

# The web is working for American businesses.

The Internet is where business is done and jobs are created.

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50,000+

people are employed full-time by Google across 21 states. We've added 22,000+ jobs over the past 3 years.<sup>1</sup>

10.4 million

U.S. jobs were created across all 50 states by the Internet in 2016. 86 percent of them are outside major tech hubs.<sup>2</sup>

6%

of U.S. GDP, the equivalent of \$1.12 trillion, was generated by the Internet in 2016. Its contribution has more than doubled since 2012, growing at five times the average U.S. GDP growth rate.<sup>2</sup>

1 in 4

clicks for U.S. small businesses advertising on Google AdWords come from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.<sup>1</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

Sources: 1. Google, "Economic Impact," 2016.

Note: The total value that U.S. Google advertisers, website publishers, and non-profits received in 2016 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's "Investigating customer click through behavior with integrated sponsored and non-sponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2016 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).

Note: We measured the total number of clicks on ads posted by U.S. advertisers from 2012 to 2015 and observed that when a small business puts an ad on Google, on average one in four clicks on that ad comes from outside the country.

2. Interactive Advertising Bureau, "The Economic Value of the Advertising-Supported Internet Ecosystem," March 2017.

Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

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# The web is working for Arizona businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$222 billion in economic activity in 2016.<sup>1</sup>



\$3.69 billion

of economic activity Google helped provide for Arizona businesses, website publishers, and non-profits in 2016.<sup>1</sup>

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32,000

Arizona businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.<sup>1</sup>

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\$7.89 million

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

# Bottle Breacher

TUCSON, ARIZONA

In 2011, U.S. Navy SEAL Eli Crane obtained a bottle opener made of inactive .50 caliber ammunition from his brother serving in the Marines overseas. Eli took it, painted it black, and added his unit's insignia. His platoon loved it. Realizing the potential business opportunity, the entrepreneur-at-heart and his wife, Jen, enlisted other military personnel to help get Bottle Breacher up and running. They handcrafted unique .50 caliber bottle openers out of their garage and later showcased their products on national television in 2014. "From there, everything just blew up," Jen describes. A flood of online interest crashed the company's website, but it wasn't anything that a trained Navy SEAL couldn't handle.

Eli left the Navy after 13 years and relocated his family to Tucson to focus on Bottle Breacher. The company moved into new quarters, expanded their

"If it weren't for the web, we'd still be knocking on doors trying to sell our products."

JEN CRANE, CO-OWNER

product line to include other accessories and apparel, and quickly adopted AdWords, Google's advertising program. "We knew that we were growing and that was the next step. Google is such a powerhouse, and it's how we reach customers we normally wouldn't," Jen says. They also use Google Analytics to measure web traffic, hone marketing campaigns, and identify prime shopping times. "We run a really tight ship here, so we constantly check Analytics to see if we're putting the right amount of time into the right places," explains Jen. "You can't be successful unless you understand the numbers."

Every month, Bottle Breacher sells their products to thousands of customers worldwide. And the broader community has benefitted from

their success. "Growth for us isn't just about increasing sales. It's about being able to reinvest our earnings to help veterans and active duty military personnel," explains Jen. "It's also about bringing more of our manufacturing in-house." Today, they're doing both. Bottle Breacher manufactures almost all of their products in the U.S., most of which is done in their own Tucson facility. They hire as many veterans as they can because, as Jen describes, "veterans are the hardest working people we know." They also support numerous non-profits—over 200 in 2016 alone, many of which are veteran or first responder organizations. The company has come a long way since their early days in the garage. But amidst all their growth, they've remained true to their mission and their roots. "If a Navy SEAL doesn't like it, we don't sell it," Jen says.

Bottle Breacher has 35 employees.

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

