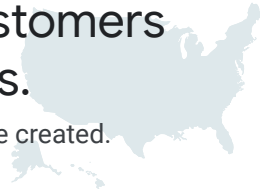


The web is connecting customers with businesses of all kinds.



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 New York businesses. Google is helping.

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

\$49.4 billion

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

\$48.6 million

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

106,000

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

8,200+

New Yorkers are employed full-time by Google. We're proud to have offices in New York City.

Spectrum Designs

www.spectrumdesigns.org

When Patrick Bardsley met Stella Spanakos and Nicole Sugrue, both parents of children with autism, he was surprised to learn that individuals with autism spectrum disorder and other developmental disabilities face a 70-90% unemployment rate in the U.S. He was motivated to make a difference. In 2011, the trio founded Spectrum Designs, a custom apparel business with a social mission: to help individuals with

Spectrum Designs has 40 employees.

autism lead productive and meaningful lives through work. "It was founded out of necessity — the mother of all invention," said Patrick. To be successful in a competitive market, the team knew

that Spectrum Designs had to produce high-quality products and maintain good customer service. "Because we're a nonprofit, people unfortunately have preconceived notions of what our abilities are," said Patrick. "They don't often see us as a real solution to their needs, but that's just not the case."

Looking to spread the word about its services and compete with others in the online space, Spectrum Designs applied for a Google Ads grant for nonprofit organizations. After being awarded free Google Ads spending, the team began crafting search ads with carefully selected keywords to stand out in the crowded market. "Everything was pointing toward millennials making more socially conscious purchase choices. We wanted to get on the crest of that wave and just



"Google Ads was really game-changing for us."

TIM HOWE, COO, SPECTRUM DESIGNS

put our company out there," said Tim Howe, chief operating officer at Spectrum Designs. "The response that we got was overwhelming." The ads led to more customers discovering the company and its mission, contributing to its impressive 80% year-over-year revenue growth. Today, Tim estimates that 50-60% of sales are driven by digital advertising. "Google Ads was really game-changing for us, and so was the tracking that we can do with Google Analytics," said Tim. "We can go in and see how many people are coming in through the website, and we can use that information to evaluate previous marketing efforts."

Today, Spectrum Designs is proud to report that all of its operating costs are covered by revenue, allowing it to continue creating worthwhile employment for individuals with disabilities. In fact, from 2017 to 2018, Spectrum Designs was able to double the hours its employees worked and expand its mission to make a difference for people with autism. It's an accomplishment that puts into perspective just how far the company has come from its early days as a social enterprise. "You're not looking at what people can't do but what they can do," said Patrick. "It's worth it because you get a chance to make your own little change in the world."

Propel Electric Bikes

www.propelbikes.com

Chris Nolte was transporting fuel in Iraq for the U.S. Army Reserves when he suffered a back injury and was forced to return home. As a disabled combat veteran, he found himself unable to do many of the activities that he used to enjoy. Determined to return to his active lifestyle, Chris did some research and ended up purchasing an electric bike. That got him thinking about all the ways electric bikes could transform transportation and promote sustainability. In 2011, he took out a small business loan,

Propel Electric Bikes has 8 employees.

bought some inventory, and launched Long Island Electric Bikes. Given his experience in web design and marketing, Chris understood how important it was to establish his new business online. He started with some basic content marketing in the form of blog posts and

began seeing success. From 2011 to 2014, Long Island Electric Bikes tripled in size, prompting Chris to move to a large industrial space in Brooklyn, where it became Propel Electric Bikes, a pedal-assisted electric bike retailer.

Chris also used Google tools to help market his business, and he increasingly relied on them as it grew. Early on, he managed everything through G Suite, using apps like Gmail, Calendar, Docs, Sheets, and Drive to store and share information with his team. Today, the company uses Google My Business to boost visibility on Google Search and Maps, and it relies on Google Ads to get in front of potential customers.

Chris' website typically attracts about 11,000 users from organic search and 2,500 users from paid search per month. He spends about 90% of his marketing budget on digital ads. He is also a proponent of Google Analytics. "Through



"Through Google Analytics, we're able to track our ads, and I can feel more confident in spending more money because I know that we're going to get it back."

CHRIS NOLTE, FOUNDER, PROPEL ELECTRIC BIKES

Google Analytics, we're able to track our ads, and I can feel more confident in spending more money because I know that we're going to get it back," Chris said.

Propel Electric Bikes recently opened a second location in Long Beach, California. For months, Chris was tasked with getting the new shop ready for launch while managing his growing Brooklyn store from afar. "I attribute my ability to successfully do that to a lot of Google products," he said. Chris

pays his success forward by donating bikes to kids in need and contributing to a charitable organization that helps veterans and active-duty service members. Moving ahead, Chris hopes to continue advocating for electric bikes as a transportation solution. "What gets me excited is being part of something that feels like I'm helping the world," said Chris. "I see electric bikes as the future of our cities — it's just a matter of getting the word out and building up infrastructure to support them."