

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 Maine businesses. Google is helping.

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



\$466 million

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

4,800

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

\$2.47 million

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

Stonewall Kitchen

YORK, MAINE

In the early 1990s, Jonathan King and Jim Stott were “two broke guys” who enjoyed giving their homemade jams and chutneys as gifts. A friend suggested they sell their concoctions at a local farmers market, so they hand-labeled 300 jars and set them out—selling out on their very first try. Stonewall Kitchen, the brand they cofounded, now has 10 retail stores in the Northeast, a catalog business, a wholesale business stocking merchandise in 6,000 retail locations nationwide, an international business in 42 countries, and an e-commerce website. “This is an American Dream kind of story,” says Janine Somers, Director of Marketing and Direct-to-Consumer Sales. “Jon and Jim were natural product developers.” They were also savvy brand builders who launched their website in 1999—using digital

“Our web presence allows our brand to come to life digitally so that customers everywhere can experience the Stonewall Kitchen lifestyle.”

**JANINE SOMERS, DIRECTOR OF MARKETING
AND DIRECT-TO-CONSUMER SALES**

to bring foodies searching for gourmet goodies and gifts to their website. “In 2016, we saw a 42 percent increase in revenue directly attributed to AdWords,” Janine says. Google Analytics also equips the company with vital business intelligence. “We have a complicated infrastructure and multiple systems that don’t always report the same data,” Janine

marketing to spread the word about their delectable jams, jellies, condiments, prepared foods, and snacks.

Google tools help Stonewall Kitchen grow their business in a competitive marketplace. They use AdWords, Google’s advertising program,



explains. “But Google Analytics has a wealth of data that lets us see trends and gain actionable insights about our customers, website traffic, and marketing campaigns.”

Stonewall Kitchen adds over 100 jobs during the holiday season, and all of the manufacturing for their “wet” products, such as their jams, jellies, and salsas, is done in their York facility. They also give back through community outreach programs and charitable funding. “We’ve come a long way from the farmers market, but we haven’t forgotten the support from our local community,” Janine says. The business meanwhile shows no signs of slowing down. “We’d love to see our website sales continue to grow at a double-digit rate,” she remarks. They also plan to increase international sales, which are now 10 percent of their business. “Google helps us create a strong, integrated web presence, which is a really important piece of our overall business,” says Janine.

Stonewall Kitchen
has 383 employees.

Visit www.stonewallkitchen.com