

# 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 Massachusetts 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>

\$12.5 billion

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

\$28.5 million

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

33,000

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

1,300+

Bay Staters are employed full-time by Google. We're proud to have an office in Cambridge.<sup>1</sup>



BOSTON, MASSACHUSETTS

# Blank Label

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

Blank Label makes custom clothing for men of all body types and sizes. “We believe everyone should feel confident in the clothes they wear,” says CEO Fan Bi. “It’s frustrating to be uncomfortable, so our goal is to provide a personal, custom fit to every client we see.” Launched in 2009 as an e-commerce brand, Blank

## Blank Label has 26 employees.

Label now has six locations around the U.S., with more on the way. Their repertoire has grown from dress shirts to the full professional wardrobe, including suits, chinos, top coats, and more. And the company is determined to become a household name in the world of custom tailoring. “Custom has existed for a long

time, but there’s still no category-defining brand for it. We hope to be the ones to build that,” Fan shares.

While their brick-and-mortar business has taken off in recent years, Fan intends to keep the company planted in its digital roots. “Digital brings a lot more accuracy to the way we make decisions,” he says, noting that 85 percent of their overall marketing budget goes to online advertising. From the beginning, AdWords, Google’s advertising program, has played a key role in the business. “AdWords has helped us reach the customer who needs us, who is searching for the exact thing we deliver,” Fan explains. Google Analytics provides crucial conversion data to back up their marketing decisions, and Google My Business helps them make the most of their online presence, providing an avenue



“From making informed business decisions to communicating with our clients, we are a digital-first company. It’s what allows us to compete with larger brands.”

FAN BI, CEO

for customer feedback and reviews. The company also uses Gmail and other G Suite tools to keep their internal and external communications efficient. “Google and the whole ecosystem is very much top of mind for us,” Fan adds.

Over the years, Blank Label has served tens of thousands of clients, many of whom become return customers and refer family and friends. With consistent double-digit annual growth, they are working toward dozens of more locations, all while staying close to the communities

they’re already a part of. “We are active participants in the local charity scene wherever we have store locations. It’s important to us that we be engaged with our communities,” Fan shares. Throughout the company’s growth, Fan has appreciated the opportunity to build a business that has a meaningful impact on people’s lives. “We have clients who, before coming into our store, have never been able to find comfort in what they wear. Being able to help them really makes it all worth it,” he says.



HANOVER, MASSACHUSETTS

# Wicked Good Cupcakes

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

Tracey Noonan and her daughter, Dani, began taking cake-decorating classes in 2010 as a fun way to spend time together. They had a knack for the craft and, after sharing some of their work online, received inquiries from consumers interested in their baked goods. Recognizing a business opportunity, the mother-daughter team

## Wicked Good Cupcakes has 20 employees.

opened Wicked Good Cupcakes in 2011, baking and shipping decorative cupcakes to customers nationwide. To keep their products fresh and safe during delivery, they packed them in distinctive mason jars—an idea that “got a tremendously positive response,” says Chief Operating

Officer Scott Noonan. “It really took off from there.” Wicked Good Cupcakes tallied \$375,000 in sales in their first full year and \$1.8 million the following year after appearing on national television. “We gained thousands of customers by being on television, but then we had to figure out a way to keep them coming back,” Scott adds.

As a self-confessed “data junkie,” Scott knew that technology would be key to sustaining momentum and growing the family business. “We really wanted to understand our customers and figure out how we could make things easier for them,” he says. To this end, they’ve extensively used Google Analytics to inform their business decisions and enhance their online shopping experience. “I’m really proud of the metrics we’ve been able to achieve through these efforts,” shares Scott, noting that their conversion rate is about



“Google helps us understand how we can better service our customers.”

SCOTT NOONAN, COO

three times the industry average. Wicked Good Cupcakes also uses AdWords, Google’s advertising program, to drive traffic to their website. “It’s been a big part of our growth in terms of new customer acquisition,” he adds. And G Suite tools, such as Gmail, Docs, and Drive, help streamline their internal operations, from processing orders to task management.

Wicked Good Cupcakes ships half a million products a year to customers all over the country. They continue to grow at a double-digit rate annually and earned \$4.5 million in revenue last year. They have

also expanded their business to cater to corporate clients. For the Noonan family, however, retaining a personal touch amidst rapid growth is imperative. “As we get bigger and bigger, it’s easy to forget how important one individual cupcake jar can be to somebody,” Scott says. “But we never want to forget that. We want to continue being a company that people believe in. We want to be able to service our customers the best we can and produce the same high-quality products that we’ve been making for the past six years. That’s our goal as we continue to grow—to never forget our customers.”