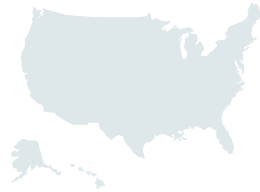


The web is working for American businesses.

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 South Carolina businesses. Google is helping.

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

\$2.37 billion

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

\$5.04 million

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

18,000

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

100+

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



PIEDMONT, SOUTH CAROLINA

Quick Candles

www.quickcandles.com

While working for a wholesale candle company, Rob Latham had a spark of inspiration. He saw an opportunity to use the web to get busy brides and other event planners the candles and decor they needed at better prices, more quickly. "I knew I could create a direct relationship with a customer without having a large retailer between

Quick Candles has 50 employees.

us," explains Rob. In 2007, he launched Quick Candles as an exclusively online retailer carrying 20 to 30 products. To help customers in the harried stages of designing their dream day, he made the then-unconventional move

of guaranteeing delivery dates and same-day shipping. Since then, sales have grown consistently every year, and they've now sold products to millions of customers from an online catalog of 5,000 different items.

Quick Candles uses AdWords, Google's advertising program, to reach event planners online. The image-driven ads of Google Shopping campaigns help showcase their products, while Google Analytics lets them track their web performance and find better ways to introduce themselves to D.I.Y. brides. "We've consistently upped our usage of Google advertising products every year," Rob says. "There's a direct relationship between the advertising investment we make with Google and the sales that we see." AdWords is now responsible



"Everything that we do revolves around the Internet and the tools that Google provides. It's impossible to overstate that."

ROB LATHAM, FOUNDER & CEO

for about 25 percent of the site's daily traffic. The company also uses YouTube to share a series of fun how-to videos, featuring their own products and a local Piedmont event planner. "We want to get across to people that you don't have to spend a fortune to get an elegant look for an event," says Rob.

Quick Candles' business now includes a U.K. site, which caters to customers all across Europe. Consistent growth lights the way forward for the company and their community, but providing

jobs in Piedmont isn't the only way that they're making a difference. Partnering with several organizations, they give a portion of their annual profits to local and international charities. "That's something that's been important to us, and that's been a part of our culture since our founding," Rob shares. "We've had a unique opportunity to develop a successful business, and that success has enabled us to give back."