

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 Washington businesses. Google is helping.

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



\$7.06 billion

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

39,000

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

\$10.7 million

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

2,000+

Washingtonians are employed full-time by Google. We're proud to have offices in Kirkland and Seattle.

PicMonkey

SEATTLE, WASHINGTON

The world increasingly relies on image-based media, both for professional and personal communication. PicMonkey, a design and photo editing platform, makes it possible for people with all levels of expertise to create amazing images. "We give users the ability to unlock their creative superpowers, and really take their images to the next level," Chief Revenue Officer Maria Kaufman proudly states. So how does a small group of people in the tippy top corner of the US make a successful product with global impact? "We run on Google gas. Their productivity and communication apps help us work with partners and colleagues across time zones, while search, ad, and video products help us connect with and grow our user base."

"We wouldn't have as many users today if we hadn't been using Google."

MARIA KAUFMAN, CHIEF REVENUE OFFICER

AdWords, 46% of our total site traffic in 2015 came from Google." They use Google Apps for Work to collaborate, share ideas, and execute workflows instantly from anywhere. And they especially love YouTube. "There are thousands of user-created PicMonkey tutorial videos on YouTube," Maria says. They also turn to AdSense, which helps them sell valuable ad space on their site, as an important revenue source. "AdSense is great for us because we have a tremendous global footprint," Maria says. "In 2015 alone we saw over three billion ad impressions."

PicMonkey uses AdWords, Google's advertising program, to help drive customers to their website. For a company with a digital product, this reach is huge. "AdWords is a vital part of our business, especially as we grow internationally," Maria says. "Between Google Search and



If a picture's worth a thousand words, you could fill volumes about PicMonkey's bright future. They are expanding internationally in addition to hiring locally. "We're seeing double-digit growth in subscribers and triple-digit growth in average advertising revenue per session. It's exciting," Maria reports. Just as photos take you around the world at the speed of a shutter snap, Google products help innovators like PicMonkey reach a global market instantly and easily.

PicMonkey has 35 employees.

Visit www.picmonkey.com