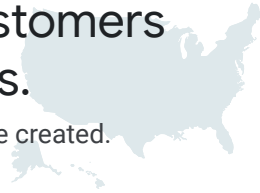


The web is connecting customers with businesses of all kinds.



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 Indiana businesses.

Google is helping.

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

\$2.13 billion

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

\$3.14 million

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

13,000

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



FORT WAYNE, INDIANA

Jarhead Hauling and Junk Removal

www.jarheadjunk.com

After serving in the Marine Corps for 22 years, Master Sergeant Donald Emert transitioned to the private sector, where he worked in sales and marketing for a number of companies. But when his wife, Vivian, was diagnosed with metastatic breast cancer, he knew something had to change. "I wanted a better quality of life, and I didn't want my wife to have to stress about her health condition," said

Jarhead Hauling and Junk Removal has 4 employees.

Donald. Donald and Vivian began looking for business ideas and found one in a place they didn't expect: a pile of junk outside their house. "We had some junk and trash we had to haul away ourselves and thought maybe other people have the same problem," Donald said. Once they had the idea, things moved quickly. They

came up with a company name, bought their first truck and trailer, and launched a website. "We realized it was imperative to not just have a user-friendly website, but to be visible," said Vivian, who had previous experience working in digital marketing. "We went to Google, put in our business name, and saw we were on page two. And that's when the light bulb came on in both our heads — how do we get to page one?"

Jarhead Hauling and Junk Removal began running Google Ads campaigns in May 2018. "Our growth really came about when we started using Google Ads," said Donald. "It was like a light switch. I went from hardly any phone calls to having to resign from the company I was working for at the time." According to Vivian, 90% of the company's business comes from Google Ads. Jarhead Hauling and Junk Removal also uses Google My Business to make it easy for customers to view its business hours and contact information. "Our



"Our growth really came about when we started using Google Ads."

DONALD EMERT, OWNER, JARHEAD HAULING AND JUNK REMOVAL

success can be attributed to Google Ads and staying on top of our business profile on Google to make sure everything on there is relevant."

With the help of Google Ads, Jarhead Hauling and Junk Removal saw 8X year-over-year revenue growth — and it shows no signs of slowing down. The Emerts recently added another branch in the nearby city of Lafayette and hope to open six more locations to be managed by other veterans. "We'll pay for the ads and do the logos, and they'll keep the majority of the profit," said

Donald. "We don't want to get rich off them. We want to help them." Today, the Emerts are happy to report that Vivian's cancer is in remission as she continues to be an integral part of the company's success. "When my wife and I started this business, our motivating factor was a better quality of life for our family, and it feels really good to say we've achieved that," concluded Donald. "We want to do the same for other veterans."