

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 Idaho businesses. Google is helping.

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



\$369 million

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

7,800

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

\$1.49 million

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

Alpaca Direct, LLC

HAYDEN, IDAHO

For Jim and Kelley Hobart and their two children, nothing is more important than a close-knit family and community. When their daughter asked if they could raise alpacas on their ranch in 2005, they discovered the many unique benefits of alpaca wool and were amazed. They opened Alpaca Direct in Hayden and a companion online store to share the joys of the durable, eco-friendly yarn and fiber with knitting and apparel enthusiasts all over the world. “Whether you’re visiting our store or shopping from afar, we want you

to feel like you’re a part of what we’re creating up here in North Idaho,” says Kelley.

“The Internet makes our customers feel like they’re part of our community, even when they’re often thousands of miles away.”

KELLEY HOBART, CO-OWNER

weather climates. Geolocation helps with attracting these likely buyers,” Jim says. They also use Google Analytics to improve their marketing campaigns. Together, the Google tools power Alpaca Direct’s growth. “We use Analytics to identify niche markets that are going to be interested in our products and then AdWords to expand our presence into those markets,” Jim explains. G Suite tools give them the logistical muscle to compete with larger companies—they do budgeting with Google Sheets, communicate with Gmail, and plan staffing with Google Calendar. YouTube allows them to share knitting techniques and product reviews with a global audience. And Google Hangouts enables enthusiasts from afar to participate in their

Alpaca Direct uses the Internet to weave together a robust modern business. They rely on AdWords, Google’s advertising program, to reach customers overseas and build international awareness of their brand. “Our products are especially popular in cold-



weekly knitting group at the Hayden store. “There are a lot of people all over the world who don’t have a local yarn shop. We want to become their local yarn shop even though we’re all the way here in Idaho. With Google tools, we can do that, and they can be part of our community,” Kelley says.

Today, Alpaca Direct has proudly served over 100,000 customers in 30 countries. They enjoy a double-digit annual growth rate, with 92 percent of their sales coming from the web. They especially love sharing a bit of Idaho warmth with outsiders. “We get hundreds of visitors vacationing here and walking through our doors. We want all of them to leave with a rich, special connection with us and our products,” Kelley says.

Alpaca Direct has 11 employees.

Visit www.alpacadirect.com