel and they consistently see more than 100% growth in their business year-over-year. Ninety-five percent of their sales are through their website and they use Google Analytics to track sales and measure the effectiveness of their marketing. The growing business relies on Google Apps for Work to keep employees connected through



"The Internet let us build a business that's changed our town and changed our family."

AL DOAN, FOUNDER & CEO

products like Gmail, Google Docs, and Google Sheets.

Missouri Star Quilt Company now is the largest employer in their rural county. They ship thousands of packages every day to customers around the world. Tour buses filled with quilters sometimes pull up outside the shop, which has become an international quilting destination.

Perhaps best of all, in 2015 the U.S. Small Business Administration named Al and his sister the National Small Business Persons of the Year. Neither could quite believe it when they visited the White House for the ceremony. "How are we here? How is this our life?" Al occasionally wonders. "But every now and then, you think, wait a minute, we actually built something pretty impressive."

Missouri Star Quilt Company has 250 employees.

Visit www.missouriquiltco.com