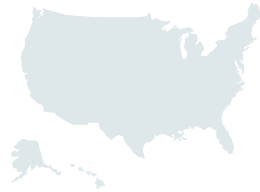


The web is working for American businesses.

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 Oklahoma businesses. Google is helping.

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

\$532 million

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

\$3.47 million

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

9,200

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

100+

Oklahomans are employed full-time by Google. We're proud to have a data center in Mayes County.¹

Langston's Western Wear

www.langstons.com

L.Y. Langston opened his first store in Harrah with two partners in 1913, selling everything from horse feed and milk to jeans and overalls. The business served the farming community for a decade before moving 25 miles west to downtown Oklahoma City. Today, Langston's Western Wear has a flagship store in Stockyards City and three other

Langston's Western Wear has 50 employees.

metro locations. They sell a mixture of functional and fashion apparel, including jeans, boots, western shirts, and outerwear. L.Y.'s grand-nephew, Brian Barber, returned home from California in 1999 to launch the business's first

website. "Langston's has such a long history, and I'm just a small part of it," Brian says. "Our customers come from all walks of life, including a lot of people who live the western lifestyle each and every day."

Like many small retailers across America, Langston's Western Wear faces stiff competition from big-box stores. AdWords, Google's advertising program, "helps level the playing field," says Brian. "We can still maintain a significant presence within our niche by using digital products like AdWords and Google Shopping to stay relevant," he adds. Brian also uses insights from Google Analytics to optimize their website, continually improve marketing campaigns, and maintain a competitive edge. "It's kind of a game of finding our



"In the face of increased competition, Google really helped level the playing field against companies with much, much deeper pockets."

BRIAN BARBER, VICE PRESIDENT OF E-COMMERCE

opportunities in nooks and crannies," he explains. "You take Google Analytics and add in a little intuition, and things start to become a little clearer. The importance of Analytics can't be overstated."

Langston's Western Wear has served customers through both World Wars, the Great Depression, and numerous financial booms and downturns. The store is "a mature company that has been interacting with and impacting our local community for generations," describes Brian. Their centennial

celebration in 2013 brought home the importance of this legacy. The grandchildren and great-grandchildren of the original patrons shop there today, joined online by newer customers from across the country. "You walk into our store, and you have people who grew up on a ranch or farm, or they compete in rodeo. They give you real-world, real-life experience with these products that you can't always get from mass-market, large retailers, where it kind of becomes less personal," Brian says. "My hope is for another 100 years."