

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 Colorado businesses. Google is helping.

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

\$3.83 billion

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

\$28.7 million

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

43,000

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

900+

Coloradans are employed full-time by Google. We're proud to have offices in Boulder and Thornton.¹



BELLVUE, COLORADO

noosa yoghurt

www.noosayoghurt.com

In 2007, Koel Thomae, an Australian expatriate who had been living in Colorado, was back in Queensland visiting her family. While cycling home from the beach community of Noosa, she stopped and bought a clear tub of something creamy and delicious. It was passionfruit yoghurt, and upon

noosa yoghurt has 250 employees.

tasting it, Koel realized that it was too good to stay hidden in the Land Down Under. She licensed the recipe from its creator and set out to start her own yoghurt company back in Colorado. After spotting a local farm's flyer for home milk delivery service, Koel cold-called

fourth-generation farmer, Rob Graves. Together, they founded noosa yoghurt in 2010, initially selling their products at farmers' markets throughout the state.

For noosa yoghurt, online marketing has always been the preferred way for reaching customers. They use YouTube and AdWords, Google's advertising program, to "effectively reach a highly targeted audience of people who are interested in super-premium, delicious-tasting yoghurt," says Vice President of Marketing Christine Dahm. And Google Analytics helps them better understand their customers' online behavior while keeping marketing spend on a budget. "These Google tools allow smaller companies like us to be really targeted and efficient with our dollars," Christine adds. "That just isn't possible with other



"This is a fantastic time to be a marketer because of what the web enables us to do."

CHRISTINE DAHM, VICE PRESIDENT OF MARKETING

forms of marketing like television, which reaches so many people who have little to no intention of buying our product."

With mouth-watering flavors like caramel-chocolate-pecan, strawberry-rhubarb, and blackberry-serrano, noosa's products can now be found in stores nationwide. They have tripled their business since 2014 and nearly quadrupled their workforce to keep up with demand. In fact, of the 250 people they employ, over 180 are making the yoghurt. The company is also committed to their local community in Northern Colorado. In addition to

supporting school fundraisers and conservation efforts, noosa sources all of their milk and honey from a network of farmers within 40 miles of their facility. "Being self-manufactured in Colorado is an important element of what we do," Christine explains. "We want to make the best-tasting yoghurt in the finest way possible. It's our mission to make a product that, when someone eats it, they say, 'Wow. Are you sure that's yoghurt?'"