

# 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 Missouri 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>



\$2.13 billion

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

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18,000

Missouri 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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\$8.12 million

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

# Tulane's Closet

SAINT PETERS, MISSOURI

Stephanie Syberg had worked in veterinary medicine for 16 years and knew how much people and their dogs hated postsurgical plastic cones and e-collars. "I always had this idea I could come up with something more comfortable and convenient," she says. So she invented Cover Me by Tui, an adjustable pet garment that resembles a dog onesie. After getting rave reviews from clients, family, and friends, Stephanie began manufacturing the garments in different styles, sizes, and colors and launched Tulane's Closet in 2012. "My heartbeat was as fast as a beagle's wagging tail!" she recalls. "It's scary to start something on your own." But with sales propelled by the Internet, the market responded with a big, affirmative "Woof!"

Tulane's Closet sells their products to veterinary practices, retailers, and directly to consumers via their website. They rely on AdWords, Google's advertising program, which currently drives 65 percent of their sales. "It helps me tremendously with getting the word out, not only in the U.S. but also to all of the different countries,"

"Last year was the first year that we relied solely on online advertising. It was our biggest growth year."

STEPHANIE SYBERG, OWNER & DEVELOPER

Stephanie says. "We're now in seven countries, and a quarter of our sales come from outside the U.S., which is amazing for a company with only five people." They also use Google Analytics daily to gain insight on their customers, web traffic, and "everything that we want to know." And YouTube provides "a great way to show people how easy it is to use Cover Me by Tui's built-in potty cover—you just roll up the potty cover like a burrito and snap it onto the chest area," Stephanie describes. "The more we advertise,



make videos on YouTube, and do everything that's out there, the more we keep growing, growing, growing."

Today, Tulane's Closet has sold over 43,000 Cover Me by Tui garments. They have nearly doubled their revenue every year and expanded their operation from the basement to all of the top floors, taking over the entire building. "We're literally moving up in the world," Stephanie says. With three new products set to launch this year, Stephanie can't help but marvel at how far they've come. "I still remember the first time somebody called us and said they saw a dog in Central Park wearing a Cover Me by Tui," she says. "It's amazing that, with what's out there on the Internet and Google, if you have a product that you truly love, you really can start and grow a business. Anybody—everybody if they really wanted to, they can do it."

25% of Tulane's Closet's sales come from outside the U.S.

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

# Artificer Wood Works

HIGH RIDGE, MISSOURI

In 2011, Marc Stitzlein wanted to give some friends a unique wedding present. Unsatisfied with the options available, he took matters into his own hands and built a personalized wooden wine box. His friends loved it. He quickly saw a business opportunity and soon thereafter set up a workshop with Rich Norton, his business partner. "It has quickly grown into other products, based on our customers' feedback and our own interest as designers. We have a passion for creating unique products," Rich says. Artificer Wood Works' products now include handsome wine boxes for all occasions, custom bottle openers, and a wooden passive amplifier for smartphones. These became popular with customers and corporate clients across the country, thanks in no small part to shrewd deployment of their attractive e-commerce website.

"You have to be online. I don't think there's any alternative. Even if you're a brick-and-mortar store, people need to be able to find you."

MARC STITZLEIN, CO-FOUNDER

bring awareness to our wedding and anniversary wine boxes," Rich says. They also now use Google Shopping campaigns to promote their products, and 90 percent of their marketing budget goes to online advertising. The company relies on Gmail to communicate, Google Calendar to stay coordinated, and Google Analytics to judge the performance of their website. They also launched a YouTube channel to help keep customers informed and up-to-date.

The founders have used AdWords, Google's advertising program, from the start. "AdWords and Google Search in general had a big part in helping to



Artificer Wood Works now has a 5,000-square-foot woodshop, where six employees handcraft each product. The co-founders work with an environmental non-profit organization to plant a tree for every product sold and so far have planted over 25,000 trees. "We realize that we all have a carbon footprint, and we want to do our best to minimize that," Marc says. They also donate wood shavings to a nearby wildlife refuge as bedding and wood scraps to a local farmer who turns them into charcoal for filtering contaminants from soil. Meanwhile, the company continues to grow and develop new and clever products, blending their innovative spirit with the nostalgia of artisan craftsmanship. "The things we make become keepsakes that people are really going to cherish," Rich says, "and that's pretty cool."

Artificer Wood Works has over 20,000 customers.

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