

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

© Copyright 2018. Google and the Google logo are trademarks of Google LLC.

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

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

\$4.79 billion

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

\$10.5 million

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

30,000

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



PHOENIX, ARIZONA

Tuft & Needle

www.tn.com

In 2012, software developers Daehee Park and JT Marino each chipped in \$3,000 to found an online mattress company. In starting the business, the longtime college friends hoped to fundamentally change a market hampered by “a lot of information asymmetry and fake markups,” says

Tuft & Needle has 150 employees.

Head of Public Relations Brooke Medansky. “They had a terrible mattress shopping experience, so they took their developer’s mindset and created a new process where customers could feel like they’re making good and informed decisions.” Tuft & Needle is

the culmination of their work. They sell high-quality foam mattresses, made in America, directly to consumers. And true to their values of honesty and transparency, there are no hidden fees or gimmicks in the shopping experience— “just an amplified platform for customers to give real feedback,” says Brooke.

Tuft & Needle has been promoting their mattresses via AdWords, Google’s advertising program, since the very beginning. “Because we’re a bootstrapped company, we have to be very smart with our marketing and focus on things that work,” explains Brooke. Over 20 percent of their sales come through AdWords, and with a four-to-one return on investment, the team is “doubling down on it to grow even more.” Tuft & Needle also produces YouTube videos that cover



“The web is how we create and fulfill demand. It’s what we rely on for growth.”

BROOKE MEDANSKY, HEAD OF PUBLIC RELATIONS

everything from unboxing tutorials to FAQs. “We use video to give customers the information they need at every point of the purchasing process,” Brooke adds. And with digital insights from Google Analytics, they can “make sure ad campaigns are effective and take the business to the next level.”

About a million people today sleep on Tuft & Needle mattresses. The company has expanded their offerings to pillows, bed frames, mattress protectors, and sheets. They began selling online in Canada in 2017 and now operate three

showrooms in the Greater Phoenix area and Seattle. From revenues of just \$1 million during their first full year, annual sales currently top \$170 million. Tuft & Needle and their employees are also involved in charitable work around the country, and the company donates thousands of mattresses to a network of nonprofits every year. “We believe that everyone deserves a good night’s sleep,” Brooke says. “Sleep is very important, and we’re proud to be able to positively impact the lives of so many people in Phoenix and beyond.”