

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 Utah businesses. Google is helping.

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

\$3.34 billion

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

19,000

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

\$3.56 million

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

Purple

ALPINE, UTAH

Brothers Tony and Terry Pearce have one passion: making the world a softer place. “They’re honestly ecstatic about helping people live life more comfortably,” says Purple’s Director of Marketing, Bryant Garvin. The two engineers spent 20 years inventing revolutionary polymers that companies use to cushion everything from wheelchairs to basketball shoes. But their greatest creation is their newest, a hyper-elastic polymer called Purple. They use it to make some of the world’s most comfortable mattresses and pillows. “Purple is the color of royalty, and we want everybody to feel comfortable—to feel like royalty,” Bryant remarks.

Purple began selling exclusively online in 2016. They leverage YouTube to help consumers get a feel for their mattresses by showcasing the

technology and its benefits through entertaining videos. Their approach is working—the videos garner hundreds of millions of views. “YouTube gives us a key opportunity to tell our story in a unique way

that engages audiences,” Bryant explains. They count on Google Analytics to track their web traffic and gain valuable insights about their customers. AdWords, Google’s advertising program, helps them drive revenue and build awareness internationally, while G Suite tools Gmail, Docs, and Drive keep their employees as flexible as their polymer. “If Google products didn’t exist, it would be a lot harder for us to see this kind of growth,” says Bryant.

Today, Purple sells more mattresses in one day than they once did in two months, and demand is still growing. They’ve hired 500 employees in a little over a year, and operate a 90,000-square-foot manufacturing facility



“It would be impossible to have the success we’ve seen without the Internet.”

BRYANT GARVIN, DIRECTOR OF MARKETING

in Alpine, with another 574,000-square-foot facility opening in Grantsville.

“The biggest thing we do is bring manufacturing jobs to the state of Utah.

We drive community growth,” Bryant says. They plan to hire several hundreds more employees as they introduce new products and expand internationally.

“We should be in most major international markets within five years,” he adds. With a company as innovative as their space-age material, Purple feels comfortable about their future.

Purple has 600 employees.

Visit www.onpurple.com