

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 Massachusetts businesses. Google is helping.

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



\$12.6 billion

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

34,000

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

\$22.4 million

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

1,300+

Bay Staters are employed full-time by Google. We're proud to have an office in Cambridge.

Ministry of Supply

BOSTON, MASSACHUSETTS

When MIT students Aman Advani, Gihan Amarasiwardena, and Kit Hickey saw a need for comfortable yet professional-looking business wear, they launched a Kickstarter campaign to create their prototype men's Apollo dress shirt. Inspired by athletic wear and NASA fabrics, the dress shirt was stretchy, breathable, moisture-wicking, and temperature-regulating. "Success on Kickstarter proved that there was demand for our product," says Director of Marketing Dan Weisman. "So we got to work figuring out how to actually manufacture the shirts and developing additional products to go with them." The culmination of their work was Ministry of Supply, a high-performance business wear fashion brand that launched in 2012. With a focus on the human form, function, and urban style, the company then created pants, socks, and a women's line. Business skyrocketed.

"The web has allowed us to be truly international."

DAN WEISMAN, DIRECTOR OF MARKETING

how to go from being a Kickstarter with one product to a real company," Dan says. "Our goal was to double our sales every year." They soon started using AdWords, Google's advertising program, to reach their core audience of young professionals. Today, 80 percent of their advertising budget is spent online, and AdWords and organic search together account for nearly half of their sales. Google Analytics provides business intelligence, so the team can make smart, data-driven decisions. As Dan describes, "it's the heart of how we look at and understand our marketing efforts." G Suite tools, including Gmail, Hangouts, and Docs, keep the operation humming.

They now have a successful e-commerce operation as well as brick-and-mortar stores in seven U.S. cities.

Google tools helped this stylish startup get off the ground. "We had to figure out



"We might be a small company, but we have employees and business partners all over the world," Dan explains. "It's crucial that we're connected in real time." And YouTube videos educate consumers about the benefits of their products and how they function.

Ministry of Supply has sold to over 200,000 customers worldwide since their founding. They've shipped to 137 countries, with 12 percent of their business in international markets. Dan estimates that they're growing 62 percent annually. While they've done some traditional advertising, "Google tools are at the core of the business," says Dan. "It's gratifying to see our creations come to life. And with access to a widespread audience, we hope Ministry of Supply can someday become a household name."

Ministry of Supply has 41 employees.

Visit www.ministryofsupply.com