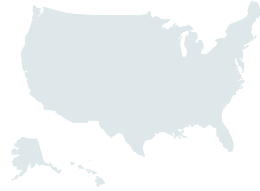


The web is working for American businesses.

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 Maryland businesses. Google is helping.

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

\$3.56 billion

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

\$17.1 million

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

23,000

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



GAITHERSBURG, MARYLAND

The Bow Tie Club

www.bowtieclub.com

Kirk Hinckley believed that bow tie lovers deserved better. While working for a national men's clothier, Kirk saw firsthand that bow ties were either overpriced, low-quality, or tossed into a single display drawer as an afterthought. Deciding to do something different, he and his wife, graphic designer Corinne Hsu, founded

The Bow Tie Club has 6 employees.

The Bow Tie Club in 1994. "People who wear bow ties want to be a little different," Kirk says. The couple used their knowledge of the industry to create a mail-order business offering high-quality, fairly priced bow ties, all manufactured in Maryland. They brought The Bow Tie

Club online in 1996 and now feature over 500 of their own designs available in a multitude of shapes and sizes.

As an early adopter of the web, The Bow Tie Club has very much grown alongside the Internet. For years, Kirk and Corinne advertised their products on printed media. "Now it's the exact opposite," Kirk notes. "It's 90 percent to digital; 10 percent to print." The Bow Tie Club uses AdWords, Google's advertising program, to reach fashion aficionados all over the world. About 20 percent of their sales come from overseas, and "AdWords is an integral part of the international business," says Kirk. "When people click on a Google ad, they're looking for something—they're ready to buy. The reach and purchase intent are what make AdWords so powerful compared with other media



"Even though we're a small business, we're an international business thanks to the Internet."

KIRK HINCKLEY, FOUNDER

tools." The company also uses insights from Google Analytics to optimize their online presence. "It's hugely important for understanding what the customer wants, refining our product, and creating a better shopping experience," he adds.

For Kirk and Corinne, the bow tie is more than just a fashion piece; it's a way to connect with new people. "You have no idea how many great conversations I've had that started with the words, 'I love your bow tie!'" explains Kirk. "Our bow ties not only look good, they help you stand out." And stand out, they do. Even former

President Barack Obama has taken notice, sporting one of their bow ties to his 2012 inaugural balls. "That's probably the pinnacle of my career," Kirk muses. With thousands of customers around the world, The Bow Tie Club today is a global community of fashion-forward individuals. "There's a reason why we named it The Bow Tie Club," Kirk shares. "It was always meant to be a community for people who want to be a little different. And now, with the web, bow tie lovers from anywhere can be a part of that community."