

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 Oklahoma businesses. Google is helping.

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



\$378 million

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

9,300

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

\$2.15 million

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

Pie Junkie

OKLAHOMA CITY, OKLAHOMA

For Oklahoma moms Darcy Schein and Leslie Coale-Mossman, business began with one homemade pie at a time. "Leslie and I started out just spending time cooking for our kids," Darcy says. "We quickly figured out that we had a lot of friends who wanted help in the kitchen. So in 2010, we started a small catering business, providing one pie a week to a local startup restaurant." Customers wanted to know, "Who made the pie?" That initial slice of exposure created enough buzz for the women to open a shop in 2013 in Oklahoma City's Plaza District. "Pie Junkie is a labor of love," Darcy says. "We make quiche in the morning and a number of sweet options by the slice. Folks can come in and enjoy a slice of pie and a cup of coffee. Or they can order a pie for a special occasion. And we do everything in our tiny 1,000-square-foot shop."

"When customers leave us a good review on Google, we know it makes an impact."

DARCY SCHEIN, CO-OWNER & CO-FOUNDER

orders, from grandma-inspired apple crumble pies to modern delights such as macadamia key lime pie. And today, with a physical storefront, their Google My Business listing works with Google Search and Maps to drive customers into their shop. It includes photos, store hours, directions, a link to their website, and Google reviews from satisfied pie lovers. "We know from customers that's how they find us," Darcy says. "And fortunately for us, there is an easy map that will guide them here because we are a tiny shop located in a tricky, hard-to-find spot."

Since their humble beginnings baking out of a church kitchen, Pie Junkie has maintained a strong web and social media presence. They launched their business using Gmail to take



Business for Pie Junkie has increased steadily, garnering press mentions from national publications. Darcy and Leslie give back to their community through their Pie-It-Forward program, where once a month they select a local charity to receive a portion of their sales, along with gift certificates. "We live in a wonderful community, where business owners support one another," Darcy says. "We're really grateful to be a part of it."

Pie Junkie has 16 employees.

Visit www.piejunkie.com