

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 Mexico businesses. Google is helping.

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



\$78.3 million

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

4,800

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

\$2.32 million

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

Paws and Stripes

ALBUQUERQUE, NEW MEXICO

Lindsey Stanek's husband, Jim, came home with injuries from his third tour in Iraq. Like so many combat veterans, he suffered from a traumatic brain injury (TBI) and posttraumatic stress disorder (PTSD). While in treatment, Jim was comforted by therapy dogs. But a trained service dog costs \$10,000 to \$60,000. The former soldier felt alone until he found Sarge—a shelter dog he trained as his service dog. His life was transformed and he saw an opportunity. He and Lindsey wanted to help other veterans while giving shelter dogs a purpose. The couple founded Paws and Stripes in 2010. Their mission: rescue and train shelter dogs as service dogs for wounded military veterans in New Mexico.

"A strong web presence is imperative for veterans to find us."

LINDSEY STANEK, CO-FOUNDER AND CEO

media, including YouTube, to engage veterans in discussion and share resources. Google Apps for Work, including Gmail, Google Calendar, and Google Docs, help volunteers coordinate efforts. Veterans don't pay a dime to enroll in the service, which is supported by grants and donations, so the website is mobile-optimized to make it as easy as possible for site visitors to make donations from any device.

Paws and Stripes now has 14 employees. They've been featured in *Time* magazine and were the subject of an A&E reality TV series, *Dogs of War*. Google tools have helped increase their visibility in the U.S. and

From the start, Google has helped them build their brand and operate the organization. Most of the traffic to their site comes from Google Search. Their Google My Business listing displays their hours, directions, and reviews. They use social

internationally, which is helping Paws and Stripes raise awareness about PTSD and the value of enlisting shelter dogs to be trained to assist veterans. They've accomplished their original mission, but their success in New Mexico now has them considering expanding to other states. "We want to increase our impact in more veterans' lives," Lindsey says. "That's what we are about."

Paws and Stripes has 14 employees.

Visit www.pawsandstripes.org

