

# 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.

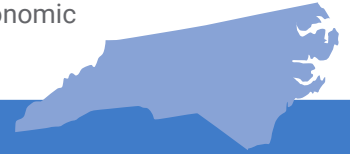
Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

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# The web is working for North Carolina 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>



\$2.38 billion

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

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37,000

North Carolina 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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\$11 million

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

# Outdoor Equipped

WILMINGTON, NORTH CAROLINA

When U.S. Army Infantry Branch veteran Mike Mayo got tired of the corporate world, he decided to start an online business that catered to those who shared his passion for the outdoors. His brother Chad Hankinson, a triathlete and avid outdoorsman, came on as CEO. In 2012 they launched Outdoor Equipped, a company that sells clothing and footwear with the adventurer in mind. "We wanted to offer specialty brands and products that encompass a healthy lifestyle," says Chad's son Robert Hankinson, Vice President of E-commerce. "Whether it's going on a casual run, or hiking, or fishing, or walking around the city—our goal was to offer our customers specialty brands and products to get them outdoors, get them active, and keep them moving, while looking good."

"The online world is competitive. Google helps us deliver the best experience to our customers."

ROBERT HANKINSON, VICE PRESIDENT OF  
E-COMMERCE

Shopping campaigns to get in front of consumers who are searching for the great brands and products they sell. Google Analytics also helps them make smart, data-driven business decisions. "Our goal is not to compete with the big guys on price, but rather, deliver a great customer experience," Robert says. "Google Analytics helps us do that. It tracks our traffic, conversions, and demographics. It lets us measure our data and constantly make improvements to stay ahead of the curve."

The great customer experience is paying off. In 2016, business boomed

Google tools have enabled Outdoor Equipped to differentiate themselves in a crowded marketplace. They use AdWords, Google's advertising program, and Google



to the tune of nearly \$50 million in online sales. Robert plans to continue growing the company by expanding their AdWords campaigns and driving downloads for their mobile app. Outdoor Equipped is also active in their local community. The family opened a flagship store in downtown Wilmington and gives back to the city through event sponsorships, free concerts, charitable donations, and discounts for veterans. "We want to be seen as a North Carolina family company and a staple of the community," Robert says. To other small businesses, he offers this advice: "Stay true to who you are and what you're passionate about. But remain adaptable, as the marketplace is always changing."

Outdoor Equipped  
has 100 employees.

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