

# 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 Kentucky 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>



\$529 million

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

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9,600

Kentucky 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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\$3.04 million

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

# Trees n Trends

PADUCAH, KENTUCKY

Glen Arterburn knew he was in for hard work when he took over the Chief Marketing Officer position for Trees n Trends in early 2012. Since the company's founding in the early 1990s, the outdoor-furniture-and-gift retailer had been steadily expanding across the Southeast with a unique business model: showcasing high-quality, brand-name patio furniture alongside discount home decor and seasonal products. As the company's growth plateaued, however, Glen needed to prove to his team that shifting the company's TV and newspaper advertising to a digital strategy could re-energize sales.

Glen wasted no time transforming [www.treesntrends.com](http://www.treesntrends.com) into a viable e-commerce platform and a valuable source of revenue. Using AdWords,

Google's advertising program, Trees n Trends attracted potential customers to the site when they searched online for outdoor patio furniture. "We went from zero to more than a couple million

dollars in online sales a year, and that was primarily through AdWords," he says. Google Analytics gave him information and insights into how the company's site and advertising campaigns were doing in order to make them even better. Glen also created a YouTube channel that provides customers with home decorating ideas, product highlights, and tutorials. This not only helped share the company's story, but also strengthened their credibility among home decor enthusiasts.



"When I started, 100 percent of our marketing was with TV and newspapers. Today, almost 100 percent of it is digital."

GLEN ARTERBURN, CHIEF MARKETING OFFICER

"Today, Google is responsible for driving almost 100 percent of our website traffic," says Glen. And that's driving company growth again. Trees n Trends now operates 10 retail store locations in Kentucky, Tennessee, Missouri, and Alabama and has hired additional staff to help with their digital marketing and online sales. Through AdWords and YouTube, they've increased their website traffic from an average of 15,000 to over 80,000 user sessions per month. And nearly all of their past five years' online revenue can be attributed to digital marketing. "It was hard work," says Glen. "But when we turned to AdWords, the traffic, and in turn the sales, started to flow pretty quickly. I'm very satisfied with the results and, more importantly, my boss is now sold on digital too."

Trees n Trends has 170 employees.

Visit [www.treesntrends.com](http://www.treesntrends.com)