

# 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.<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 Pennsylvania 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>



\$6.32 billion

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

58,000

Pennsylvania businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.<sup>1</sup>

\$15.6 million

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

500+

Pennsylvanians are employed full-time by Google. We're proud to have offices in Philadelphia and Pittsburgh.

# RevZilla

PHILADELPHIA, PENNSYLVANIA

For motorcycle riders and enthusiasts, RevZilla provides “everything but the bike.” They started out in 2007 as a little shop in South Philly. Today, they’re a thriving e-commerce enterprise operating out of an upsized Navy Yard office. They ship motorcycle parts and accessories all around the globe and in 2016 generated more than \$100 million in sales. In the midst of this “hyper-growth,” says Director of Performance Marketing Chrissy Starkweather, RevZilla has stayed true to their passions: motorcycles, customer service, and technology. “Everyone here geeks out over something,” says Chrissy. “A vast majority of us are motorcycle riders and tech geeks ourselves, because that’s what we do here.”

“Digital marketing really propelled our business forward and enabled us to scale.”

CHRISSY STARKWEATHER, DIRECTOR OF PERFORMANCE MARKETING

Google Shopping campaigns to connect with customers in both the U.S. and international markets. “The reason why we’re able to grow and invest as much as we do in AdWords is because it’s one of our most productive channels,” says Chrissy. They also have a YouTube channel where they share lifestyle content, tutorials, and bike reviews. With over 6,000 videos, 300,000 subscribers, and 100 million views, the channel has been “critical for building and supporting a really broad and engaged motorcycle community.” RevZilla’s marketing efforts include “a healthy mix of Google’s organic search, YouTube, and AdWords,” Chrissy explains. “They’ve been

From the beginning, digital marketing has been central to RevZilla’s e-commerce growth, with the majority of their marketing budget going to digital. They use AdWords, Google’s advertising program, and



significant drivers of business overall. And we know this because we also use Google Analytics to see where our customers are coming from.”

RevZilla is “a decade into the game,” but they’re still consistently growing at a double-digit rate. They serve over a million customers annually, and their workforce has more than doubled in the last three years alone. “It’s pretty amazing to be a part of such rapid growth,” says Chrissy, “and it’s still the same company I signed up for.” As the business expands, so does their capacity to build community—not only within the motorcycle world, but in Philadelphia at large. Their philanthropic projects range from computer science education to supporting local charities. And with more community partnerships in the works, RevZilla’s growth will continue to stretch far beyond the company itself.

RevZilla has 230 employees.

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