

# 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 Connecticut 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>



\$2.71 billion

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

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15,000

Connecticut 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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\$6.86 million

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

# Junzi Kitchen

NEW HAVEN, CONNECTICUT

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Junzi Kitchen serves innovative Northern Chinese cuisine, but its culture reaches far beyond the food. Founded in 2015 by Yale University graduate students who missed the flavors of their hometowns in Northern China, Junzi “uses food as a starting point to bring cultures together,” says Events and Communications Director Reed Immer. Co-founder Yong Zhao sees Junzi as a model for “how a foreign culture can share its true values through a business in modern society.” It’s a “platform for collaborative projects between local chefs, artists, and entrepreneurs,” Reed adds. Connecting with today’s culture is core to Junzi’s business model, and

they’ve found the Internet to be an indispensable tool for reaching their audience.

“The whole Google suite of tools has been essential in enabling us to get where we are today.”

YONG ZHAO, CO-FOUNDER

both the discoverability and functionality of their website. Google Analytics also reveals how their site is performing as a channel for storytelling. “Understanding how users move from our menu page to our about page, which tells the deeper brand story, helps us understand how visitors get curious about the story behind our food,” Reed explains. As for their block parties, summer cookouts, and other community-wide events, Junzi relies on G Suite tools to keep the planning process running smoothly. “Google Drive is where all of our collaborative work with chefs, artists, and advisors from around the world happens.

In terms of foot traffic, Reed considers Google Search a basic necessity. Junzi stays on top of their search results with Google Analytics, which helps them optimize both the discoverability and



Google tools allow us to measure and create the things that we want. Without them, this would all be a dream way off in the future,” Reed says.

More Junzi dreams will be realized on the heels of 500 percent annual revenue growth. Junzi Kitchen plans to open two more restaurants in New York City in 2017 and more than double their workforce. As they grow into the new locations, they hope to highlight the “special aspects of each neighborhood, while tying in Junzi’s larger story.” From New Haven to New York, they will continue to be “a platform that features the creative work and ideas of awesome people in the community.”

Junzi Kitchen has 30 employees.

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Visit [www.junzi.kitchen](http://www.junzi.kitchen)