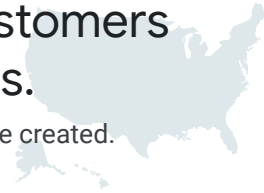


# The web is connecting customers with businesses of all kinds.



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 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](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 New Mexico 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>

## \$183 million

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

## \$1.52 million

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

## 3,700

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



ALBUQUERQUE, NEW MEXICO

# Etkie

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

When Sydney Alfonso spent a semester studying abroad in Istanbul, she worked with a woman's cooperative that helped local artisans sell their handmade jewelry. When the program ended, Sydney returned to her home state of New Mexico with a desire to help empower indigenous women. "The situation here was similar to my experience in Turkey. There were

## Etkie has 12 employees.

women struggling on Native American reservations but who were capable of making these beautiful things," she said. In 2014, Sydney launched Etkie, an ethical, for-profit company that gives Native American women a platform to earn living wages and provide for their families. "There's a lot of trauma — historical and

cultural — in these communities," Sydney said. Etkie, which means "impact" in Turkish, offers handcrafted jewelry that blends traditional craftsmanship with modern design. "I was a super-green entrepreneur when I started this, but that was also a blessing in disguise because I had to figure everything out myself," said Sydney.

Etkie began as a B2B wholesale business and has since expanded to online sales. "Five years ago, there weren't as many successful direct-to-consumer companies," said Sydney. "By building our wholesale side, we've had more of a profit margin to invest in digital, and we're just starting on that journey." In an effort to ramp up Etkie's direct-to-consumer efforts, Sydney started running different ads on YouTube and



"Google helps us look at who is interested in buying our products."

SYDNEY ALFONSO, CEO, ETKIE

Google Search to better understand her customers. "Google helps us look at who is interested in buying our products," Sydney said. "By being able to see what resonates on a large scale, it's easier to home in on what messaging is working and what is getting clicks."

Available in seven countries around the globe, Etkie produces about 5,000 bracelets per year. Since 2017, the company has grown 30% year over year. Sydney also cites a 10% increase in sales coming from digital, thanks to her advertising efforts with Google. As Etkie

continues to grow, Sydney remains true to the inspiration that launched Etkie — helping women support themselves and celebrating their creativity. "Our business encourages people to pay for craftsmanship and acknowledge our artisans," she said. "We've fostered a group of consumers who really care about where they buy their products and the actual impact it has on the community."