

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

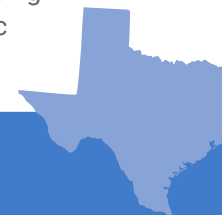
*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost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

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



\$8.93 billion

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

141,000

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

\$16.3 million

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

350+

Texans are employed full-time by Google. We're proud to have an office in Austin.

Saatva Mattress

AUSTIN, TEXAS

Saatva Mattress began in 2011 as an online retailer planning to break into the traditional mattress market. "We really saw an opportunity to be an innovator in a marketplace that we felt was stagnant and difficult for consumers to navigate," says Ricky Joshi, Co-founder and Chief Marketing Officer. The dynamic company has continually experimented and rolled out new products and now has an extensive network of 17 factories and 117 fulfillment centers across the country. "It was a daunting task," Ricky says. "Luckily, we have a great team with a lot of operational logistics expertise, combined with a pretty sophisticated marketing team."

AdWords, Google's advertising program, has been key to their marketing strategy since the very beginning. "We're a very data-driven company. We really like to monitor everything," Ricky says. "Google provides the tools to make strategic decisions, as well as to track the success of those decisions very efficiently." Insights gained from Google Analytics have been especially useful. "With Google Analytics we learn a lot about our customers and how they interact

with our site," says Krista Deshayes, Director of Marketing. For example, when they saw the ever-increasing amount of traffic coming from mobile, they created a mobile-optimized site and today they see that site visitors are both researching and converting on mobile. Ensuring that Saatva's online presence is as accessible as possible is critical to their growth.



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RICKY JOSHI, CO-FOUNDER & CHIEF MARKETING OFFICER

From just a handful of employees at the start, Saatva Mattress now has over 100 employees between their two offices in the tri-state area and Austin, as well as hundreds of contractors across the country. They've relied on Google Apps for Work to keep everyone connected and to make collaboration easy, which is particularly important for a company that is growing fast—sales have increased as much as 300% annually. "We see us carrying that forward with new product lines, and continuing to grow at a nice clip," Ricky says. "Google will definitely be part of our destiny wherever we go." Meanwhile, he's proud that Saatva continues to create "real manufacturing jobs in the United States. It's great to be able to build and produce a product here at home."

Saatva Mattress has 100+ employees.

Visit www.saatvamattress.com