

# 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.<sup>1</sup>

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.<sup>2</sup>

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.<sup>1</sup>

53,000+

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

Find out more at [www.google.com/economicimpact](http://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](http://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 Connecticut businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.<sup>1</sup>

\$4.13 billion

of economic activity Google helped provide for Connecticut businesses, website publishers, and nonprofits in 2017.<sup>1</sup>

\$7.74 million

of free advertising was provided to Connecticut nonprofits through the Google Ad Grants program in 2017.<sup>1</sup>

14,000

Connecticut businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.<sup>1</sup>

# Rug Pad USA

[www.rugpadusa.com](http://www.rugpadusa.com)

Rug Pad USA manufactures padding used to keep area rugs in place. As their name suggests, all of their products are made in the U.S. "This gives us full control over what goes into them," says Co-founder and CEO Will McDonald. "We use high-grade materials, such as 100 percent natural rubber, which not

## Rug Pad USA has 75 employees.

only grips better, but also lasts longer, stays plush, and doesn't damage your floors." Founded in 2013, Rug Pad USA began as a small operation working out of a vacant retail space. Will and his business partner, Karl Froehlich, spent nights personally cutting and shipping

each order. They brought on their friends, Anthony Liso and John Drozd, shortly thereafter, and together the four-person team grew the business to a 1,600-square-foot facility, then 8,000, and eventually to their current 220,000 square feet of warehouse space. Their business is "super niche and not glamorous," describes Will, "and that's why we like it."

As a direct-to-consumer e-commerce business, Rug Pad USA invests heavily in their online presence. They are frequently the number one search result for "rug pads" on Google. The company also uses AdWords, Google's advertising program, to reach customers nationwide who are looking for durable and sustainable rug pads. "AdWords lets us scale our business. Nearly 40



"The web has had a huge impact for us, and it's amazing to see how much we've grown. I definitely get fired up over it!"

WILL MCDONALD, CO-FOUNDER & CEO

percent of our online sales come through it," says Will. Beyond search and ads, the team uses Google Analytics and G Suite tools, such as Gmail, Docs, and Drive, to manage their day-to-day operations.

Rug Pad USA ships roughly 2,000 packages a day and over 700,000 a year. In the last two years alone, they have hired around 60 people, mostly manufacturing professionals, to keep up with demand. The company's growth has been positive for the broader community as well. The 19th-century buildings they occupy in Ansonia and Bridgeport had

been vacant for years prior to their opening. Being able to infuse the cities with a renewed sense of energy is an experience that Will can only describe as "incredible" and "very humbling." And with plans for steady growth, he hopes to continue spurring excitement for years to come. "We're always looking to grow, but we want to do it ethically and at a sustainable pace," shares Will. "That being said, I think we have a shot at doubling within the next few years."