

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 Michigan businesses. Google is helping.

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

\$3.83 billion

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

\$12 million

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

31,000

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

600+

Michiganders are employed full-time by Google. We're proud to have offices in Ann Arbor and Detroit.¹



DETROIT, MICHIGAN

Ideal Shield

www.idealshield.com

When Frank Venegas won a car at a raffle in 1979, he drove it around for only nine days before selling it to finance his first business. Fast forward 38 years, and that business is now one of seven under the family-owned parent company, Ideal Group. "We provide everything from general contracting, to ballistic barriers,

Ideal Shield has 60 employees.

to hard-to-find parts that are used in manufacturing facilities throughout the world," explains Vice President Linzie Venegas. One of their businesses is Ideal Shield, a Detroit-based manufacturer of bollard covers—plastic sleeves that are placed over bollards to protect them from wear and tear. "Ideal Shield was

the first company that we started to use Google products for," shares Linzie. With an average growth rate of 25 percent per year, it is also one of the fastest-growing businesses in the Ideal Group family.

Ideal Shield has been using AdWords, Google's advertising program, since its inception in 1997. "Not that many people know what a bollard cover is," says Linzie. "So if somebody is told to go buy one, we know they're going to go to Google. It's important that we show up on there when they do." About 50 percent of Ideal Shield's sales leads now come through Google Search and ads. The company uses insights from Google Analytics to optimize their AdWords campaigns and improve conversion rates. "For every dollar we spend on AdWords, we get roughly 22



"The Internet gave us an opportunity, at a low cost, to compete with some of the largest companies out there."

LINZIE VENEGAS, VICE PRESIDENT

dollars back," Linzie estimates. And YouTube provides them with a platform for sharing helpful content, such as installation tutorials.

Today, Ideal Shield sells about 25,000 bollard covers a month to customers all around the world. The company operates five plants in Southwest Detroit, where they proudly manufacture their products. They also employ 60 people, most of whom are manufacturing professionals. "We're committed to making our products here in the U.S.," says Linzie. To further that commitment, Ideal Shield

offers education and training programs for students of all ages. Elementary school students are paired with mentors and introduced to the world of engineering and robotics, while high school and college students are given the opportunity to work as construction interns. "There is a lot of growth going on in Detroit, and we want to do our part to prepare the workforce of tomorrow," Linzie shares. "After all, the greatest thing about Ideal is our people."