

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 Wisconsin businesses. Google is helping.

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



\$1.94 billion

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

17,000

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

\$6.02 million

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

Wisconsin Cheese Mart

MILWAUKEE, WISCONSIN

Wisconsin Cheese Mart has been on Old World Third Street in Milwaukee since 1938. The old German enclave is still home to a few other food shops, and President Ken McNulty values their neighbors. Their storefront is the heart of the business, helping build their mailing list and attracting tourists from all over the world—during the summer, it can draw up to 2,000 visitors per day. But what's really grown the company is their online presence. When the McNultys bought the business in 2003, they used the power of the web to transform Wisconsin Cheese Mart from a small, local shop to a national cheese retailer. "Today, we have single-digit growth in the store, but we're averaging 35 percent annual growth for online sales," Ken remarks.

"Our website helps us achieve double-digit annual growth."

KEN MCNULTY, PRESIDENT

They use Google Analytics to better understand what their customers want and identify where they're losing people in the purchase flow. "That's huge for us," Ken shares. "We're always looking to improve the customer's experience, so it's very beneficial to be able to see where the pain points are." And AdWords, Google's advertising program, helps them get in front of consumers searching for their products. "AdWords makes up over 40 percent of our web traffic," he says. In their day-to-day operations, Ken calls their Google usage "pretty much all-encompassing." They communicate with teammates and customers over Gmail, create menus on Google Docs, and manage their files in Google Drive. "Our team operates out of three

Ken's business philosophy epitomizes the digital age. "We constantly change, depending on what our customers are demanding," he says. Google tools have been essential to taking the pulse of those demands.



different locations. These tools help us collaborate easily from everywhere," he explains.

Thanks to their online success, Wisconsin Cheese Mart continues to have a positive impact on the local community. Ken credits their online growth for their ability to create more jobs and pay higher wages, noting that "small businesses like ours employ a lot of people." The company also hosts tasting events and, in general, maintains a space for people to learn about and enjoy the state's flagship product. They hope to expand their website to include more food products—"We're pretty good at the perishable part," Ken notes—and are proud to promote Wisconsin cheese to people all over the world.

Wisconsin Cheese Mart has 25 employees.

Visit www.wisconsincheesemart.com