

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 North Carolina businesses. Google is helping.

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

\$3.55 billion

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

\$14.2 million

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

36,000

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

150+

North Carolinians are employed full-time by Google. We're proud to have an office in Chapel Hill and a data center in Lenoir.¹



CONCORD, NORTH CAROLINA

Adrenaline Barbecue Company

www.abcbarbecue.com

David Parrish was never one to be satisfied with the ordinary. After serving in the U.S. Air Force for nine years, his love of food and camaraderie led him to an obsession with barbecue. "I'm a nerdy guy by nature, so I really dove into it," he admits. While exploring his newfound passion, David discovered a revolutionary way to make better-tasting barbecue. It is called the Slow

Adrenaline Barbecue Company has shipped to over 30 countries worldwide.

'N Sear, a grilling accessory he invented to convert an ordinary charcoal grill into a quality smoker. Realizing that there was an entire community of backyard-cooking enthusiasts who were interested in the

product, he founded Adrenaline Barbecue Company in 2015 with his wife, Catherine. "So many people want to make their friends and family happy by making good food. We help them do just that," says Catherine. From their signature Slow 'N Sear accessory, Adrenaline has expanded to over a dozen products, each designed "to make charcoal grilling and smoking easier, and better than anything you can get in a restaurant," she adds.

To connect their business to backyards everywhere, Adrenaline Barbecue Company went online "right off the bat," says David. They use Google Analytics to understand their web traffic and to keep their e-commerce site running smoothly. "Nothing in our business goes very far without Analytics," Catherine notes. They attract barbecue fanatics from across the



"With Google's ability to reach barbecue enthusiasts on the Internet, we've been able to grow our business faster than we ever thought possible."

DAVID PARRISH, PRESIDENT

country with AdWords, Google's advertising program. G Suite tools, such as Gmail, Calendar, and Drive, give them the logistical muscle to compete with larger companies. And through their YouTube channel, they share recipes, barbecue how-tos, and product demonstrations with thousands of fans every week. "We're an online business, and Google products help us reach as many people as possible," says Catherine.

Things are only heating up for Adrenaline Barbecue Company. They doubled their sales from 2016 to 2017 and now fulfill

tens of thousands of orders every year. They also proudly manufacture their entire line of grilling accessories in the U.S., shipping them to over 30 different countries. For David and Catherine, however, Adrenaline's greatest success goes beyond the numbers. "Our product helps somebody make weekend ribs, a delicious Thanksgiving dinner, or a celebratory graduation dinner for their son or daughter," shares Catherine. "Knowing that we created something that makes those experiences more attainable is wonderful. That's what we enjoy the most."