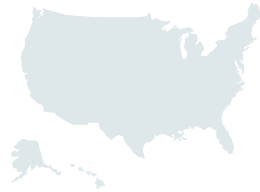


The web is working for American businesses.

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

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

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

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 Nevada businesses. Google is helping.

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

\$2.52 billion

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

\$3.86 million

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

16,000

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



LAS VEGAS, NEVADA

Vegas Extreme Skydiving

www.vegasextremeskydiving.com

Many people fall in love with their job, but Edward Carroll literally tumbled head over heels for his. After retiring from the British Army as a paratrooper, Edward moved to Las Vegas in 2003 and founded Vegas Extreme Skydiving to share his passion for thrill-seeking with visitors from all over the world.

Vegas Extreme Skydiving has 9 employees.

"People who come to Vegas want to try different things. With skydiving, there is an actual feeling of flying, and it's very addictive," he says. "The weather is also perfect for jumping out of airplanes." Using over 37 years of experience, Edward grew Vegas Extreme Skydiving

from modest beginnings to the premier choice for high-flying thrills. "We may not be the biggest, but we're the best in the business," he assures.

With so many other attractions vying for visitors' attention, Vegas Extreme Skydiving uses the power of the Internet to stand out from the competition. Mind-warping videos on YouTube provide thousands of curious viewers with the visceral thrill of skydiving. AdWords, Google's advertising program, helps keep the business on top of visitors' minds and web searches. And Google Analytics gives Edward the insights to optimize his online performance and make the most of his time and budget. "I want to be in every magazine and every billboard, but there's a limit to what you can do. As a small business, you have to focus on the



"The Internet lets us circumnavigate old ways of marketing and go truly global."

EDWARD CARROLL, PRESIDENT

essential things," he says. "These days, that thing is Google."

Today the sky's the limit for Vegas Extreme Skydiving. They have expanded their VIP offerings to include everything from basic lessons with expert instructors to skydiving weddings. They now operate a brand-new Cessna 208 Super Caravan, the most advanced skydiving airplane in the world, and use it to ferry 6,000 jumpers into the wild blue yonder each year. "I always knew that if we were kind, were respectful to

customers, and provided a first-class service, then good things would come," Edward says. Over 50,000 visitors set foot in Edward's state-of-the-art facility annually, and he uses that positive buzz to give back to his Las Vegas community. "We give away lots of skydives to charity every year," he shares. "In this town, small businesses look out for each other." When it comes to making a local impact, sometimes the best perspective is from 15,000 feet up.