

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 Tennessee businesses. Google is helping.

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



\$1.67 billion

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

18,000

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

\$5.44 million

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

FASHIONABLE

NASHVILLE, TENNESSEE

While working in Ethiopia, Barrett and Rachel Ward saw firsthand how extreme poverty affects the lives of girls and women. Many endured the ravages of homelessness and addiction, often turning to prostitution to support themselves and their families. "It's a pretty disturbing thing to see," Barrett says. Amid this poverty, the couple also saw beauty in the scarves and garments made by the local women. This inspired them to find a way to help women overcome adversity. "Charity and rehabilitation are critical for getting people on their feet, but there has to be opportunities for jobs after that," Barrett explains. FASHIONABLE was founded in 2010, partnering with manufacturing companies in Tennessee and around the world to help women earn a living wage and break the cycle of poverty.

FASHIONABLE's e-commerce site sells clothing, handbags, jewelry, and shoes. It also serves as a resource to educate consumers about world

poverty and the fashion industry.

"We wanted to invest in the web as our primary source of growth," Barrett says. "About 75 percent of our marketing budget now goes to digital." AdWords, Google's advertising program, brings fashion- and socially-conscious

"The web gave us an explosive opportunity to make our story go viral."

BARRETT WARD, FOUNDER & CEO

consumers to their website and flagship store. "We earn four dollars in revenue for every dollar we spend on AdWords," he adds. Google Analytics equips the company with the customer insights to continually refine their marketing campaigns. G Suite tools Gmail, Docs, and Drive power their growing operation. "Everything from financial-data analysis to inventory management happens in G Suite." And YouTube enables them to bring their story to life. "We are fully invested in everything Google," says Barrett. "It's



the driver of our online growth."

Revenue for the company more than doubled in 2016. While impressive, how much they've sold is far less important to them than why they sell, "and that's to create sustainable jobs for women who have overcome extraordinary circumstances," says Barrett. Today, FASHIONABLE employs 39 women in Nashville and partners with manufacturers to employ over 300 women globally. With consumer interest in their mission and products on the rise, this figure will likely keep on growing. And through their program ACCOUNTABLE, the manufacturers they partner with will continue to be held to the highest standards of labor and environmental practices. "That's what we're fighting for," Barrett says, "not just the number of women who work, but also the quality of jobs those women have."

FASHIONABLE has 40 employees in Nashville.

Visit www.livefashionable.com