

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 **Kansas** businesses. Google is helping.

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

\$1.25 billion

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

\$2.62 million

of free advertising was provided to Kansas nonprofits through the Google Ad Grants program.¹

8,600

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

Mpix

www.mpix.com

The Miller family has been developing high-quality photos in Pittsburg, Kansas, since 1964. For decades, they catered their services exclusively to professional photographers. But when the industry transitioned from film to digital in the 1990s, their business evolved with it. “Digital cameras became much more readily accessible for consumers, and

Mpix employs 650 people during peak season.

the Millers realized that there was now a market of amateurs, hobbyists, and aspiring pros looking for high-quality photo products,” explains Marketing Coordinator Paul Rotter. In 2003, the family launched Mpix, a web-based photo lab for emerging professionals and photo enthusiasts. “In

the simplest terms, Mpix prints pictures—but it’s much deeper than that,” Paul says. “We help customers go back to a special moment. We print memories that they can preserve for generations.”

Mpix began investing heavily in digital marketing in 2013 and has since seen steady revenue growth. “We have yet to have a down year in sales,” Paul notes. The company uses AdWords, Google’s advertising program, to bring customers from across the U.S. and Canada to their online photo lab. “About 30 percent of our new accounts come directly from AdWords,” he adds. And Google Analytics equips them with the insights to make data-driven decisions. “When you’ve been around for as long as we have, it’s easy to start operating on instinct,” says Paul. “But thanks to Google Analytics, that’s not the



“Google tools allow us to find new customers and grow the lifetime value of existing customers.”

MATTHEW SALBERG, DIGITAL MARKETING MANAGER

case for us. We know where we should be focusing our efforts and what we’re getting out of them.”

To date, Mpix has delivered treasured memories to over 2 million customers, processing an average of 67 million images per year. They have expanded their line of products to include photo books, wood prints, and “just about anything that falls under the printing umbrella,” describes Digital Marketing Manager Matthew Salberg. To keep up with demand, the company has upsized their lab over a dozen times and is now

one of the largest employers in Pittsburg. Behind their growth and success is their firm belief that a personal touch goes a long way. Every order is handcrafted by a member of the Mpix team, and every photo is personally reviewed to ensure that it is printed with exceptional color. “Like we said, in the simplest terms, Mpix prints pictures,” Matthew says. “But we know it’s much deeper than that for our customers. That’s why we deliver all of our photos with homemade care every single time.”