

# 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 New Jersey 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>



\$4.3 billion

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

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41,000

New Jersey 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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\$12.5 million

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

# Olive Oil Lovers

PASSAIC, NEW JERSEY

A world traveler with a taste for Mediterranean quality, Joanne Lacina was living in Greece when she discovered that the olive oil locals enjoyed there was very different from what was sold on supermarket shelves back home. "I saw that there was a huge quality deficit in the U.S. and thought to myself, 'Why can't we all be enjoying this amazing olive oil that the Greeks have been eating for decades?'" she recalls. Partnering with producers around the world, Joanne founded Olive Oil Lovers in 2012 to offer Americans a fresher, high-quality alternative at a competitive price. "This is what the American people want," Joanne says. "So that's what we'll give them. And we'll deliver it right to their doors."

From the start, Olive Oil Lovers has used the web and Google tools to set itself apart. "We're not just a store. We're a platform where anyone from

anywhere can expand their olive oil knowledge and palate," Joanne explains. "This is something we couldn't have done as a brick-and-mortar." Today, the company reaches

"When you work with a really fresh product like ours, it's absolutely essential to be an online business that can move quickly."

JOANNE LACINA, PRESIDENT

thousands of customers and drives international business with their web presence. AdWords, Google's advertising program, currently accounts for 70 percent of their new customer acquisitions and "is very critical to our growth," says Director of Marketing George Floropoulos. Google Analytics provides insights on their web traffic and marketing campaigns. Google Trends helps them see what is in high demand in the olive oil market. And G



Suite tools Gmail, Docs, and Drive make international collaboration quick and easy. "If Google didn't exist, we wouldn't exist," adds George.

Since their founding, Olive Oil Lovers has doubled their number of partnerships. They now work with over 40 producers in the U.S. and abroad to provide olive oil as well as other fresh items, such as vinegar, jam, and honey. Their 90 percent growth year-over-year has allowed them to hire more full-time employees and expand to a team of eight. And thanks to their success, Olive Oil Lovers is able to educate their consumers while providing an economic boost to small-scale growers. "It's the beauty of having the entire country as your customer base," says Joanne. With growing demand and powerful e-commerce tools, the future looks golden for this New Jersey business.

Olive Oil Lovers has been experiencing 90% annual growth.

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