

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 Ohio businesses. Google is helping.

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

\$4.9 billion

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

\$10.5 million

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

35,000

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



COLUMBUS, OHIO

Fab Glass and Mirror

www.fabglassandmirror.com

When Ahmed Mady left his job as a CPA to start a glass company, his friends and family were confused. “I didn’t know anything about glass, so people thought I was crazy,” he shares. The inspiration for the business hit Ahmed after a conversation with a friend. “We were talking about how everything is online these days. Jokingly, I said that the only

Fab Glass and Mirror has 24 employees.

thing you can’t buy online and ship directly to your home is a big piece of glass,” he recounts. “So I thought, ‘Okay, let’s try that.’” Ahmed launched Fab Glass and Mirror in 2012 to provide residential and commercial consumers with a one-stop

shop for all of their glass and mirror needs. The first six orders he shipped to customers arrived broken, “but I didn’t give up,” Ahmed says. “I just kept going, trying to find ways to solve the problem.”

Today, Fab Glass and Mirror services over half a million customers a year across the U.S. and Canada. They use AdWords, Google’s advertising program, to market their wide collection of mirrors, tabletops, coffee tables, and shelves. “AdWords is a huge part of our growth. Without it, we wouldn’t be able to reach all of the lower 48 states,” explains Ahmed, noting that over 20 percent of their sales are driven by Google ads. The company also shares instructional content, like glass and mirror installation videos, on their YouTube channel. And Google Analytics provides them with the digital insights to



“By helping us reach customers nationwide, Google tools have literally opened up a whole new world. The amount of growth we’ve seen could not have been achieved without them.”

AHMED MADY, CEO

strategically tackle business challenges. “Being an entrepreneur is an endless journey of solving problems. Google Analytics gives us the data we need to make well-informed decisions,” he says.

With over 80 percent annual growth, Fab Glass and Mirror has come a long way since their first six shipments. What started out as “one guy working day and night out of a small storage space” is now a 24-person team. The company also works with half a dozen glass

fabricators throughout the Midwest to manufacture their products. “It’s been nice to grow alongside our fabricators. We are very customer-centric, and through our partnership, they have become very customer-centric as well,” says Ahmed. In striving to become the nation’s top glass supplier, distributor, and producer, he adds, “we would like to help more glass fabricators around the country to go further than they ever expected to go.”