

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 Minnesota businesses. Google is helping.

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

\$5.37 billion

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

\$14.2 million

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

23,000

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



FARIBAULT, MINNESOTA

Faribault Woolen Mill Co.

www.faribaultmill.com

Faribault Woolen Mill Co. is one of the last vertical mills in the U.S. They dye, spin, and weave their woolen products all under one roof. Founded in 1865, their pride in craftsmanship saw them through two World Wars, the Great Depression, and a mill fire, along with the trials of each passing decade. But after five generations

Faribault Woolen Mill Co. has 90 employees.

of family ownership, the mill was bought by investors in the early 2000s and closed in 2009. The century-old machines went silent, and the workforce went home—that is until Paul and Chuck Mooty stepped in. Determined to save the mill, the two cousins purchased Faribault in 2011, hired

40 employees, and turned the factory lights back on. “We fell in love with its story,” Paul recalls. “And so we sought out to restore this iconic American business.”

At Faribault, old and new technologies work together to create a thriving business. The mill uses traditional dyeing and weaving techniques to manufacture premium blankets, throws, and scarves. “These decades-old machines still produce the highest-quality wool goods by far,” explains Paul. And digital tools like AdWords, Google’s advertising program, help to reach customers well beyond state borders. “It allows us to get our products out to customers in New York, California, and Boston, and not just be a local brand,” he adds. The Faribault team also looks to Google Analytics to improve their AdWords campaigns, which currently drive



“While we have a good local presence, our national brand is solely because we’re online.”

PAUL MOOTY, CHAIRMAN

20 percent of sales. “Because we’re a lean company, we appreciate having a tool like Analytics that lets us measure results, maximize return on investment, and make our ads work for us even better.”

Today, Faribault’s products can be found in stores all across the country. Since their reopening, they have more than doubled their workforce and rehired original employees, some of whom have been weaving for the mill for over 60 years. The impact of Faribault’s revitalization, however, goes well beyond job creation. “It’s restored a lot of excitement in the

community,” Paul says. A play recounting the mill’s history was shown in the local theater; a newly built senior center was named after the business; and their storefront has attracted countless visitors, from out-of-state tourists to the Minnesota governor. “We’ve received more love and support than I can even describe. To get a company like this back up and running in a small town—nobody imagined that it could happen,” Paul muses. “But here we are. And it’s our hope to keeping it going for another 150 years.”