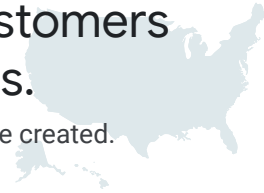


The web is connecting customers with businesses of all kinds.



The web is where business is done and jobs are created.

\$335 billion

In 2018, Google's search and advertising tools helped provide \$335 billion of economic activity for more than 1.3 million businesses, website publishers, and nonprofits nationwide.¹

1 billion

Every month, Google helps drive over 1 billion direct connections, like calls and online reservations, for businesses nationwide.¹

Nearly 4X

Small businesses that use advanced digital tools, such as online advertising and data analytics, experienced revenue growth in the previous year that was nearly 4X as high vs. less digitally advanced businesses.²

1.3 million

In 2018, more than 1.3 million businesses, website publishers, and nonprofits nationwide benefited from using Google's advertising solutions, Google Ads and AdSense.¹

Over 35%

In 2018, over 35 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

64,000

More than 64,000 people are employed full-time by Google throughout the U.S. We're proud to have offices and data centers in 21 states, and committed to being good neighbors in the cities we call home.¹

Find out more at www.google.com/economicimpact



Sources:

1. Google, "Economic Impact," 2018

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2018 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 2018 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2018. 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 2018 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," 2018

© Copyright 2019. Google and the Google logo are trademarks of Google LLC.

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

Across the U.S., Google's search and advertising tools helped provide \$335 billion of economic activity in 2018.¹

\$69.8 billion

of economic activity Google helped provide for California businesses, website publishers, and nonprofits in 2018.

\$59.9 million

of free advertising was provided to California nonprofits through the Google Ad Grants program in 2018.¹

226,000

California businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.¹

43,000+

Californians are employed full-time by Google. We're proud to have offices in Beverly Hills, Irvine, Los Angeles, Mountain View, Redwood City, San Bruno, San Francisco, and Sunnyvale.



PALO ALTO, CALIFORNIA

Peninsula Party Rentals

www.peninsulaparty.com

Husband-and-wife duo Feliciano “Chano” Zavala and Ines Zavala worked together at a San Francisco party rental company for 10 years before having twins altered the course of their careers. Wanting to provide for their growing family, the Zavalas were determined to start their own business, so, in 2005 they used their

Peninsula Party Rentals has 12 employees.

life savings to found Peninsula Party Rentals. The couple rented tables and chairs out of their garage for three years and steadily grew until they were able to move to a more commercial location. But when the economic recession hit in 2008, Chano knew that location alone would

not be enough — if they wanted to stay in business, they needed to get online. “I had a meeting with my wife and said, ‘You know what, we can’t let this happen. This is our business, our livelihood,’” said Chano. “So we created a website.”

With its site, Peninsula Party Rentals was able to keep its business going during those uncertain times. This encouraged the Zavalas to explore running Google Ads, a cost-efficient alternative to traditional advertising. “We slowly started figuring out that it was bringing us more money than newspapers and the Yellow Pages,” said Chano. “The return on investment was a lot bigger.” Today, 100% of the company’s marketing budget goes toward digital. The Zavalas also use free tools like Google My Business to provide potential clients with the most up-to-date



“We’re growing at about a 25% increase per year in sales. And Google is making it happen.”

FELICIANO “CHANO” ZAVALA, FOUNDER & CEO,
PENINSULA PARTY RENTALS

information about their business on Google Search and Maps. “Clients can now have all the information at their fingertips, and if they want to come to our site and place an order or contact the company, it’s just right there,” said Chano.

Peninsula Party Rentals currently employs 12 people and serves an average of 300 customers per month. Since advertising with Google, sales have increased 25% year over year. “Google Ads is bringing in enough clients to max our inventory capacity,” said Chano. Committed to

paying their success forward, the Zavalas offer discounts to schools and nonprofit organizations and sponsor Little League baseball teams all over the Bay Area. The Zavalas soon hope to open more Peninsula Party Rentals locations across northern California. They’ve achieved their goal of providing for their family and a whole lot more. “We’ve been growing at a very steady pace,” said Chano. “Within five years, we’ll probably be in a position where we can either get investors or have our own locations in different cities.”