

# 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 Iowa 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>



\$294 million

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

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8,200

Iowa 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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\$3.62 million

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

# Smart Retract

DUBUQUE, IOWA

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Anyone with toddlers and pets knows the challenges of keeping them safe and away from restricted areas. So when Marc Pichik bought a puppy, he needed something to keep the curious canine contained. "I wanted something sleek and compact, unlike traditional baby gates that are clumsy, in the way, and don't look good," he says. When Internet searches didn't turn up what Marc was looking for, he decided to invent a prototype. "I just kept moving the idea along and eventually got a patent and trademarked the name Retract-A-Gate." His safety gates come in different sizes, mount on stairways and doorways, and retract like window shades when not in use. Marc launched his business, Smart Retract, in 2002, selling his Retract-A-Gates to stores in Iowa. "But then I realized the great potential of selling online," he says. "I had an unusual solution to a common problem."

"The effect of the web on our business has meant everything to us."

MARC PICHIK, CEO

about our small and sleek products," says Marc. "AdWords gives us the online exposure that we need to get the word out there. And in our early days, it was either we were on AdWords or we sold nothing." AdWords now accounts for about 80 percent of Smart Retract's advertising and 30 percent of their sales. Marc also relies on Google Analytics to keep pace with digital trends and see which marketing campaigns are working best. Google Webmaster Tools help him monitor performance issues on his e-commerce website. And his YouTube videos show customers how to

Marc started using AdWords, Google's advertising program, in 2006. Since then, it has been a critical tool for reaching customers searching for safety gates. "When customers look for safety gates, they often expect something big and bulky. They don't know

mount and use the gates.

In 2010, Marc moved his growing operation into a facility near the Mississippi River, where the company now manufactures 100 percent of their products. They ship all over the world, sell wholesale, and continue to grow 20 percent year-over-year. "Without AdWords and the other Google tools, this would have been a much more difficult road," Marc says. "We wouldn't have grown as quickly as we have. The impact is significant."

Smart Retract has 10 employees.

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Visit [www.retract-a-gate.com](http://www.retract-a-gate.com)

