

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 Delaware businesses. Google is helping.

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

\$1.68 billion

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

\$1.79 million

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

6,300

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



NEW CASTLE, DELAWARE

Carpet & Tile Mart

shop.carpetmart.com

When Sam Longwill opened his first surplus carpet store in 1967, it just made good business sense. “He figured he’d take a run at selling all of the rugs he’d accumulated in the rug cleaning business over the years,” his grandson Michael Longwill explains. Three generations and over half a century later, Carpet & Tile

Carpet & Tile Mart has 300 employees.

Mart has become a one-stop shop for all of the Mid-Atlantic’s flooring needs. They carry carpets, decorative rugs, hardwood flooring, ceramic tiles, luxury vinyl, laminate flooring, and more. “We’re not your average carpet and flooring store,” Michael says proudly. “Most home

improvement stores have two aisles dedicated to carpets and flooring. If you take those aisles and blow them up by 100 times, that’s us.”

For decades, Carpet & Tile Mart relied on print and television advertising to reach their customers. In recent years, however, “we have moved more and more to digital,” says Michael. “This is what’s effective now.” The company launched their first e-commerce website in 2015 and uses AdWords, Google’s advertising program, to connect with consumers searching for their products. “Last month, about 40 percent of our online traffic came through Google ads,” says Digital Marketing Director Kim Matthews. AdWords also works with their Google My Business listings to drive foot traffic to their physical locations. “We are one



“Online marketing gives us the opportunity to reach a customer base that we weren’t able to reach before.”

KIM MATTHEWS, DIGITAL MARKETING DIRECTOR

of the few companies that are continuing to open stores and grow their brick-and-mortar business,” she adds. And YouTube provides a platform for sharing the company’s long history with customers. The 51-year-old business posts fun commercials and videos from decades past to show how far they’ve come. “The videos are a blast from the past for us. They let us look back on some of the trends from the ‘70s and ‘80s and have a little fun with our audience,” shares Kim.

Carpet & Tile Mart now operates 12 stores across Delaware, Pennsylvania, Maryland,

New Jersey, and South Carolina, totaling over 600,000 square feet of retail space. Their online sales continue to grow at a double-digit rate every year, and over one-quarter of their advertising budget is now committed to digital. “It’s our goal to give customers the best shopping experience possible, one you can’t find anywhere else,” Kim says. “To do that, we need to make our online and store experiences seamless for the customer. So whether you’re shopping at home or in our stores, we can help you get the right tools you need to complete your project.”