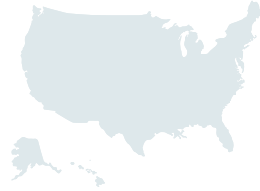


The web is working for American businesses.

The web is where business is done and jobs are created.



1 billion

Every month, Google helps drive over one billion direct connections, such as calls and online reservations, for businesses nationwide.¹

Nearly 3x

Small businesses that use advanced digital tools, such as online advertising and data analytics, were nearly three times as likely to have created jobs over the previous year than businesses using basic digital tools.²

Over 30%

In 2017, over 30 percent of clicks for U.S. businesses advertising on Google came from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.¹

53,000+

Google employs over 53,000 people full-time throughout the U.S. We're proud to have locations in 21 states.¹

Find out more at www.google.com/economicimpact



Sources:

1. Google, "Economic Impact," 2017

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2017 is the sum of the economic impact of Google Search, AdWords, AdSense, and Ad Grants. 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 nonsponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2017 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2017. 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 in 2017 and observed that when a business puts an ad on Google, on average over 30 percent of clicks on that ad come from outside the country.

2. Google/Deloitte, "Connected Small Businesses," 2017

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The web is working for Alaska businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.¹

\$62.8 million

of economic activity Google helped provide for Alaska businesses, website publishers, and nonprofits in 2017.¹

\$863,000

of free advertising was provided to Alaska nonprofits through the Google Ad Grants program in 2017.¹

2,800

Alaska businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.¹



ANCHORAGE, ALASKA

Great Alaskan Holidays

www.greatalaskanholidays.com

In Anchorage, where tourism is among a handful of major industries, small businesses are the backbone of the community. Bob Johnson is the director of marketing at Great Alaskan Holidays, an RV rental and sales company that's been a pillar of hospitality since 1985. Born from humble beginnings, Great Alaskan

Great Alaskan Holidays has 140 employees during peak season.

Holidays started out on a small parking lot by the airport. "You could literally count the number of motorhomes we had on one hand," Bob recalls. "There was a lot of room for growth." The company set itself apart by offering customers everything

they could want for a comfortable RV experience, including cookware, linens, sleeping bags, and laundry services. After years of unwavering customer service, two things happened, Bob notes. "First, we outgrew the parking lot. Second, we moved into a state-of-the-art, 27,000-square-foot facility."

Great Alaskan Holidays began using AdWords, Google's advertising program, in 2007 and has since seen exponential growth, says Bob. Their fleet now consists of hundreds of units, and during the summer season, they serve approximately 5,000 parties. Bob estimates that 65 percent of Great Alaskan's business comes through their Google ads. Not only has their volume grown tremendously, their geographic reach has traveled far and wide as well. "About 90 percent of



"After going online, our business grew exponentially."

BOB JOHNSON, DIRECTOR OF MARKETING

our rental customers are from outside Alaska, stretching from the lower 48 to countries on the other side of the world," Bob explains. The company also uses Google Analytics to monitor their online performance "literally every day," he adds. "Analytics is such a priority for us. Not only does it show us where we're at today, but with it, we can see where we want to go."

Great Alaskan Holidays is working to combine their online and offline efforts, building outreach ad campaigns on relationships they've cultivated with travel agents, visitor bureaus, and neighboring businesses. As a go-to option for locals

in need of a quick getaway and one of Alaska's champions in the tourism industry, they're proud contributors to the Anchorage community. Their top-notch service and dedication to quality keep people coming back. "A great percentage of our business is repeat customers," says Bob. For the Great Alaskan team, however, there's still nothing quite like the first-timers, eager to explore The Last Frontier in a motorhome. "You can see the look on their faces—they're in awe of all the beauty. I love when people come to our state and are so excited to be here, and that we're a part of that."