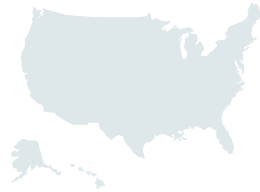


The web is working for American businesses.

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 California businesses. Google is helping.

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

\$67.4 billion

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

\$127 million

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

268,000

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

36,700+

Californians are employed full-time by Google. We're proud to have offices in Beverly Hills, Irvine, Los Angeles, Mountain View, San Bruno, San Francisco, and Sunnyvale.¹



MOUNTAIN VIEW, CALIFORNIA

Zume Pizza

www.zumepizza.com

For Julia Collins, good food is at the heart of a thriving community. “Dinner at our house was always a huge affair,” she recalls. “It was time wholly reserved for family and loved ones. So growing up, my sense of what it means to be loved and connected was rooted in this idea of sharing good food.” To ensure that every

Zume Pizza has 150 employees.

community has access to a delicious and healthy meal, Julia co-founded Zume Pizza in 2015. The company sources their produce directly from farmers, many of whom are within 100 miles of their facility. And by “cooking en route,” Zume is able to deliver their

pizzas straight out of the oven, at peak freshness, and with no artificial preservatives.

Zume Pizza does not have a physical storefront. Instead, “our outward facing presence on the web and on mobile is at the center of how we connect with customers in every way,” Julia explains. A significant portion of their daily orders comes through their Android app alone. The company also uses AdWords, Google’s advertising program, to market their pizzas to people searching for delicious and fresh food options. “A number of our customers come through AdWords. These are also high-value customers who spend a lot more per order,” Julia says. Google Analytics provides an active feedback loop for refining their digital strategy. Google



“We can’t imagine launching a business without the help of Google tools. They’re indispensable to both our short-term and long-term strategies.”

JULIA COLLINS, CO-FOUNDER & PRESIDENT

Maps APIs power their delivery platform. And with G Suite tools, such as Docs and Drive, the team can manage their distribution lists in real time.

Zume Pizza currently serves several markets in the Bay Area. They plan to expand regionally in 2018 and beyond state lines in the future. To keep up with their growing operation, the pizza enterprise has hired 150 people in just two years. “These aren’t just jobs,” Julia notes. “They’re careers.” Zume’s average pay rate for hourly workers is about 40

percent higher than the traditional entry-level wage in the delivery food space. They offer free health insurance to all of their employees and their families. “We want Zume to be a place where you can start as a delivery driver and end up as the CEO,” says Julia. “Being able to create opportunities that get people excited—that makes them proud to work here—that’s what I love most.”