

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 Texas businesses. Google is helping.

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

\$15.7 billion

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

\$35.5 million

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

141,000

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

550+

Texans are employed full-time by Google. We're proud to have offices in Austin and Dallas.¹



SUGAR LAND, TEXAS

Wholesome Sweeteners

www.WholesomeSweet.com

As the nation's leading importer of organic, Fair Trade-certified, non-GMO sugars, agaves, and honeys, Wholesome Sweeteners is a small company making a big impact. "Doing good is essential to everything we do," says Director of Marketing Sarah Miller. Founded in 2001, when organic and Fair Trade sugars were

Wholesome Sweeteners has 73 employees.

unheard of in North America, they started out with three simple products: organic sugar, raw sugar, and molasses. They have branched out into value-added products, including Organic Frostings and their allergy-free candy brand, Surf Sweets. Today, Wholesome is a leader in both the

retail and bulk ingredient arenas—you can find Wholesome ingredients in popular organic teas, cereals, sodas, and more. "Wholesome is everywhere," says Sarah. And wherever they go, they bring a strong set of values. "We don't compromise on delivering absolutely delicious products and doing it in an ethical way," she adds.

To share their message with a wider audience, Wholesome Sweeteners leverages the power of the Internet. They use Google tools to broadcast and distribute their unique offerings in more targeted ways. "We just launched a video on YouTube about our pesticide-free Organic Honey, and how we protect our supply chain from hives to shelves. It really helps us tell our story in a succinct way," Sarah explains. To reach customers directly, half of their marketing budget goes to digital, including AdWords,



"The web and e-commerce allow us to compete with the giants out there—it helps level the playing field."

SARAH MILLER, DIRECTOR OF MARKETING

Google's advertising program. They work with a wide suite of Google products, from DoubleClick, to Tag Manager, to Analytics, all of which help them optimize their online presence and boost e-commerce sales. "Through Google's multiple tools, you can prove that your advertising efforts drive sales, solving the marketer's dilemma—this is the Holy Grail," says Sarah.

Seeing the company's impact is meaningful for Sarah. Her passion comes from their strong commitment to the environment and the wellbeing of farmers they work with around the world. They pay additional Fair

Trade premiums to their farmers to invest in schools, healthcare, and other means for improving their lives. "So many global farmers live in poverty," Sarah notes. "By paying additional Fair Trade premiums, we can help them rise out of that." Wholesome Sweeteners' mission also includes their local community, where they support Hurricane Harvey relief efforts, clean oceans, animal rescue, and families in need. In the future, Sarah hopes to bring even more awareness to the goodness of their products. "We'd love to make our organic products more accessible to all Americans."