

# 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 Utah 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>

\$2.33 billion

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

20,000

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

\$2.15 million

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

# Finch

SALT LAKE CITY, UTAH

Partners Bjorn Espenes and Eric Maas founded Finch in 2009 to improve online performance for digital advertisers and grow their profit. They built a software platform specifically to handle large product catalogs and manage retailers' Google advertising programs. Their inspiration for the company's name was the small, adaptive bird species that played an important role in Charles Darwin's theory of evolution by natural selection. The toughest business challenge for a company like Finch is building brand awareness among prospective clients and separating themselves from "thousands, if not tens of thousands," of competitors, Bjorn says. "It's very competitive in the marketplace."



"We wouldn't have a business without Google. The only thing we do for customers is work on their Google accounts."

**BJORN ESPENES, CO-FOUNDER & CEO**

too, since the beginning. "We need to see a hard return on our advertising budget, which is exactly the same challenge all our customers have," Bjorn says. In addition, Google Analytics helps them judge online ad performance both for their clients and for Finch. They also use nearly every tool in the Google Apps for Work suite, including Gmail, Google Calendar, Google Docs, and Google Hangouts. They also have a YouTube channel.

Finch primarily provides expertise in AdWords, Google's advertising program. They do this by focusing on increasing the campaign quality score while expanding market size for their clients. Their goal is to achieve a "Finch moment," when a client sees significant growth in online sales or customers. The company has used AdWords for themselves,

The business has 32 employees, with a presence in a dozen countries in Europe, Asia, Australia, and South America. "We're a very small company relative to our footprint," Bjorn says. *Inc. Magazine* listed Finch in 2013 as one of the fastest-growing private companies in America. They aim to continue their rapid growth, which today totals 52% annually. Bjorn realizes that their customers "take a leap into our world" and trust Finch to come through for them. "It takes the whole company to produce the moment when the customer realizes what they've purchased is actually working," he says. "That's a magical moment for us."

Finch has 300 clients worldwide.

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