

# 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.

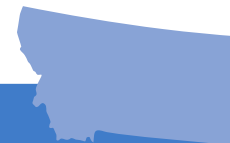
Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

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# The web is working for Montana 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>



\$90.6 million

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

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3,600

Montana 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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\$2.15 million

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

# The Natural Baby Company

BOZEMAN, MONTANA

When Kim Ormsby was pregnant with her second child, she realized how difficult it was to shop for organic baby products. “There was no physical place to buy cloth diapers or wooden toys, and even online stores were pretty nonexistent,” she recalls. Kim launched The Natural Baby Company out of her home on Earth Day 2003 to fill this need for eco-friendly parenting goods. “From there, we just grew,” she remarks. “We went from packing orders in my kitchen to moving into a warehouse.” Today, the company has a robust online store, runs a storefront in Bozeman, wholesales to over 300 retailers worldwide, and manufactures their own cloth diaper line called GroVia. And now as a mother of seven, Kim continues to only sell products she can personally vouch for. “If I can’t speak to the quality and usefulness of the product, we don’t carry it.”

“About 70 percent of our online growth can be attributed to Google tools.”

**KIM ORMSBY, FOUNDER & CEO**

which has averaged 32 percent annual growth over the past three years. They use AdWords, Google’s advertising program, to attract customers around the world to their virtual storefront. Google Analytics helps them optimize their online marketing campaigns. And through YouTube, they share product demonstrations and reviews with a global audience. Overall, they’ve found Google tools to be, as Kim describes, “extremely beneficial to our e-commerce operation,” and e-commerce is a boon for their customers. “New parents aren’t dragging their kids out to shop. If they’re home rocking the baby to sleep, they’d rather shop online.”

From the beginning, Kim has used the Internet to connect with like-minded parents. “The web is pretty much where all of our growth is happening,” she says. The company earns most of their revenue via online sales,



The Natural Baby Company has grown to be more than just a store. “We’re a resource within the community,” Kim explains. They offer car seat certification at their Bozeman location to make sure parents know how to safely secure their babies. They donate cloth diapers to families who can’t afford them through their GroVia Gives program. They also lead fundraising efforts for those in their community, either locally or online, who are in need of support. And as they continue to grow, Kim hopes to provide even more services and programs that contribute to families. For her, it is and will always be about “being a part of everyone’s parenting journey.”

The Natural Baby Company has 15 employees.

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