

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 New Hampshire businesses. Google is helping.

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



\$719 million

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

6,100

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

\$1.38 million

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

GourmetGiftBaskets.com

EXETER, NEW HAMPSHIRE

In 1976, David and Trudy Abood opened a flower shop in Manchester, New Hampshire. The business thrived, with David eventually bringing on son Ryan as president and CEO. Ryan had a hunch that the family's side business—making gift baskets in the store basement—could grow beyond the local community, so he launched GourmetGiftBaskets.com in 2002. “We provide a variety of products for all the major occasions in people's lives,” says Vice President of Sales and Marketing Jason Bergeron. They work with select vendors to procure fine chocolates and candies, baked goods, snacks, coffees and teas, and other gift basket goodies. They also manufacture their signature product, which pops up in many orders—handcrafted gourmet popcorn. “We're an aggregator of the world's best gourmet foods,” Jason says,

“and what sets us apart is that we assemble all of our products ourselves right here in New Hampshire.”

Since their founding, the e-commerce operation has exploded with \$20 million in annual sales. They rely on AdWords, Google's

advertising program, to attract the right customers during specific times of the year and drive sales. “It accounts for 30 percent of our sales and is a key part of our growth,” Jason remarks. Google Analytics provides critical data to help them compete in a highly saturated marketplace. “We analyze everything,” he adds, noting that 85 percent of their marketing budget is spent online. “By tracking every facet of customer interactions on our website, we can really dive in deeper and focus on areas where we find success.”

GourmetGiftBaskets.com has been recognized by national publications for



“We couldn't expand our brand around the country and the world without the web.”

JASON BERGERON, VICE PRESIDENT OF SALES AND MARKETING

their rapid growth. Their affiliate and marketplace channels have a strong presence, and the company is busy expanding to other online marketplaces, entering the wholesale industry, and working to increase international sales. To accommodate their sweet success, they moved into

a 107,000-square-foot facility in Exeter. They employ 50 people full-time and add temporary employees during peak holiday seasons. GourmetGiftBaskets.com supports the local food bank and offers an online donation request portal to share their goodwill with organizations across the U.S. “Working with Google has helped us grow in every channel,” Jason says. “The digital world changes quickly, but because of the tools at our disposal, we are always ready to adapt.”

GourmetGiftBaskets.com is celebrating their 15 year anniversary in 2017.

Visit www.gourmetgiftbaskets.com