

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

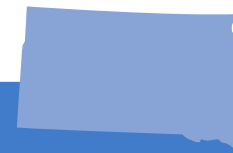
*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost 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 South Dakota businesses. Google is helping.

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



\$79.1 million

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

2,300

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

\$726,000

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

The Children's Museum of South Dakota

BROOKINGS, SOUTH DAKOTA

Manufacturer and philanthropist Dale Larson and his family founded The Children's Museum of South Dakota in 2010. Based in a former elementary school, the museum caters mostly to kids 12 and younger. Visitors can roam 44,000 square feet of indoor space and four acres of prairie. Over 5,000 objects, which workers call "loose parts," give children something to touch and explore. Outside, an animatronic dinosaur called "Mama T. Rex"—25 feet high and 60 feet long—is a guest favorite. "We're very interactive, very hands-on," says Randy Grimsley, Director of Marketing. "We provide a different journey, a different experience for our guests every time. It is what they make of it."

"We attract visitors to a small community. The way most people find out about us is through searching online."

RANDY GRIMSLEY, DIRECTOR OF MARKETING

to stop and visit the museum. "Through AdWords, we're able to open the doors to people who are looking for children's activities," Randy says. "Many people are looking for what we provide, not our name. So the link that connects us is AdWords." YouTube videos bring to life what visitors can do at the museum. Google Analytics helps track the performance and efficiency of their website. "Analytics allows me to see what is working, and what isn't, and to adjust accordingly," Randy adds. Google Apps for Work helps the staff communicate and share documents.

The Children's Museum draws many vacationers headed for Mount Rushmore and other nearby tourist destinations. They use AdWords, Google's advertising program, to inspire these families



Located in a community of 25,000 people in rural east-central South Dakota, the museum has already attracted more than 600,000 visitors, drawing visitors from all 50 states and about 30 countries. "They may not even be thinking about a children's museum, but we can appear in front of them online," Randy says. At least two-thirds of their website visitors are finding them through Google. "In the old days, marketing was a shot in the dark, just trying to grab people's attention when they were on the road. Now they're planning trips online and we can be part of their plan." Those marketing efforts are paying off. "We're known in the museum industry, for sure," Randy says. "And we're becoming more and more known in the tourism and travel industries. If we continue on this trajectory, we'll all be happy."

The Children's Museum of South Dakota has more than 100,000 visitors annually.

Visit www.prairieplay.org