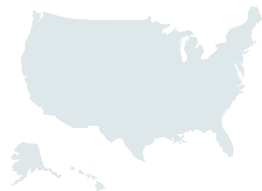


The web is working for American businesses.

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

© Copyright 2018. Google and the Google logo are trademarks of Google LLC.

The web is working for New Jersey businesses. Google is helping.

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

\$6.65 billion

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

\$15.4 million

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

42,000

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



JERSEY CITY, NEW JERSEY

Novofex

www.novofex.com

After working at a digital marketing agency for three years, Freddy Carrera decided to take the leap and start his own firm in 2013. "I had picked up a lot of experience in design, web development, and marketing," he explains. "I figured it was a great time and opportunity to start the business." Novofex's first "office" was Freddy's

Novofex has 12 employees.

apartment in Paterson, New Jersey. "It started off as a one-man operation, just calling on small businesses," he recalls. When Novofex began expanding outside the state, Freddy brought on a former colleague, Allister Liberato, to help with the startup. Within six months, the duo had outgrown Freddy's

apartment and moved to a proper office in Jersey City.

Novofex turned to G Suite tools, such as Gmail, Calendar, Docs, and Drive, to manage their growing workload. "As a startup, I don't see any other business tools out there that are as useful and as user-friendly as Google tools," Freddy says. "I would definitely recommend other entrepreneurs to jump on Google tools. For everything digital, I find it to be the cornerstone." The company also earmarks virtually their entire marketing budget to digital because of its flexibility and reach. "What would have been a \$10,000 billboard spend, you can split in many different and more impactful ways on a digital budget," Freddy says. They use AdWords, Google's advertising program, to reach



"We regularly ask our clients how they found us. It's almost always through Google."

FREDDY CARRERA, FOUNDER & CEO

potential new customers, and Google Analytics to measure and optimize their ad campaigns. The digital focus has paid off: Novofex grew nearly 50 percent in their first year and has grown steadily since then, now serving over 400 customers a year.

Novofex is using their success to make a positive impact on their local community, particularly by forging a hiring pipeline with nearby colleges and universities. "We've been able to foster really good relationships with the local universities, recruit talent from there,

and create opportunities in Jersey City," Freddy says. Given the nature of their work, Novofex is also helping to grow the businesses that use their digital-marketing services. "We are proud to serve Hudson County," Freddy shares. "Small businesses are the backbone of North New Jersey, so being able to help them get discovered in a highly populated area, grow, and hire more people is rewarding. It isn't just Freddy in his apartment anymore. It's more than that."