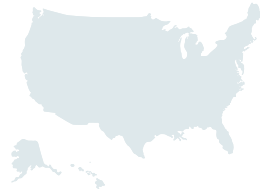


The web is working for American businesses.

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 Dakota businesses. Google is helping.

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

\$133 million

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

\$1.1 million

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

2,300

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

Strider Sports International, Inc.

www.striderbikes.com



As a motorcycle enthusiast, Ryan McFarland couldn't wait to share his passion for biking with his son. By the time his toddler was two years old, the eager father had already prepared a fleet of little vehicles—everything from four-wheeled scooters to an electric dirt bike with training wheels. "I was super excited to see where all of this was going to go,

Strider Sports International has 40 employees.

and had dreams of big adventures with him," Ryan recalls. "But then I realized that all of this stuff was too tall, heavy, and complex." Undeterred, he spent a Saturday afternoon modifying a bike in his garage. The result was what is now

the Strider, a simpler and smaller bike that "truly fit my son exactly where he was in size and developmental ability," Ryan describes. "His confidence shot way up, and he wasn't afraid of biking anymore!" As strangers constantly stopped Ryan to ask about his son's bike, the business opportunity became clear. A year later, in 2007, he launched Strider Sports International, building simple bikes for children of all ages.

Strider Sports International is a Rapid City-based company with a worldwide presence. Using a digital-first marketing strategy, they have sold nearly 1.9 million bikes across 75 countries. AdWords, Google's advertising program, helps fuel their growth and drives nearly 30 percent of their online traffic. The team also reviews their Google Analytics daily

"The beauty of the Internet is that, even from the most remote locations, you can still be connected to the whole world."

RYAN MCFARLAND, FOUNDER & CEO

to optimize ad performance, observe traffic trends, and discover new ways to improve their website. All the while, their YouTube channel taps into the excitement of parents seeing their children ride a bike for the first time. "We have a highly engaged customer base out there. They're so thrilled about what their kids are doing on the Strider that they're making marketing videos for us," Ryan says. "The Internet really is the prime location to run a business in today's world," he adds.

With over 4,000 U.S. retailers, 43

international distributors, and an annual growth of 20 percent, Strider Sports International has come a long way since that Saturday afternoon in the garage. They have also started a nonprofit, the Strider Education Foundation, dedicated to helping kindergarteners across the U.S. learn how to ride a pedal bike. "This really has taken on a life of its own, beyond the product," Ryan muses. "We can't imagine a childhood that doesn't include biking, and that's why we do what we do."