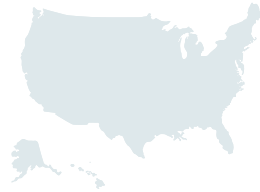


The web is working for American businesses.

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 Oregon businesses. Google is helping.

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

\$2.28 billion

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

\$10.2 million

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

33,000

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

150+

Oregonians are employed full-time by Google. We're proud to have an office in Portland and a data center in The Dalles.¹



MCMINNVILLE, OREGON

The Merri Artist

www.merriartist.com

In 2004, Dan and Merri Sayers were shopping for watercolor paper when they stumbled upon a small art supply store in Bend, Oregon. “Dan looked around and said, ‘You know, we can do this,’” Merri remembers. Back in their hometown of McMinnville a short time later, “we saw a small storefront for rent at a really good spot near an intersection, and we

The Merri Artist has 7 employees.

immediately rented it,” she adds. They named the place The Merri Artist. They started out slowly, until eventually Dan joined the business full-time. In 2006, they created their first e-commerce website for the store.

Personal service is vital to The Merri Artist, but so is being online. “Every month we hear of old art supply stores that have been in business a long time, 50 or 100 years, that are closing their doors,” says Dan. “We’ve been able to keep growing our business by taking it online.” The Merri Artist began using AdWords, Google’s advertising program, from the day they launched their website. Dan remembers running their first AdWords campaign and wondering what came next—until the first online order arrived the next morning. About 70 percent of their business now comes from online shoppers, with AdWords and Google Shopping campaigns accounting for over half of their digital sales. Google Analytics helps them keep their e-commerce site effective, and Google My Business gives



“The Internet enables us to have a much broader inventory than we could ever justify with just a brick-and-mortar store.”

DAN SAYERS, PRESIDENT

customers the opportunity to check out their photos and reviews.

The Merri Artist continues to grow steadily, shipping about 9,000 orders annually across the U.S. Online customers often stop by in-person if they’re visiting the Willamette Valley, Oregon’s famous wine-growing region. The shop itself is also a key element of McMinnville’s historic, 1880s downtown. “Small businesses are what make the community more interesting,” says Sally Borg, the store’s vice president. “The small businesses are the ones

donating to schools, programs, auctions, and other local causes”—all of which The Merri Artist does. In addition to supporting their community, The Merri Artist strives to provide each of their customers with a great shopping experience. All of their employees are artists themselves, and are always happy to share their knowledge and insights with the people who walk through their doors. “I really appreciate being in a business that actually can have a personal impact on people’s lives,” Sally says.