

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 Jersey businesses. Google is helping.

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



\$3.11 billion

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

42,000

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

\$7.88 million

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

Arrow Limousine Worldwide

RED BANK, NEW JERSEY

In 1960, Michelle McConville's father, Roger Somers, bought a taxicab and started his own business while still in high school. Then in 1976 he bought his first limousine and renamed the company Arrow Limousine. The business took off. Today Roger's son, Eddie Somers, is the president of this family-owned ground transportation service. They operate a fleet of 100 vehicles used to make 65,000 trips a year, transporting everyone from business and leisure travelers to wedding and prom goers. By the late 1990s they had developed their first website. Michelle, now their Director of Marketing, attributes their continued growth to their online presence and Google tools.

"Google has definitely impacted our revenue growth."

MICHELLE MCCONVILLE, DIRECTOR OF MARKETING

before. Seventy percent of our new customers come from the Internet. And 97% of those are coming through Google," Michelle says. Their website is mobile-friendly, which is critical because 63% of their site traffic now comes from mobile devices. Their Google My Business listing shows contact information, photos, and customer reviews. "Google reviews are huge for us," she adds. Google Analytics drives their online marketing strategy. "We couldn't make data-driven decisions without Analytics," says Michelle. They've also started using YouTube to tell their story and continue building their brand.

They use AdWords, Google's advertising program, to be found by people searching for transportation in their geographic area. "We're getting more calls from our website than ever



The company has come a long way from its humble beginnings. They employ about 120 drivers and 20 office staff and have created an environment where everyone is treated like family. "Emily Damiano-Peck, our Director of Operations, has been here for 30 years. That's important to us; we're all part of the Arrow family." It's also important to them to be a good neighbor in their Red Bank community. For example, during annual community food and toy drives, Arrow Limousine can always be counted on for donations and to help with deliveries. With a strong community behind them and the right tools in place, it's clear that Arrow Limousine is on the road to success for generations to come.

Arrow Limousine Worldwide has 140 employees.

Visit www.arrowlimo.com