

# 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 Idaho 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>

\$438 million

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

\$2.18 million

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

9,300

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



EAGLE, IDAHO

# Container and Packaging

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

Jim McCauley began selling industrial containers in Eagle in 1971. From farmers to physicists, if the hard-working people of Idaho needed their products saved, stored, or shipped, they trusted Jim. After helping to grow the business for years, he purchased the company from his partner in 1987 and renamed it

## Container and Packaging has over 120 employees.

Container & Packaging Supply. Over 30 years later, the family-owned business now provides packing and logistical solutions to thousands of customers around the world. "Our real goal is helping ideas come to life," explains Director of Marketing David Jenson.

"We handle the container sourcing, packaging, and logistics, so that companies can focus on what matters most: making their business happen."

Because of Jim's willingness to embrace new technology, his son Jeff McCauley launched Container and Packaging's first e-commerce website in 2002. They began using AdWords, Google's advertising program, shortly thereafter to drive traffic to the new site. "We were immediately surprised by the number of orders and the geographic diversity of our new customers," Jim recalls. At the time, Container and Packaging had most of their salespeople on the road, serving customers in Idaho, Montana, and Utah. "We had assumed that it wasn't feasible to do business with customers more than a few hundred miles away from



"Our online strategy allows us to reach people that we wouldn't be able to reach any other way."

DAVID JENSON, DIRECTOR OF MARKETING

our warehouse," he adds. Container and Packaging has since grown well beyond the Mountain States. Today they have satisfied customers in all 50 states and over 70 countries worldwide.

Container and Packaging now serves thousands of clients every year. They own and operate two fulfillment centers in Salt Lake City and Louisville, and they feature over 2,200 varieties of products. For the ownership team, however, the company's greatest growth goes beyond the numbers. "We have an opportunity to go after something more meaningful

than increased revenue and profits; we have a chance to build a community," Jeff shares. "That's why our greatest goal is to help individuals within our company develop into their best selves. We believe that stronger individuals make strong families, and strong families build stronger communities."