

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.

© Copyright 2016. Google and the Google logo are trademarks of Google Inc.



The web is working for North Carolina businesses. Google is helping.

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



\$1.82 billion

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

45,000

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

\$7.53 million

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

High Cotton

RALEIGH, NORTH CAROLINA

When Judy Hill's son, Cameron, was in medical school, she learned that doctors couldn't wear traditional silk neckties in many hospitals because they can harbor harmful bacteria. So she whipped up a machine-washable, all-cotton bow tie for him to wear instead. That simple, brilliant solution inspired her to start High Cotton, her own family-owned, hand-crafted bow tie company, in 2010. "With less than \$10,000 we started our business and hit the ground running," says son James, Co-owner and Vice President of Sales.

While Judy was making ties at their kitchen table, Cameron immediately created a website to sell her colorful ties online. "Our website is so

important to our success that I tell people all the time that we are really an e-commerce company that just happens to sell bow ties," James says. They use AdWords, Google's advertising program, to gain exposure and new customers.

"They search, we pop up, and they buy. It's amazing."

JAMES HILL, CO-OWNER & VP OF SALES

James also relies on Google Analytics to gain insights that help them keep their site fresh and relevant. "We eat breakfast and review Google Analytics each morning to make sure that we are on track," he says. "It's like the website is our heartbeat and I'm checking its vital stats." The Google Apps for Work suite of tools, including products like Gmail and Google Drive, makes it easy for everyone to communicate and collaborate. Street View on Google Maps allows customers to get a feel for their Raleigh store before they visit. "The 360-degree photos in Street View have definitely gotten us some of our wholesale business, because it's so much easier to actually show potential buyers who we are, instead of just telling them."



Judy no longer sews bow ties at her kitchen table—a manufacturing partner handles that task now. But, she still designs two product lines a year, each with between 150 and 200 new items.

The locally hand-cut and hand-sewn products support the revival of the North Carolina textile industry. Today, 50% of their revenue comes through the Internet; Google is the primary driver of site traffic. "Google is really our business partner. We went from a yard of fabric to making more than a million dollars a year. It's really the American dream."

250 retailers sell High Cotton's ties.

Visit www.highcottonties.com