

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 New Hampshire businesses. Google is helping.

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



\$427 million

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

6,800

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

\$720,000

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

Amherst Label

MILFORD, NEW HAMPSHIRE

Since 1978, the Calvetti family has owned and operated Amherst Label, a custom label printing company serving businesses in the Northeast and beyond. If it needs a label, they've got it covered—from custom food and beverage labels, to industrial labeling and window decals. The advent of the Internet presented an opportunity for this traditional print company. "I used to go out and bang on doors and drop off literature," says Vice President Nye Hornor. But in 1998 they launched their first website. "We've grown with the Internet in our marketing mix. Our website keeps us in front of customers and makes us look relevant and professional."

The Amherst Label team now depends on their website to make it easy for

customers to explore the wide variety of products they offer. Google Analytics provides them with insights into how users are interacting with their site and subsequently they've made changes

"We're moving so quickly with Google and technology."

NYE HORNOR, VICE PRESIDENT OF SALES AND MARKETING

to the site that have resulted in more qualified leads. They've also started creating content that tells their brand story by sharing YouTube videos with customers via email and on social media. "The feedback has been extraordinary," Nye says. "If a picture is worth 1,000 words, a video is worth 10,000. Our videos brought us to life and featured our company in a genuine, positive way."

They are achieving nearly \$1 million annual sales growth, thanks in part to the Internet. They have also expanded their customer base to nearly 500 businesses, with 24% of new customers coming from the Internet. "Our



steady business growth shows the importance of web-based marketing," Nye says. "It's a trend we're just starting to capitalize on. We're learning about how Google tools can take us to the next level." Still, they remain a "made in New Hampshire" company at heart and invest in their local community through supporting charities and creating seasonal jobs. They are also committed to being an environmentally-friendly company by reducing their carbon footprint, removing harmful chemicals from their workplace, and installing solar panels on their building. Amherst Label is one of only 19 companies in North America to receive the LIFE® certification from TLMI, the professional association for tag and label manufacturers and suppliers. The certification recognizes their efforts to reduce the environmental impact of manufacturing—a label that they're very proud of.

Amherst Label has 50 employees.

Visit www.amherstlabel.com