

# 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>

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>

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>

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 Louisiana 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>



\$378 million

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

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10,000

Louisiana 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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\$2.01 million

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

# Triumph Krav Maga

NEW ORLEANS, LOUISIANA

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Moving to New Orleans in 2009 to pursue a healthier lifestyle, Vinay Chary dove right into instructing students in the self-defense discipline Krav Maga at a local martial arts studio. “This is a place people can come to triumph over whatever is holding them back in their lives,” Vinay says. After working as an instructor, he became part owner of the business in 2011, bought out his former partner a few years later, rebranded as Triumph Krav Maga, and has been teaching hard-working Louisianians pride, confidence, and self-defense his own way ever since.

The business gradually grew from a single-discipline academy with two employees to a full-service self-defense studio and gym, offering yoga classes, a functional fitness program called the Monkey Bar Gym, and nutritional instruction.

“The Internet has given us the ability to engage a much broader audience and change so many more lives.”

VINAY CHARY, OWNER

effectively than other avenues of marketing. With a return of four dollars for every ad dollar spent, AdWords now drives nearly 40 percent of their sales. Google Analytics also gives Vinay a 360-degree view of his web traffic so he can make the most of his marketing budget, while G Suite tools Gmail and Docs enable his team to collaborate efficiently and work at the scale of a much larger business. “It’s phenomenal. Google plays an integral role in our competitive edge,” says Vinay.

The Internet powered this transformation for Vinay. “It’s the most important part—75 percent of our business comes from the Internet,” he explains. Vinay uses AdWords, Google’s advertising program, to build awareness of Triumph and attract customers more



From just 50 the first year, Triumph has now impacted the lives of over 3,000 students in Louisiana. Their 7,000-square-foot facility offers 75 classes each week, and Triumph plans to hire 10 more people to staff a new gym in Metairie. The 15 percent annual growth they enjoy is just the product of passion. For Vinay, the best part is giving people back control of their own lives. “Along with empowering our students, we volunteer our time to provide training for the Sexual Assault Response Team, the Family Justice Center, the New Orleans Mission, at-risk teens, and local law enforcement agencies. It’s amazing to see the improvement in their quality of life,” he says. That’s a small business success story that really packs a punch.

Triumph Krav Maga has 30 employees.

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

# Kaleidoscope Hair Products

NEW ORLEANS, LOUISIANA

Kaleidoscope Hair Products is a prime example of what happens when a great invention is set loose on the Internet. In 2013, Jesseca Dupart invested her life savings to develop a hair product that would stand out from the competition. Her creation is a full hair care line, with products that restore hair follicles and work on any hair type. "Whether someone has thinning hair, a bad weave, a chemical burn, or anything like that," Jesseca explains, "Kaleidoscope products can rejuvenate hair growth again." Since their launch in 2014, the business "has grown in ways I never, ever could have predicted," Jesseca describes. "We went from selling no products to

having a full warehouse, exponential growth, and distributors all around the world."

Before launching her website, Jesseca had been operating out of her hair salon, but "there's only so much you can

do in a day," she says. "With e-commerce, there's no limit." Leveraging digital marketing tools like AdWords, Google's advertising program, and Google Shopping campaigns to advertise on Google Search and YouTube, Kaleidoscope shows no signs of slowing down. "Within six months, I was selling overseas, and I've never even been overseas. With the Internet and Google tools, you can now touch so many more people. It's opened so many doors." Today, 90 percent of Kaleidoscope's marketing budget is dedicated to digital. Jesseca relies on Google Analytics to maximize the effectiveness of her website, improve customers' online experience, and "get the most out of that investment."

"It would have been impossible to reach the heights that I've reached without the Internet, without Google."

JESSECA DUPART, OWNER & CEO



In 2016, Kaleidoscope reached over 43,000 customers and doubled their revenue from the previous year. Jesseca attributes much of that success to both her strong digital presence and unique brand strategy, which uses comedy and lightheartedness to uplift her audience. "When people struggle with hair loss, it's not a funny thing, but I try to bring fun to it, make it more commonly talked about instead of something to be ashamed of." Inspiring people to be true to who they are is Jesseca's favorite aspect of Kaleidoscope, and she hopes that future growth will mean getting to share that with even more people. "I would love to have a business that's substantial enough to employ more people, maybe send a group of children to college, and give inspiration to others. I always say that if I could do it, anybody could do it."

Kaleidoscope Hair Products has 7 employees.

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