

# 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>

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>

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>

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 Washington 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>



\$8.91 billion

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

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38,000

Washington 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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\$19.7 million

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

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2,500+

Washingtonians are employed full-time by Google. We're proud to have offices in Kirkland and Seattle.

# Combat Flip Flops

BELLEVUE, WASHINGTON

As U.S. Army Rangers with several Afghanistan tours behind them, Matthew Griffin and Donald Lee witnessed firsthand the devastations of war. "We saw that lack of education and employment was the main driver of negative effects in these war-torn areas," says Matt. "These countries were filled with hard-working, creative people who wanted jobs, not handouts." Understanding the tremendous good that could arise from opportunities for fair employment, the two veterans along with Matt's brother-in-law Andy launched Combat Flip Flops in 2012. They support textile manufacturers in war-torn countries and use the profits to fund education and demining efforts around the world.

"The Internet allows us to go directly to our consumers, the people who understand our product and care about our mission."

**MATTHEW GRIFFIN, CO-FOUNDER**

their revenue. AdWords, Google's advertising program, helps them market their footwear, clothing, and accessories to consumers who believe in their mission. Google Analytics provides the customer insights "to refine our marketing in a thoughtful and methodical way and drive forward as a profitable company," Don says. And G Suite tools Gmail, Docs, and Drive give them the logistical muscle of a much larger company. "Google enables us to act as a very nimble team. Coming from a Special Operations environment, we love that," explains Matt.

Since their early days as a three-man operation in Matt's garage, Combat Flip Flops has relied on the Internet "to sell directly to consumers, compete with big brands, and ultimately level the playing field," says Matt. Today, online sales comprise 80 percent of



In 2016 alone, Combat Flip Flops generated nearly \$1.5 million in revenue, growing 450 percent year-over-year. Through their sales, they've helped fund the clearing of 7,700 square meters of landmines in Laos, put 255 girls through school in Afghanistan, and provided permanent jobs for 40 at-risk workers in Colombia. They've also partnered with a veteran-owned-and-operated apparel manufacturer in Washington state to support jobs at home while still advancing their cause. "When we first started, we felt alone and isolated. But now there are tens of thousands of people who want to see our mission go forward," says Matt. "The ability to connect with all of them across any boundary, language, and timezone—that's the best feature Google has provided us."

Combat Flip Flops has been experiencing 450% annual growth.

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