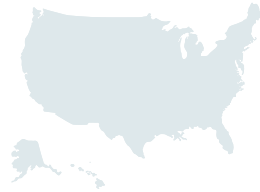


The web is working for American businesses.

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 Missouri businesses. Google is helping.

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

\$2.33 billion

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

\$9.41 million

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

18,000

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



STEELVILLE, MISSOURI

Lange General Store

www.langegeneralstore.com

After a long career in finance, Alicia Rehmert was ready to retire. “That is, until boredom set in just six months later,” she recalls. While looking around for something fun to do, Alicia realized that her small community in the Ozark Mountains was underserved by the retail industry. “There weren’t a lot of

Lange General Store serves 30,000 customers annually.

places where you could just interact with people and have a fun experience while shopping,” she explains. “And the big-box stores that were around were all pretty generic; there was nothing unique about them!” In 2014, Alicia opened Lange General Store in historic

downtown Steelville. The business is a restoration of a 20th-century general store that was founded by her husband’s great-grandfather, H.C. Lange. Like its predecessor, Lange General Store is “a literal brick-and-mortar building full of classic toys, nostalgic candy, over a hundred flavors of soda pop in bottles, home decor and linens, and a variety of other old-fashioned goods,” describes Alicia.

Lange General Store launched an e-commerce website in 2016 to share its local flavors beyond state borders. Using AdWords, Google’s advertising program, the business now services customers all across the U.S. and Canada. “About 70 percent of our online sales come through AdWords,” says Alicia. With 90 percent of the store’s advertising dollars going to



“Google has helped us grow our e-commerce business, and we’ve only tapped the surface.”

ALICIA REHMERT, PRESIDENT

digital, Alicia also uses Google Analytics to optimize their online performance. “I have a finance background, so I really pay attention to what the numbers say,” she explains. “And so far, our online investments have been worthwhile.”

Over the past year, Lange General Store has more than doubled their sales and number of customers. “We plan to double again, and then again,” Alicia shares. They ship their products to thousands of customers every year. With each order, they include a handwritten thank-you note, Tootsie Rolls, and

Bit-O-Honey candy. “It’s how we share some of that old-fashioned service that we give folks who walk through our physical doors,” explains Alicia. For the Lange General Store team, these daily interactions with customers are “what we’re all about,” she adds. “Meeting people, learning their stories, providing a fun shopping experience, all while taking them a little bit back in time—that’s why we created this store.”