

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.

© Copyright 2017. Google and the Google logo are trademarks of Google Inc.



The web is working for Delaware businesses. Google is helping.

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



\$632 million

of economic activity Google helped provide for Delaware businesses, website publishers, and non-profits in 2016.¹

6,000

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

\$1.18 million

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

Calvert Retail

MONTCHANIN, DELAWARE

Eric Brinsfield founded Calvert Retail, a kitchenware business, in 1999, catering to consumers who love to cook, bake, grill, and entertain. He's since expanded to eight stores and three brands—Kitchen & Company, Reading China & Glass, and Southern Season. "Everyone loves to eat," says Marketing Manager Stephanie Graves, who describes store visitors as "anyone who loves to cook for their family or invite friends over for drinks, as well as chefs and restaurateurs." Today, the company uses the power of the web to draw "guests," as Stephanie and other Calvert Retail employees call them, into their brick-and-mortar stores. "When you walk into one of our locations, it's like you're walking into our home. We want you to have the best possible experience."



"Our web presence gives us authority and helps us build trust with the community."

STEPHANIE GRAVES, MARKETING MANAGER

there's a local and relaxing shopping option with friendly, knowledgeable staff," explains Stephanie. "AdWords lets us do that." Their Google My Business listings keep guests up-to-date on all of their stores' information, especially during holiday seasons. Stephanie notes that the listings are always accurate, which eliminates confusion and builds trust with their communities. They use Google Analytics to measure the success of their online campaigns. "Three clicks, and I have the data I need," she adds. And G Suite tools, including Gmail, Docs, and Drive, keep internal operations cooking. "Google is very user-friendly. We can jump in and do things without

AdWords, Google's advertising program, helps Calvert Retail attract consumers searching for a range of cooking and home-entertainment items. "We just want to show people that

a big learning curve. That's a huge relief for a small business."

Calvert Retail is "small, but mighty," Stephanie says. They host canned-food drives that benefit food banks all across the East Coast and try to support programs that teach kids the importance of nutrition and developing confidence in the kitchen. They plan to open more stores in the mid-Atlantic and southern states and hope their community impact will grow alongside their locations. "We love to see our stores packed with happy people," Stephanie says. "It'd be great to share our vast selection of products, company values, and the great things that we do now with everyone."

Calvert Retail has 300 employees.

Visit www.calvertretail.com