

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 York businesses. Google is helping.

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



\$32.7 billion

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

119,000

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

\$72.1 million

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

6,000+

New Yorkers are employed full-time by Google. We're proud to have offices in Clifton Park and New York City.

Maker's Row

BROOKLYN, NEW YORK

For both Tanya Menendez and Matthew Burnett, manufacturing runs in the family. Tanya hails from a family of factory workers in California, and Matthew has roots in Detroit. While working with Matthew on a small leather goods line in New York City, Tanya realized how difficult it was to find local manufacturers. Aiming to democratize that access, she and Matthew started Maker's Row, an online marketplace where small businesses can find American factories to manufacture their products.

AdWords, Google's advertising program, has been a crucial element of their marketplace. "Factory partnerships started to take off in 2015 when we started using AdWords," Tanya remarks. She notes that on the customer

side, "The majority of our traffic comes from Google.

The people that actually turn into customers and create products are the ones coming from Google." In addition to AdWords, Maker's Row leans on content marketing through YouTube to jumpstart their

factories' online reputations. For many manufacturers, Maker's Row is their first time getting online. Factory tour videos help Maker's Row "put a face behind the products that are made in the United States," Tanya says. "It helps our factories convert curious people into customers and showcases that there are still manufacturers in America."

In five years, Maker's Row has helped 120,000 small businesses source and create products in 11,000 American factories. Today, with 70 percent annual growth, they're busy satisfying the demand for even more factories. "We've seen 110 percent year-over-year growth on the factory-acquisition



side," Tanya says. Beyond acquisition, their impact on individual factories has grown exponentially. One manufacturer in New Jersey, a young, immigrant woman, started her business through Maker's Row and went from zero to 28 employees and \$0 to \$1.47 million in one year. Another, which Tanya admires as "an incredible staple to the American economy, making military, post office, and even political gear," made \$3 million through the platform. For Tanya, the best part of Maker's Row is that it gives those small manufacturers "the chance to compete on a global scale."

Maker's Row has 15 employees.

Visit www.makersrow.com