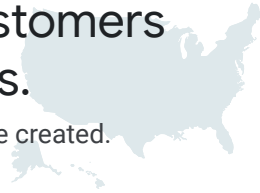


The web is connecting customers with businesses of all kinds.



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 Nebraska businesses. Google is helping.

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

\$4.53 billion

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

\$973,000

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

6,200

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



OMAHA, NEBRASKA

Artifact Bags

www.artifactbags.com

When Chris Hughes lost his job during the Great Recession, he found himself re-evaluating what he could do to make a living. Drawing on his passion for vintage military style and utilitarian design, Chris started Artifact Bags in his basement studio in 2010. Using a secondhand sewing machine, he began

Artifact Bags has 11 employees.

making bags, aprons, and accessories from domestically sourced fabric and hardware. Chris quickly launched an e-commerce website and began selling his products on other e-commerce platforms. "I read pretty much every business book I could get my hands on

so I could understand all the operational aspects of scaling a business," said Chris. But it wasn't until one of his bags was reviewed on two popular websites that business really started to take off. "I immediately received hundreds of orders, and while that was great, I realized I needed to figure out how I could fully capitalize on this opportunity," he said.

At first, Artifact Bags relied on word of mouth to drive customers to its website. "I had an 'if you build this, they will come' approach," said Chris. While Chris received press from his approach, he had to make sure his website was visible to people searching for his bags, so he turned to Google for help with search engine optimization. Products like Google Search Console and Google Analytics helped him measure organic search



"50% of our online traffic comes from Google organic search."

CHRIS HUGHES, FOUNDER, ARTIFACT BAGS

traffic and website performance — both of which he still uses today. "50% of our online traffic comes from Google organic search," Chris said. The Artifact Bags team also relies on G Suite apps like Gmail, Calendar, Docs, and Drive to collaborate and stay organized.

Since opening, Artifact Bags has grown more than 20% year over year, and Chris plans to launch a dedicated apron site this year. With Artifact Aprons, Chris plans to use Google Ads to reach people who are searching for aprons or similar items. "Digital marketing has become

much more sophisticated in the last several years," said Chris. "We can tailor our message to the individual." As his company continues to grow, Chris is looking forward to donating more of his products and profits to charitable causes. He is proud of overcoming unemployment and being able to provide jobs for others. "It blows me away to see all these talented artisans that we've been able to bring into the fold," said Chris. "We feel really proud that we've been able to go against the grain and create this thing that we put our hearts and souls into."