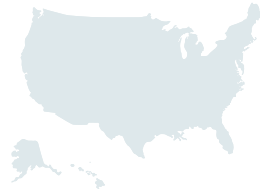


The web is working for American businesses.

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

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

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

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 Tennessee businesses. Google is helping.

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

\$2.01 billion

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

\$7.41 million

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

18,000

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



KNOXVILLE, TENNESSEE

Patricia Nash Designs

www.patricianashdesigns.com

Sometimes a glimpse into the past is the best way to see the future. After years of designing handbags and accessories for other brands, Patricia Nash was looking for a change. She found a 50-year-old handbag in her mother's closet and, inspired by its quality and workmanship, decided to launch a line of handbags under her own name in

Patricia Nash Designs has 35 employees.

2010. The company produces quality bags, all designed by Patricia, combining old-world craftsmanship with updated details for today's customer. "We've grown exponentially and continue to be a very healthy business because of the

quality and the detail in every product," explains Jennifer Evans, Vice President of Operations.

Patricia Nash Designs sells wholesale to department stores and direct-to-consumer via their website. Google products help them to stay competitive and grow their online business. They use AdWords, Google's advertising program, to market and sell their products directly to customers across the country. Google Analytics helps them make effective use of their digital advertising budget by measuring conversion rates and providing insights into their website traffic. They also share videos on their own YouTube channel to debut new product lines and to give customers a behind-the-scenes peek into the design and production processes.



"Everybody's using Google, and we know there's a growth opportunity there."

JENNIFER EVANS, VICE PRESIDENT OF OPERATIONS

Patricia Nash Designs is proud of being a woman-owned business and offers mentoring events to other businesswomen in the community. As Jennifer points out, "Patricia is not only a great designer, she's also a great businesswoman." They're proud of maintaining a personal touch with their customers and community, and of having devoted followers nationwide. "A lot of people ask why Patricia Nash Designs is located in Tennessee while most of our competitors are in New York," says Marketing Manager Suzanne Koontz.

"That's because our customers are located in Knoxville-sized cities all across the country. That's our following." The company has added women's footwear and men's accessories to their product line in the past couple of years. Looking ahead, they are planning to add new classifications soon and are focused on steadily increasing their online business.