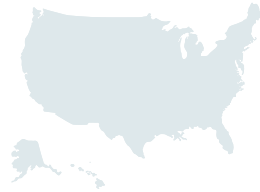


The web is working for American businesses.

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 Wisconsin businesses. Google is helping.

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

\$3.73 billion

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

\$7.03 million

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

16,000

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



RACINE, WISCONSIN

O&H Danish Bakery

www.ohdanishbakery.com

If you've ever been to Racine, chances are good you've had a kringle from O&H Danish Bakery. Founded in 1949 by a Danish immigrant, Christian Olesen, O&H has been in the same family for four generations. Father-son team Eric and Peter Olesen, along with Eric's son-in-law Matt Horton, currently run the business. They serve up hundreds of scratch-made

O&H Danish Bakery has 200 employees.

indulgences every day, and their specialty is the traditional Danish kringle, "a pastry unlike any other," Eric describes. They make eighteen varieties of the sweet delicacy and ship their products to thousands of customers in and outside of Wisconsin.

"Whether you're right here in Racine, or you moved away and are missing a taste of home, we're here to help you celebrate the most important moments of your life with a delicious slice of kringle," says Eric.

O&H Danish Bakery has always used technology to reach more customers, pioneering mail-order delivery for their kringles back in the early 1960s. "That culture of using new technology to grow and meet the demands of our customers has always been embraced by O&H, and continues to this day," Eric says. They use G Suite tools, including Docs and Drive, to share inventory and order information instantly between their five Wisconsin locations. Their Google My Business listings attract local customers with appetizing photos and glowing customer reviews. And AdWords, Google's advertising program,



"Through the web, customers can experience our family traditions and values from anywhere."

ERIC OLESEN, PRESIDENT

helps bring in new customers beyond state borders. "Not that many people outside of Wisconsin know about kringle, so AdWords is a critical tool for getting our name out there. Now people can find us from anywhere when they search for unique gifts or specialty baked goods," Matt says.

Even after six decades in business, O&H Danish Bakery continues to enjoy double-digit annual growth. They operate stores in Racine, Sturtevant, and Oak Creek, and deliver their pastries to dozens of countries around the world. "Our kringle has reached all seven continents, even Antarctica," Peter muses. Amidst their growth, O&H remains

committed to the same family traditions on which they were founded. They source their cherries, cream cheese, and cranberries from local dairies and farms, their apples from Michigan, and their blueberries from Maine, all in pursuit of the finest fruits and nuts they can find. They also make everything, including the icing and filling, completely from scratch. "This is the way we've done it ever since we were founded," says Eric. "It's how we make food in our own kitchen. It's how we do things in our bakeries. It's a way of life for us, and we've never considered doing it another way."