

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.

© Copyright 2017. Google and the Google logo are trademarks of Google Inc.



The web is working for North Dakota businesses. Google is helping.

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



\$156 million

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

1,700

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

Pedigree Technologies

FARGO, NORTH DAKOTA

Powerful innovations have long come from American garages, and Fargo's Pedigree Technologies is no exception. Founded in 2004 by entrepreneur Alex Warner, Pedigree Technologies brings cutting-edge remote-monitoring and asset-tracking solutions to life. "It's pretty exciting to see a product you've built changing businesses and making lives easier," says Director of Product Management Josh DeCock. Today, their technology is used by companies all across North America to keep track of high value assets—everything from trucks to construction equipment—and diagnose problems remotely. "In the beginning, most of our customers were regional. We now have a much larger customer base with global reach," Josh remarks.

To get this far, Pedigree Technologies has relied on the Internet to keep their own business operations as innovative and dynamic as their products.

"We wouldn't exist without the web. Everything we do uses the Internet."

JOSH DECOCK, DIRECTOR OF PRODUCT MANAGEMENT

our site." Google Analytics helps them track their website performance just as closely as their clients' equipment. They also share eye-catching tutorial videos on YouTube and collaborate in real time with G Suite tools Gmail, Docs, and Drive. "Google's products are robust, reliable, trustworthy, and just make things much simpler to do," Josh says.

With over 450 customers across the United States and Canada, Pedigree Technologies has long outgrown their garage. Half of their marketing

They use AdWords, Google's advertising program, to target and attract customers. "On any given month, 33 percent of our traffic has been from Google Search and AdWords," explains Marketing Manager Clay Kraby. "They're the biggest sources of traffic to



budget is now committed to digital, driving 50 percent annual growth and fueling hiring initiatives to keep pace with their ever-increasing demand. They also have countless stories about how their products are impacting people's lives. "We've been able to save people's jobs," says Marketing Management Director April Dennis. "Following truck accidents, for instance, our technology has been used to prove that drivers were driving just as they should've been and that the accidents were out of their control." With plans to introduce several new lines of high-tech products this year, Pedigree Technologies can expect many more stories about how they're improving operational efficiency and safety for their customers. "A lot of really cool things are coming down the road," Josh says. "We're excited to see them come to fruition and make a difference."

Pedigree Technologies has 65 employees.

Visit www.pedigreetechnologies.com