

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 Illinois businesses. Google is helping.

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



\$17 billion

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

46,000

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

\$20.6 million

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

750+

Illinoisans are employed full-time by Google. We're proud to have an office in Chicago.

Birk Creative

CHICAGO, ILLINOIS

JinJa Birkenbeuel founded Birk Creative in 1997 as a way to collaborate more closely with clients and promote her and her husband's country band. "Because of my marketing and business background, I was able to think strategically about how to build our band's first website," JinJa says. She applied her band's online marketing process to her new branding business, offering integrated marketing and advertising solutions for companies, brands, celebrities, entrepreneurs, and politicians. "Today, I'm leading everything I create with digital strategy," JinJa says.

Birk Creative grew from word-of-mouth and relentless enthusiasm into a full-service creative strategy agency. Birk Creative maintains a modern digital storefront and deploys a sophisticated digital-marketing operation. They use AdWords, Google's advertising program, to attract customers both locally and internationally.

"The web lets agencies like mine bring tremendous creative vision and ideas to diverse customers."

JINJA BIRKENBEUEL, PRESIDENT & CEO

their web traffic comes from and fine-tune their marketing. "Our content and social media strategy is based heavily on Google Analytics." They also take advantage of all the G Suite tools to compete with much larger companies on a level playing field. "Security, efficiency, agility—that's what Google gives us. And we can give the same results to our customers," says JinJa.

Birk Creative's portfolio of customers now ranges from local Chicago businesses and entrepreneurs to national and international corporations.

"It's really the best way to find and communicate with the customers you're looking for all over the world," JinJa says. Birk Creative counts on Google Analytics to understand where



Their adaptability has helped their annual revenue growth to top 100 percent. JinJa shares her success with the small-business community as well as the creative youth of Chicago. She serves on the boards of the Jewish-Black Business Alliance and Young Chicago Authors. "I often talk with youth about finding their voice, and working on their dreams without fear of failure," JinJa says. That's a strategy Birk Creative continues to share with Chicago.

The web has enabled Birk Creative to generate over 100% annual growth.

Visit www.birkcreative.com