

The web is working for American businesses.

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

50,000+

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

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.²

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.²

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.¹

Find out more at 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.

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 Washington, D.C. businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$222 billion in economic activity in 2016.¹

A blue silhouette map of Washington, D.C., positioned as if it were a piece of paper being placed onto a larger blue background.

\$2.23 billion

of economic activity Google helped provide for Washington, D.C. businesses, website publishers, and non-profits in 2016.¹

5,700

Washington, D.C. businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.¹

\$30.4 million

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

UrbanStems

WASHINGTON, D.C.

Long-distance relationships can be tough, especially if the flowers you send your loved one arrive dried and dead. Massive overhead costs and a disjointed business model mean that huge, multi-national florists can't always guarantee consistent quality, undermining the impact of a loving gesture. After experiencing this firsthand, Ajay Kori and Jeff Sheely saw an opportunity to revolutionize the industry and opened UrbanStems on Valentine's Day 2014. "We're building a flower company that solves the issues they experienced firsthand," Chief Marketing Officer Lauren Bates explains. By creating a seed-to-door supply chain—one that cuts out the middleman and sources directly from farms—UrbanStems passes on

savings to the customer while also providing a better overall customer experience.

The only way to send UrbanStems' bouquets and gifts is online. Because of this, "we're really prioritizing the customer's web experience and investing a ton

in digital marketing to grow our business," Lauren remarks. Today, digital marketing comprises 80 percent of the company's marketing budget, and it's yielding major results. AdWords, Google's advertising program, helps UrbanStems attract customers in an already crowded industry, while Google Analytics gives laser focus to their online campaigns. "Those tools are really important for understanding the granular details of our customers' behaviors and making data-driven decisions to scale our business," Lauren says. And for a company that strives to be lean and scrappy, "it's been an incredible advantage to have access to a free tool like Analytics that can give us so much data," she adds. Google Tag Manager also equips



"The web is the bread and butter of our business."

LAUREN BATES, CHIEF MARKETING OFFICER

UrbanStems with the robust performance-tracking capabilities of a much larger company, while G Suite tools Gmail, Docs, Drive, and Calendar keep their administrative work as fast as their business model.

UrbanStems has 80 employees.

Visit www.urbanstems.com

UrbanStems is blossoming with year-over-year growth of over 300 percent. They currently operate in five cities across the U.S. and are expanding to more this year. As they grow, they continue to have a positive impact on everyone in their community. For the farms that are their partners, the company remains committed to providing great working conditions. And for their customers, they deliver happiness with each fresh bouquet. "At our core, we're in the business of making people happy," Lauren says.