

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

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

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

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 Hawaii businesses. Google is helping.

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

\$127 million

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

5,200

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

\$1.77 million

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



KaiKini

KAPA'A, HAWAII

Before she started manufacturing bikinis in her spare bedroom, Taryn Rodighiero had never sewn before. "I'd never even sewn a button," she says, "but I just decided this is what I was going to do." For years, she'd been dissatisfied with the swimwear available to active women like herself, so in 2010 she set out to design style-forward bikinis that are "made to stay on in the waves." A believer in taking leaps of faith, Taryn recalls, "I basically invested my life savings and bought five commercial sewing machines, put them all in our spare bedroom, and locked myself in for eight months to figure out each and every machine." Her bikinis are now manufactured on Kauai and worn on beaches all over the world.

"The Internet has transformed the way we do marketing. I'm now able to reach more customers and target audiences a lot better."

TARYN RODIGHIERO, FOUNDER & DESIGNER

program. "You can really be specific on who you show your ads to. With products like mine, I need that," she explains. AdWords also helps "keep KaiKini fresh in the mind of our buyers" through retargeting ads. "For a business that generally takes a new buyer six visits to the site before a purchase is made, those reminders are crucial," she says. Today, KaiKini's marketing budget goes entirely to digital platforms, with AdWords returning nearly two dollars in profit for every ad dollar spent. Taryn depends on

Taryn reaches most of her customers, whether on neighboring Hawaiian islands or far-off Australia, through the Internet, with roughly 80 percent of her sales happening on the KaiKini website. She values the targeting capabilities offered by AdWords, Google's advertising



Google Analytics to keep track of these online campaigns. "Analytics is the tool we use to check everything else. It's the one we trust," she shares. "It provides us with marketing insights that we otherwise wouldn't have."

With 20 percent annual growth, Taryn has moved business operations from her house to a bona fide warehouse. She is now focused on new ways to build that growth while maintaining her brand's authenticity. She keeps design and production under close watch, to ensure quality, and is proud to be creating fashion-industry jobs, which are rare on Kauai. Her seamstresses tend to be "young, creative women who are willing to work," she says, "and excited to be part of something that's making an impact beyond the island."

KaiKini has 10 employees.

Visit www.kaikini.com