

# 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 Colorado 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>

\$2.88 billion

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

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40,000

Colorado 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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\$23.9 million

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

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650+

Coloradans are employed full-time by Google. We're proud to have offices in Boulder and Thornton.

# RuMe

CENTENNIAL, COLORADO

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For business co-founders Jae and Katy Lee, success is in the bag—and on the Internet. The husband-and-wife team started RuMe (short for “reuse me”) on Earth Day 2010, marketing one medium-sized reusable shopping bag. “We wanted to bring a little fashion to the checkout line,” Jae says. “We wanted to create a product, a line, and a brand that was about function and style, incorporating sustainability into an on-the-go lifestyle.” The business started as a brick-and-mortar operation, but the Lees soon found that showcasing their brand online let them test new products faster, rather than waiting months between trade shows. “With online sales, the speed at which we can test and design concepts and target different consumers is far better than any other channel,” Jae says. “With Google tools, we

can come up with a product concept on Monday and have it in the market on Friday.”

“Internet sales is our primary growth driver.”

JAE LEE, CEO & CO-FOUNDER

RuMe has expanded their designs and product lines to include customizable totes, travel bags, and accessories

such as luggage tags. Jae credits AdWords, Google’s advertising program, for making this accelerated growth possible. In particular, Google Shopping campaigns help consumers find their fashionable, eco-friendly designs. RuMe also uses Gmail, Google Docs, Google Sheets, and Google Drive to power the back office and keep staff, including salespeople, connected on the fly. “Google has helped us bootstrap ourselves over the hump from being a two-person startup to a 70-employee company that markets through multiple channels,” says President Dan Frailey. Google Analytics provides a constant stream of information that tells RuMe which marketing concepts and tactics are working and which need to be bagged.



In addition to marketing products on their own e-commerce website, the company sells wholesale and through major retailers. They’re now expanding into corporate sales and Asian markets. “We’ve grown about 500 percent in the last few years,” Jae says. “Ultimately, the online channel is our highway to rapid growth.”

RuMe has 70 employees.

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