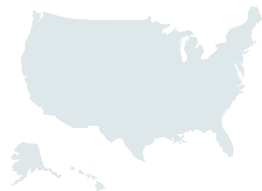


The web is working for American businesses.

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 Dakota businesses. Google is helping.

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

\$144 million

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

\$395,000

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

1,600

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



FARGO, NORTH DAKOTA

Heat Transfer Warehouse

www.heattransferwarehouse.com

Kirk Anton returned to Fargo in 2009 because of his father's ill health. With the city faring better than many others during the recession, he decided to stay and look around for local business opportunities. Because Kirk had experience in warehouse distribution, his friends suggested that he create a one-stop shop for heat transfer materials used in the garment and textile

Heat Transfer Warehouse has 40 employees.

decorating industries. He took their advice and, together with Co-founder Tricia Huson, launched Heat Transfer Warehouse in 2010. "It was just us, the dog, and a telephone," Kirk recalls. "We began importing heat-applied films, reducing

them to the quantities and sizes people wanted, and calling potential clients."

Heat Transfer Warehouse has had a website since day one but did not begin marketing online until 2013. AdWords, Google's advertising program, "was the first platform we went to," Kirk says. "I remember setting up our first ad campaign and waking up the following morning to a \$700 sale. That was a magical moment for us, because we realized then that we could market our products 24/7." By April of the following year, Heat Transfer Warehouse stopped taking orders over the phone and went completely digital. About 35 percent of the company's sales now come through AdWords. "And we get about seven to twelve times the return on investment," Kirk notes. They have added Google



"For us to reach thousands of customers, we have to be online. We would not be in our position without a web presence that puts us out there all the time."

KIRK ANTON, CO-FOUNDER

Shopping campaigns to their advertising mix, optimize their web presence using insights from Google Analytics, and even share helpful content like heat application tutorials on YouTube.

The company today is on a "hyperbolic growth curve," says Kirk. They have averaged 70 percent growth over the past four years, and have gone from "two people and their dog" to a forty-person team. With locations in Florida, Kentucky, Nevada, and North Dakota, they now service over 85,000 customers across the

globe. To fellow entrepreneurs who wish to follow in their footsteps, Kirk recommends "surrounding yourself with people you can learn from and who will support you." For Kirk and Tricia, that sense of community came from the people of Fargo. "Everyone here wants you to succeed, and they want to hear your story. It's like a big small town in that sense," he explains. "So it means a lot that we're able to grow in Fargo, hire local students, and contribute to the city's entrepreneurial energy. It's the best part."