

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

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

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

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 Michigan businesses. Google is helping.

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



\$3.58 billion

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

31,000

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

\$9.6 million

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

600+

Michiganders are employed full-time by Google. We're proud to have offices in Ann Arbor and Birmingham.

Xenith

DETROIT, MICHIGAN

“A relentless pursuit to protect athletes” is what drives Xenith, an industry leader in football-helmet technology. Before Xenith, decades passed with only minimal innovation in helmet design, President Ryan Sullivan says. The company’s mission, he adds, is to “develop the most advanced protective equipment, from helmets to shoulder pads and other accessories.” They proudly make their gear in Detroit and outfit athletes of all ages and skill levels. “We could assemble helmets for a youth organization across the country and, later that day, make one for a Detroit Lion right down the street,” Ryan notes.

Xenith launched in 2006 and had their first helmets on the field three years later. “Today, we’re third in the market for football helmets. We’re also the

fastest growing,” Ryan says. The company doubled their revenue from 2014 to 2016 and sells their products to hundreds of thousands of customers around the world. Web-enabled

tools power their growth. AdWords, Google’s advertising program, is their go-to marketing tool, and when their products are in-season, over half of their online sales come through Google. They consult Google Analytics to measure their web traffic, gain customer insight, and make data-driven decisions. And YouTube enables them to share their brand anthem as well as tutorial-based videos showcasing their products. “There’s a real education process to inform potential customers about our products. YouTube is a great platform to grow our brand awareness and build our football community,” Ryan explains.

“The web is very important to us, both as a sales channel and for overall brand awareness.”

RYAN SULLIVAN, PRESIDENT



For the Xenith team, the most rewarding part of the job is being able to build relationships with sport communities worldwide and affect the lives of young athletes. For the 2016 high school season, the company supplied helmets to all Detroit public school teams, two of which won state championships.

“Seeing our hometown teams, who wore our product, win state titles and have their parade go right past our office—that’s a pretty cool moment,” Ryan remarks. Committed to innovation and safety for all athletes, Xenith’s ambitions and vision for the future don’t stop in the football market. “We’re building a world-class company to help keep all athletes safer, and we’re doing it here in Detroit,” says Ryan.

Xenith employs 130 people during peak season.

Visit www.xenith.com