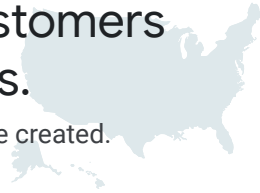


The web is connecting customers with businesses of all kinds.



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 Ohio businesses. Google is helping.

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

\$6.7 billion

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

\$5.45 million

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

31,000

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



CINCINNATI, OHIO

Switch

www.switchcollection.com

Drew Dearwester and Bertie Ray III were just looking to turn their love of high-end European lighting and design into a business; they ended up helping revitalize downtown Cincinnati, Ohio. When they opened Switch, a modern lighting, furniture, and design shop in the city's emerging Over-the-Rhine neighborhood, there wasn't

Switch recently opened a second store.

much else like it. Despite the looming recession, their store helped attract a new audience to the area, and soon, other shops and restaurants followed. "Today, it's probably the hottest urban area in the Midwest," said Bertie. "People come here because it's a culinary and artistic destination." Shortly after opening, Switch secured a high-profile contract to light

the historic Mercantile Library. Despite its initial success, Switch still needed to keep getting the word out. So, they launched a website and kickstarted their digital marketing efforts. "A friend of ours said, 'You've got to start with Google,'" recalled Bertie, "And we listened."

Switch doesn't offer e-commerce sales, so it uses its website to showcase its work and tell its story to prospective clients. To boost its online presence and drive more people to its website, Switch runs Google Ads campaigns. The company also uses Google My Business to post its hours and location on Google Search and display photos of its new showroom in Cincinnati's business district. "We attribute an increase in call volume and in-store shoppers to our presence on Google," said Bertie.

Since 2017, the company's digital marketing efforts have led to an 18%



"We attribute an increase in call volume and in-store shoppers to our presence on Google."

BERTIE RAY III, CO-OWNER, SWITCH

increase in revenue. "The web is your friend — you connect with the greatest audience through the internet and through Google in particular," Bertie said. Drew and Bertie invest back into their local community by sponsoring concert series at the Cincinnati Symphony Orchestra and donating money to children's health initiatives. Switch also works hand-in-hand with local businesses to help them achieve their commercial lighting goals — no matter the budget. "We always put our best foot forward because we want our business community

to look good," said Drew. "As Cincinnati receives more visitors, we want them to be impressed with the ambiance of our local businesses." In the next three to five years, Drew and Bertie hope to add more locations in neighboring cities and states, bringing the same level of dedication and detail that they've brought to downtown Cincinnati. "Our brand is solid in our regional marketplace, so we're looking at other emerging communities that could enjoy our product," said Bertie.