

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 Virginia businesses. Google is helping.

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



\$2.84 billion

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

44,000

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

\$11.1 million

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

ThinkFun

ALEXANDRIA, VIRGINIA

Bill Ritchie and his wife, Andrea Barthello, founded ThinkFun in 1985 to translate the ideas of mathematicians, engineers, and inventors into enjoyable games for kids around the world. Bill's inspiration was his own childhood. "From the time I was a little kid, the whole idea of recreational mathematics and playing with logic games and toys was something I thought everybody did," Bill says. Today, ThinkFun produces challenging games, toys, puzzles, and brain teasers. "We do less online gaming than physical, in-your-hands games for deeper experiences through play."

After a quarter century in business, scrambling for market share with the toy giants, ThinkFun saw the incredible digital possibilities of "reaching

niche audiences, telling a deeper story, and having people communicate with each other about this cool company," Bill says. "We realized that we needed to make some fundamental changes in the way we created our products

and went to market," says Mike Ritchie, Director of Marketing. ThinkFun launched a completely new website in 2015 and waded deeply into digital marketing and social media. They turned to AdWords, Google's advertising program, to help them target those niche markets. Bill describes their experience with AdWords as "gasoline on the fire," and it is now integral to their marketing strategy. Google Analytics gives them insights into what visitors to their website find most relevant, allowing them to make data-driven decisions about what is resonating with customers.

ThinkFun has garnered hundreds of awards and accolades for their games



"The Internet allows us to tell our unique story and reach niche audiences."

BILL RITCHIE, PRESIDENT & CO-FOUNDER

and puzzles, including Code Master, Rush Hour, and Gravity Maze. The Internet and Google tools have given them the opportunity to create their own strong brand online, so they are no longer solely dependent on just selling to big retailers. In fact, they now have passionate fans among parents and children in over 50 countries. Bill expects exciting times ahead. "There's still a lot of value placed on physical games for kids. But we need to make sure that we're adapting to the digital side, so we can be wherever we need to be going forward," he says. "Google will help us to realize that future."

ThinkFun has 35 employees.

Visit www.thinkfun.com