

# 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 Oregon 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>



## \$1.21 billion

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

## 31,000

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

## \$5.78 million

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

# Rogue Creamery

CENTRAL POINT, OREGON

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David Gremmels and Cary Bryant originally planned to open a wine-and-cheese bar, but in 2002 they visited the Rogue Creamery to sniff out its renowned blue cheese. When they learned the nearly 70-year-old creamery was for sale, they changed their plans and bought the business. Since then, they've taken pride in handcrafting artisan cheeses the old-fashioned way and promoting sustainable business practices—such as farming organically, using solar energy, buying and selling locally, recycling, and community philanthropy. They sell their products at a brick-and-mortar store and through distribution to other supermarkets and specialty cheese shops. Now the Internet is helping these cheesemakers spread the word about their products to an even broader audience.

“Google connects our products to people who care about where their food comes from.”

TOM VAN VOORHEES, CHEESEMONGER

products are gaining popularity. “I’ve got Google Analytics up every morning to spot trends and variations,” says Retail Manager Tom Van Voorhees. “For example, we saw we were shipping a lot of orders to Arizona, so now we can target more ads there.” Their Google My Business listing helps some 40,000 visitors a year visit the cheese store, with directions, reviews, and photos. “We ask people how they found us, and so many say, ‘I found you on Google.’”

AdWords, Google’s advertising program, helps them reach customers. A targeted AdWords campaign over the 2015 holiday season helped them see a 20% increase in online sales. Google Analytics gives them insights into how users are interacting with their site and where their



The business wants to increase its reach among a growing audience of socially and environmentally conscious consumers. To do so, they plan to increasingly leverage social media to share the Rogue Creamery story, including on Google+ and YouTube. And they’ve recently opened up their dairy farm so visitors can meet the cows behind the cheese. “We’re planning to do a Google My Business listing for the farm,” Tom says. “Our website has the most potential for growth. With Google tools, you don’t have to spend a lot to get results—it’s money well spent.”

Rogue Creamery has 45 employees.

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