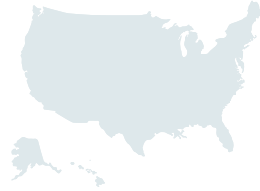


The web is working for American businesses.

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

© Copyright 2018. Google and the Google logo are trademarks of Google LLC.

The web is working for Washington businesses. Google is helping.

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

\$13.2 billion

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

\$17.8 million

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

44,000

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

3,400+

Washingtonians are employed full-time by Google. We're proud to have offices in Kirkland and Seattle.¹



SEATTLE, WASHINGTON

Oiselle

www.oiselle.com

After giving birth to her second child, Sally Bergesen was eager to get back into running. Having been a competitive runner since her early 20s, it was natural to get back into the groove of an athlete's lifestyle. What she couldn't find, however, were running shorts that weren't poofy and baggy. "The shorts on the market were poor quality, poor fitting, and the prints

Oiselle has 30 employees.

and colors were dated," Sally recalls. "So, with the naive heart of the entrepreneur, I stepped forward with the idea of doing something new and different." She decided to combine her love for running with her background in brand strategy and design. In 2007, Sally founded Oiselle (French for

"female bird"), launching a small apparel collection. "I knew from my own story, and others, that running has the power to change lives. I wanted to create an apparel line that honored that meaning and helped others find the same joy," she says.

In 2011, Sally launched Oiselle's e-commerce website. She uses AdWords, Google's advertising program, and Google My Business to bring customers to the site and their flagship store in Seattle's University Village. "We find that a lot of the acquisition tools available to us tend to do great on our digital channels," Sally notes. In addition, "Google Analytics is a great tool for us to understand, in real time, how customers are reacting to the designs we put online," she says. "That data is incredibly important to many decisions related to our customer base: enthusiastic



"While the sport of running is definitely an in-real-life pursuit, the web connects us directly to our community and customers in a valuable way."

SALLY BERGESEN, FOUNDER & CEO

runners around the world." Oiselle also creates and posts videos to their YouTube channel to share their brand story. And within the company they use G Suite tools, such as Gmail, Docs, and Sheets, to manage their day-to-day operations.

Oiselle now sells a full line of running gear, accessories, and apparel—designed by and for women athletes who exercise outside, in every climate. They also expanded their business to include a team-based model, with women joining Oiselle to race together in a shared uniform, but perhaps

more importantly, to simply connect with each other. To give back to their community and help young girls stay involved in sports, the company founded The Bras for Girls Program, donating sports bras to middle school girls in need. Online marketing has helped build the brand beyond Seattle. "We feel pretty fortunate to ride the rise of e-commerce using digital tools and technology," Sally says. "The web allows us to be connected directly to our community of women athletes in a way that companies 50 years ago couldn't dream of."