

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 Illinois businesses. Google is helping.

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

\$17.7 billion

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

\$27 million

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

48,000

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

750+

Illinoisans are employed full-time by Google. We're proud to have an office in Chicago.¹



CHICAGO, ILLINOIS

Merz Apothecary

www.merzapotheary.com

Founded in 1875, Merz Apothecary is considered by many to be a Chicago landmark. For five generations, the pharmacy has been home to a rich collection of unique, hard-to-find goods from all over the world. “We’re not your traditional pharmacy,” says President Anthony Qaiyum. “We carry everything from

Merz Apothecary has 60 employees.

natural remedies to grooming products to home fragrances. People always say, ‘If you can’t find it at Merz, you won’t find it anywhere else!’” Anthony’s father, who purchased Merz in 1972, managed to grow the business during a time when most independent pharmacies were giving way to

large chain drug stores. Anthony attributes their steady growth to the fact that “Merz has always done things differently.” In addition to selling non-traditional products, the “143-year-old startup,” as he likes to call it, has always been quick to embrace the power of technology.

Merz Apothecary took their first online order in 1997. Fast forward two decades, and 85 percent of the business’s marketing budget is now dedicated to digital. They use AdWords, Google’s advertising program, to reach customers who are searching for their specialty products. “AdWords is the magical vehicle that gets you in front of the people who really need what you’re selling,” explains Anthony. “Together with Google Search, it drives nearly half of our online revenue,” he adds. The company shares fun and informative product reviews on their



“It’s a great time to be a small business. The tools that are available now allow us to reach an audience that we historically couldn’t reach.”

ANTHONY QAIYUM, PRESIDENT

YouTube channel, which has garnered over 1.5 million views. They announce product launches, special sales, and extended hours via their Google My Business listings. And with insights from Google Analytics, they’re able to both “figure out problems and identify opportunities on our website,” says Anthony.

Today Merz Apothecary has two storefronts in Chicago, an e-commerce platform that services 35,000 customers annually, a direct mail operation that sends hundreds of thousands of catalogues to customers

across the country, a wholesale division, and an export business that ships products to Europe. Their yearly sales continue to grow at a double-digit rate, and since Anthony joined the family business full-time in 2000, they have gone from 12 employees to 60. “As the owner of Merz, I feel like I’m the caretaker of a piece of history. And I take that duty very seriously,” says Anthony. “I want to leave this business better and stronger than it was when I joined. That’s my passion, and it’s gratifying to know that we’re working towards that.”