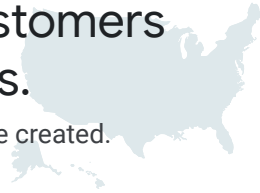


The web is connecting customers with businesses of all kinds.



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

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

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

\$2.98 billion

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

\$5.63 million

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

16,000

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



ST. LOUIS, MISSOURI

Amini's

www.aminis.com

When Mack Amini met his future wife, Jeanna, playing pool at a teen center in Oklahoma City, he had no idea how prophetic that night would be. Mack went on to build a successful business selling pool tables with her by his side as CFO. Founded in 1975, Amini's is a family-owned specialty furniture store that sells a range of American-made products, including

Amini's has 65 employees.

game room furnishings and lighting. "We don't sell junk. We sell good, better, and best," said Mack Amini's son, Arash, CEO of Amini's. "Our customers know that they're coming here for quality." Amini's prided itself on catering to its local markets, but competing against mass-market online retailers was a challenge. To try and find

its place among these larger competitors, the company launched a website called Gameroom Champ. It was surprised by how well it did. Encouraged by its success, Amini's sought to maximize its e-commerce opportunities.

The company hired Dominic Acello, general manager and head strategist at a marketing agency, to help it focus on aminis.com and bolster its digital marketing efforts. "Right now, 18% of our ad budget is currently spent through Google Ads," said Acello. "It was less than 10% not even a year ago, and it's likely going to get higher." Amini's runs targeted ads across Google's Search and Display networks and uses Google Analytics to optimize its campaigns on the fly. The company recently implemented Google's conversion tracking and saw



"Google gives us the opportunity to get our message across to so many more people."

ARASH AMINI, CEO, AMINI'S

a 40% increase in leads and a 620% increase in location requests from June to November. Amini's also uses Google My Business to boost visibility on Google Search and Maps. "We get contacted every day by people interested in what we're selling," said Arash. "They are often excited to find out that we're an established, local brick-and-mortar dealer who really knows our stuff."

Amini's currently serves more than 12,000 customers per year and employs 65 people across four locations in St. Louis, Kansas City, Tulsa, and Oklahoma City.

The company has become part of the fabric of each community, contributing to various charitable organizations and donating furnishings and gift certificates whenever it can. "Every little bit that we can do to be there for people and to give to the community, it comes back to us tenfold," said Arash. Moving forward, Amini's hopes to achieve 10X revenue growth, but that doesn't necessarily mean opening more stores. "With Google, the web, and the right partners, we won't need to have a physical location in any other markets," said Arash. "Aminis.com is our new store — and it's for every market."