

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 Nebraska businesses. Google is helping.

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



\$2.33 billion

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

5,500

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

\$1.45 million

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

iFixOmaha

OMAHA, NEBRASKA

Anyone who's had a wireless device break knows the panic that subsequently sets in. It needs to be fixed—and fast. Jason DeWater, who'd been tinkering with things since sixth grade, had a passion for repairing microelectronics. When his brother-in-law's iPhone earpiece speaker broke, he fixed it. This led to him launching a mobile repair service out of his basement in 2012. "Business really took off and grew very quickly," says Jason, who opened his first brick-and-mortar store a couple years later. "We started adding employees with new skills and expanding our portfolio of what we can fix." iFixOmaha now repairs smartphones, tablets, and laptops. In two short years, they've grown to four locations as well as onsite and concierge services.

"Our company's growth is a Google love story."

JASON DEWATER, FOUNDER

storefronts. "Our biggest advertising bang for the buck is AdWords," he says. "It outperforms any advertising you can imagine, and we've tried them all." Jason estimates 50 percent of business comes from AdWords, with sales increasing 40 percent per year. "What's really incredible is that every time we increase our ad spend, our sales grow proportionately. It's like a limitless well." Google Analytics also enables him to better understand his customers and adapt the business to "meet the services they're actually looking for." Google Sheets and Calendar let him track internal workflow, manage inventory, and coordinate work shifts among all four locations. And Google My Business bolsters his online presence with hundreds of customer reviews and 360-degree virtual tours of his stores.

From the very beginning, Jason has used Google tools to run his business. He relies on AdWords, Google's advertising program, to bring gadget-frazzled customers to his website and



The more Nebraskans go wireless, the more they need iFixOmaha. In 2016, the business had 10,000 customers and saw an increasing demand for other services, such as the installation and repair of integrated home wireless systems. This year, Jason plans on doubling the number of stores and adding staff to meet the growing need. "The secret sauce behind how we were able to outgrow our local and even national competitors is we embraced the power of Google, right out of the gate." Thanks to iFixOmaha, Nebraskans no longer need to worry about their wireless devices failing them. "We can fix anything here," says Jason.

iFixOmaha has 14 employees.

Visit www.ifixomaha.com