

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 non-sponsored 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 Washington, D.C. businesses. Google is helping.

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

\$1.87 billion

of economic activity Google helped provide for Washington, D.C. businesses, website publishers, and nonprofits in 2017.¹

\$41.7 million

of free advertising was provided to Washington, D.C. nonprofits through the Google Ad Grants program in 2017.¹

5,300

Washington, D.C. businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.¹



WASHINGTON, D.C.

Thrive DC

www.thrivedc.org

Positive change is happening in the nation's capital, and Thrive DC is at the heart of it. Founded in 1979 as a dinner program for homeless women, the nonprofit today is a comprehensive, professionally staffed organization that serves more than 2,000 men, women, and children every year. Based out of Columbia Heights, they are the

Thrive DC has 12 full-time employees and 3 part-time employees.

neighborhood's only "one-stop shop" for people experiencing homelessness, unemployment, housing instability, and food insecurity. They provide a variety of services, including meals, showers,

laundry, re-entry support, job training, and substance-abuse counseling. In short, "we work to provide stability," explains Alicia Horton, Executive Director at Thrive DC. "And with our help, clients can take their first steps toward independence and self-sufficiency."

Thrive DC maximizes impact with digital tools. They use AdWords, Google's advertising program, to bring visitors to their website, spread the word about their mission, and attract both donors and volunteers. "We really saw our outreach grow dramatically with AdWords," Alicia says. "We went from 2,000 website visitors a year to over 12,000," a six-fold increase. "Fast forward to today, and we have more volunteers than we can handle," she adds. The organization now has



"When you talk about the effect of the Internet on our organization, you're talking about stability and a phenomenal increase in resources."

ALICIA HORTON, EXECUTIVE DIRECTOR

sufficient volunteers to organize mail delivery for over a thousand clients without home addresses. They also take advantage of G Suite tools, such as Gmail and Google Calendar, to efficiently manage their volunteer operations. And with insights from Google Analytics, they can optimize their online presence, including their donation pages. "In 2017, our end of the year online giving increased by 61 percent!" Alicia notes.

Thrive DC is determined to prevent and end homelessness in the nation's

capital, and the team shows no signs of slowing down. In-kind donations have doubled year-over-year, allowing the organization to further scale their operations. They currently provide life-changing support to 250 people every day and serve over 150,000 meals each year. "We're committed to addressing the real challenges of our client community," Alicia affirms. "At Thrive DC, we provide our clients real hope and a real chance at getting back on their feet."