

# 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 Oregon 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>



\$1.48 billion

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

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35,000

Oregon 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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\$8.22 million

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

# Full Leaf Tea Company

EAGLE POINT, OREGON

For die-hard coffee drinkers Matt and Lisa Hammonds, running on caffeine had lost its appeal. They switched to drinking herbal teas, sharing their passion for “tea and conversation” with family and friends. That gave this husband-and-wife team an idea. “We thought e-commerce and tea would be a good combination,” Matt says. Neither had e-commerce experience, but that didn’t stop them. “We used Google to do our research and figure out how to build our company from scratch.” They cofounded Full Leaf Tea Company in 2014, selling herbal and organic loose-leaf teas, wellness blends, Japanese matcha, and accessories from their virtual storefront.

“Without the web, we wouldn’t be here. It allowed us to create a business and build something with literally no capital.”

MATT HAMMONDS, CO-FOUNDER

They blend, package, and distribute all of their products from their Southern Oregon facility. Marketing high-quality teas from around the world, along with “the tea experience,” proved to be a winning blend. Google business tools helped the company more than triple their sales in 2016. They use AdWords, Google’s advertising program, to attract tea lovers and former coffee fanatics. “AdWords accounts for 40 percent of our traffic and 70 percent of sales,” Matt says. Google Analytics lets them see their customer activity in real time and measure the performance of their website, blog, social media, web ads, and email marketing campaigns. And Google Webmaster Tools help them deliver a positive customer experience.

Full Leaf Tea Company has launched a wholesale division and is expanding



into retail locations. “We started with \$100 to our name, a \$2,500 credit card, and no capital to grow,” Matt says. “We’ve grown the company by investing our sales back into digital advertising.” They give back to their local community by working with a vocational rehabilitation agency to provide job opportunities for people with special circumstances or disabilities. With 10,000 customers and a growing fan base of tea lovers, the company is poised for greater success. “We have aggressive growth plans,” Matt says. “Google products have shaped our company from a small mom-and-pop operation into something that could be really huge.”

Full Leaf Tea Company has 14 employees.

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