

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 Rhode Island businesses. Google is helping.

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

\$356 million

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

\$1.23 million

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

3,400

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



PROVIDENCE, RHODE ISLAND

Crisloid

www.crisloid.com

Jeff Caruso's great-uncles, Alphonse and Lucky Lodato, started Crisloid in 1948 out of their home in Brooklyn, New York. The two made and distributed high-quality classic games, such as backgammon, checkers, dominoes, and mahjong. Their company relocated to Providence in 1970, and in the years following grew into one of the largest classic-game manufacturers

Crisloid has 12 employees.

and volume wholesalers in the country. At the turn of the century, however, increased competition from overseas stifled the business. "It was difficult to succeed in the volume wholesale business with our premium, American-made products. We saw a downward path in sales for 10 years," shares Jeff. Knowing that the company

would need to adapt in order to remain competitive, Jeff shifted their business model from wholesale to direct-to-consumer. "I saw the future as being direct-to-consumer sales and started to focus on higher-end, handmade items where there was a good margin—and where we could directly reach the end consumer," he says.

Crisloid launched their first e-commerce website in 2011. "We weren't the most savvy online sellers in the first couple of years," Jeff admits. "But with the right help and tools, it certainly has turned around nicely." The company uses AdWords, Google's advertising program, "to find customers that we otherwise would never have found," he explains. Jeff attributes nearly a quarter of their online sales to AdWords and says that they see a 500 percent return on their ad investments. With 90 percent of their



"As a small business, we're able to access the world by putting ourselves online, knowing who our customer base is, and plugging those insights into our AdWords."

JEFF CARUSO, OWNER

marketing budget going to digital, Crisloid also uses Google Analytics to "understand what we're doing with our advertising dollars, why we're doing it, and how it's impacting our business," he adds. And G Suite tools, such as Gmail, Docs, and Drive, help keep their internal operations running smoothly.

Crisloid ships their products to over 5,000 customers annually. From their quiet-cork playing surfaces to their hand-crafted and polished checkers, every detail is designed and built in their 25,000-square-foot

facility. Jeff is especially heartened by the younger generation of enthusiasts who are putting aside their digital devices to play the classic games. "I see this brand really sinking in across the country," he says. "It serves a great purpose. It brings families together. These games are not going to get thrown out. They're multigenerational—they're passed down, and they all have great stories built into them." When he thinks about his great-uncles, he adds, "their legacy is near and dear to me, and I'm proud to be able to continue it."