

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 Wisconsin businesses. Google is helping.

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



\$1.29 billion

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

17,000

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

\$2.95 million

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

Protect Your Pumps

MILWAUKEE, WISCONSIN

Every well-heeled woman knows a quick walk down the block can scuff up a new pair of pumps. “My customers were buying shoes that cost upwards of a couple hundred dollars a pair, and the soles were getting run down very quickly,” says Kathryn Jackson, a former sales associate for a luxury department store. “We could resole the shoe, but that could cost up to \$75 per pair. I thought, ‘There’s got to be a solution to prevent this.’” After researching the market, Kathryn teamed with a manufacturer to create transparent, non-slip, adhesive sole protectors. She launched Protect Your Pumps in 2011. “I knew I needed an online presence in this untapped market,” she says. Within two years, this bootstrapped operation became Kathryn’s full-time e-commerce business.

“I would not be able to do this without Google and my online presence.”

KATHRYN JACKSON, FOUNDER

fanbase. She sends product samples to fashion bloggers to “create brand champions” and invites customers to post photos of their newly protected shoes on social media. Google Analytics helps Kathryn track where online traffic is coming from and gives her a leg up on making improvements to her website, social media properties, and advertising campaigns. It also shows her where traffic is coming from geographically, so she can pinpoint the best cities to host in-person events.

Kathryn has now expanded her product lines for flats and men’s shoes and was named Wisconsin’s 2015 Young Entrepreneur of the Year by the Small



Business Administration (SBA). Kathryn plans to kick up her social media marketing a notch by creating YouTube videos to show customers how to use her products. “Without Google, people would not be able to find my business,” she says. “The reach of the web has been tremendous.”

Protect Your Pumps has shipped product to 80 countries.

Visit www.protectyourpumps.com