

# 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.<sup>2</sup>

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.<sup>3</sup>

75%

of the economic value created by the Internet is captured by companies in traditional industries.<sup>3</sup>

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://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](http://www.google.com/economicimpact/methodology.html).

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# The web is working for Ohio businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.<sup>1</sup>



## \$2.92 billion

of economic activity Google helped provide for Ohio businesses, website publishers and non-profits in 2015.<sup>1</sup>

## 34,000

Ohio businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.<sup>1</sup>

## \$5.31 million

of free advertising was provided to Ohio non-profits through the Google Ad Grants program.<sup>1</sup>

# Nehemiah Manufacturing Company

CINCINNATI, OHIO

When they founded Nehemiah Manufacturing in 2009, Dan Meyer and Richard Palmer planned a different kind of enterprise. “We wanted to bring manufacturing into our inner city and create jobs that help people get back on their feet,” Richard says. Nehemiah specializes in manufacturing consumer packaged goods, including their own products as well as brands licensed from other companies. When hiring they particularly focus on hard-to-hire candidates that most companies wouldn’t consider. They may have no work history, or a blemished record due to a criminal record, but part of the Nehemiah mission is to give a second chance to people who just

need the opportunity to prove themselves.

“Online advertising is the great equalizer.”

RICHARD PALMER, PRESIDENT

allows them to share their message with consumers nationwide. TrueView video ads have been instrumental in reaching and educating their target audience. Running TrueView ads to support their “Boogie Wipes” product resulted in 10% sales growth, while many competitors saw a 10-20% decrease in sales during that same period due to a mild cold and flu season. Google Analytics helps them fine-tune their strategy. “Analytics has helped us be a lot smarter with our broader marketing plans, because it’s helped us better understand our target demographic,” Richard says. The Google Apps for Work suite of tools, including Gmail, Google Drive, and Google Docs, keeps Nehemiah’s staff in touch and productive. “We can collaborate even if we aren’t sitting in the same office or the same city.”

To compete successfully with their much larger competitors, Nehemiah does most of their marketing online. AdWords, Google’s advertising program,



From five employees at the start, Nehemiah has grown to a staff of 110. “We have an incredibly loyal, unbelievably productive workforce,” he says. “When folks come here, they’re ready to work.

They give it their all. They love being part of a team.” Employee turnover in some manufacturing plants averages 80%, but Nehemiah’s is less than a fifth of that. “Everybody struggles with finding talent,” Richard says. “This is a workforce that in our country typically has been shunned or ignored. But it’s one that people should seriously consider.” Dan and Richard hope to double the company’s growth in the next few years. And they will continue to use Google as a partner to achieve that goal. “We can compete with much larger, multi-billion dollar companies by using these tools. Google enables a company our size to seem, and actually be, a lot bigger than we are.”

Nehemiah Manufacturing Company has 110 employees.

Visit [www.nehemiahmfg.com](http://www.nehemiahmfg.com)