

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 Mississippi businesses. Google is helping.

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



\$111 million

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

4,000

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

\$1.4 million

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

The Mississippi Gift Company

GREENWOOD, MISSISSIPPI

Tim and Cindy Tyler travel the backroads of Mississippi to curate the best handmade foods, art, and home decor that their home state has to offer. The result is The Mississippi Gift Company, their labor of love and pride. The couple got the idea for the shop in 1993, when they were newly married. “We borrowed our brother-in-law’s camera and shot our first catalog of locally made goods,” Tim recalls. “The response from Mississippians and displaced Mississippians was overwhelming.” Since then, they’ve expanded from 20 items to over 750, and from three suppliers to 150—all in Mississippi and thoughtfully curated through Cindy’s aesthetic lens.

“The Internet allowed us to expand our unique offerings to the rest of the world.”

CINDY TYLER, CO-FOUNDER & OWNER

relatively early, creating their first website in 1997. They’ve been using AdWords, Google’s advertising program, for so long that the couple can’t remember exactly what year they started. They also use Google Analytics to measure their web traffic and make informed business decisions. “Google products allow us to discover new customers, expand our customer list, and grow sales,” Cindy says. Working day-to-day operations in G Suite tools Gmail, Docs, Drive, and Calendar, she also believes that Google helps them “be more efficient with internal processes,” so they can ultimately reach more people.

In addition to a retail location, they sell their products online, which lets them, as Cindy says, “offer to the rest of the world hidden treasures that can be found nowhere else.”

They got on the Internet



Based in a small city of about 16,000 people, The Mississippi Gift Company is a hub of art and culture for the local area.

Because of their online presence, that culture now reaches far beyond state lines. “By marketing our goods through retail and on our website, we’ve been able to

provide an outlet for countless artists, entrepreneurs, and producers from all across the state,” says Cindy. “This relationship is mutually beneficial. It helps local artisans get more exposure to a wider market while also significantly contributing to their income.” For everyone involved—the artisans, entrepreneurs, and customers themselves—The Mississippi Gift Company offers a unique opportunity for Mississippians to share “an expression of who they are.”

The Mississippi Gift Company has 20 employees.

Visit www.themississippigiftcompany.com