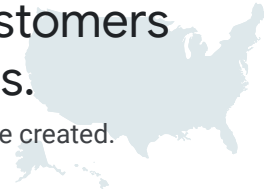


# The web is connecting customers with businesses of all kinds.



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.<sup>1</sup>

## 1 billion

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

## 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.<sup>2</sup>

## 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.<sup>1</sup>

## 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.<sup>1</sup>

## 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.<sup>1</sup>

Find out more at [www.google.com/economicimpact](http://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 non-sponsored 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](http://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 North Carolina businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$335 billion of economic activity in 2018.<sup>1</sup>

## \$4.55 billion

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

## \$7.14 million

of free advertising was provided to North Carolina nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

## 31,000

North Carolina businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

## 150+

North Carolinians are employed full-time by Google. We're proud to have an office in Chapel Hill and a data center in Lenoir.



CHARLOTTE, NORTH CAROLINA

# Charlotte Candle Company

[www.charlottecandlecompany.com](http://www.charlottecandlecompany.com)

In December 2016, Amy Walsh Stock received an artisanal candle that she fell in love with. When it burned to the bottom, she looked for a replacement and was shocked by the cost. “That piqued my interest — what made this candle so much better than a candle I could purchase at the mall?” she wondered. Turns out, it was the way the candle was made and the

## Charlotte Candle Company has 2 employees.

ingredients it was made with. After some research, Amy realized there was a market for handcrafted candles made naturally, and she began to explore doing it herself. “I actually started my company searching through Google and watching YouTube

videos of how people made candles,” said Amy. “I learned about different ingredients, purchased a kit online, and was able to start dabbling in my kitchen.” The next year, Amy and her husband, Travis, launched Charlotte Candle Company, which sells small-batch, eco-friendly candles to consumers across the U.S.

Amy initially struggled with building a professional website and search engine optimization. When she eventually launched her page, she noticed that she wasn’t ranking at the top of Google Search, so she turned to Google Ads to make her website more visible. With Google Ads, Charlotte Candle Company has generated more than 127,000 impressions, resulting in around 2,300 clicks. The platform is responsible for 23% of the company’s revenue and



“From a sales standpoint, Google is our No. 1 traffic referrer.”

AMY WALSH STOCK, FOUNDER, CHARLOTTE CANDLE COMPANY

almost 30% of referrals to the site. “From a sales standpoint, Google is our No. 1 traffic referrer,” said Amy. The business uses Google Analytics to track and optimize its search campaigns, as well as G Suite apps like Gmail, Docs, and Calendar to stay organized. “I use Docs to go back and forth with my husband on orders and things that we need to accomplish daily,” Amy said.

Amy is happy to report that Charlotte Candle Company is growing at a rapid rate, and she anticipates adding a part-time employee this year. “We’re bursting

at the seams at this point,” she said. “To be able to say that is a good problem to have — we’ve reached our max capacity, and now we have to expand and grow.” Part of that growth involves donating candles to charitable causes and partnering with the organizations, which offer curated products from local vendors. Amy also hopes to open a brick-and-mortar location and expand into other product lines that feature natural ingredients. For now, though, Amy is focused on her online business and continuing to grow with Google. “Google is the expert in helping people grow their business online,” said Amy. “It’s invaluable.”