

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 North Dakota businesses. Google is helping.

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



\$100 million

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

1,600

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

Mighty Missouri Coffee Co.

BISMARCK, NORTH DAKOTA

Brian Jackson believes a cup of coffee should delight the senses, get the blood pumping, and inspire possibilities. “I grew up on Lake Sakakawea with a strong sense of the spirit of adventure,” says Brian, an avid swimmer, cyclist, and runner. After graduating from college, Brian wanted to start a company inspired by his love for the rugged outdoors. He founded the Mighty Missouri Coffee Co. in 2013, paying homage to the river that runs through Bismarck. He imports what he calls “Third Wave, origin-centric” coffee from all over the world. The company mantra—“Another day, another adventure”—is stamped on every bag.

This specialty craft roaster relies on the Internet to keep business

percolating. “In lieu of a brick-and-mortar store, our online presence becomes our storefront,” Brian says. “Our focus is on Google advertising and social media marketing campaigns.” He used AdWords, Google’s advertising program, to help launch the brand. Now they enjoy robust online sales and distribute to coffee shops

and grocery stores throughout the Dakotas, with AdWords bringing in more than half of the website’s visitors. Google Maps shows coffee lovers where they can buy “Mighty Mo” blends, while Google Analytics shows Brian where website traffic is coming from. Gmail and Google Docs keep him and his partners connected.

In the spirit of giving back, Brian partnered with Nashville-based charity



“You can’t tell your story unless you get in front of people. The best way we’ve found to do that is attracting those people online.”

BRIAN JACKSON, PRESIDENT & CEO

Blood:Water, donating a portion of online sales toward clean-water efforts in Sub-Saharan Africa. “Doing good” resonates with customers, and within two months of rolling out the partnership with AdWords and social media campaigns, online sales jumped 50%. Brian also sells music that complements his coffee and is building a YouTube channel to showcase musicians. His brand is an experience he plans to share with a larger national audience, with the help of Google My Business tools. “When I go back to Lake Sakakawea and I have Mighty Missouri Coffee right there with me, it’s sort of surreal,” he says. “This is my dream.”

Mighty Missouri Coffee Co. has 2 employees.

Visit www.mightymocoffee.com