

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

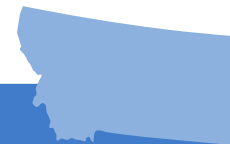
*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost 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 Montana businesses. Google is helping.

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



\$69.4 million

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

3,700

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

\$1.51 million

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

Gecko Designs

MISSOULA, MONTANA

Gabe Silverman always had an entrepreneur's spirit, especially when it came to the new digital frontier. At just 16, he started a business designing websites out of his parents' bedroom. "The Internet was just starting to become a thing people had, so I started making web pages for different companies around town," he says. But as word got around that Gabe and his newly founded business, Gecko Designs, were doing top-quality work, the Missoula native saw his small business dream take off. "Now we have clients from around the country. We're doing really well, and it's exciting." More than two decades later, Gecko Designs is showing the world why Missoula is one of the best addresses on the web.

"Google has been a huge part of our success."

GABE SILVERMAN, OWNER

hosts their dynamic and engaging informational videos. Gabe especially makes the most of the insights he gains from Google Analytics. "Without Analytics, you're flying blind. We see where our traffic is coming from, what people are searching for, and how much time they spend on the site. That data is absolutely critical." And their Google My Business listing helps them to make a great first impression by showcasing reviews from clients.

Today, Gecko Designs averages about 20% annual growth, with no signs of slowing down. What matters most to Gabe, though, is helping to create his own budding Silicon Valley in Montana. "We are bringing out-of-state money into our local economy, which is really important," he says. "This business

Gabe uses a variety of Google tools to connect with clients and run the business. AdWords, Google's advertising program, drives potential leads to their website. Google Apps for Work allows for easy collaboration within the company. YouTube

started a mile down the road when I was in high school and now we have a staff of ten in a downtown building we own. That's pretty cool."

Gecko Designs has 10 employees.

Visit www.geckodesigns.com

