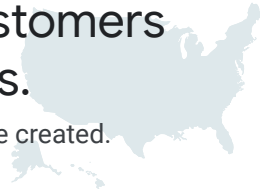


# The web is connecting customers with businesses of all kinds.



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 Pennsylvania 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>

## \$9.71 billion

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

## \$9.84 million

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

## 52,000

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

## 600+

Pennsylvanians are employed full-time by Google. We're proud to have offices in Philadelphia and Pittsburgh.



PHILADELPHIA, PENNSYLVANIA

# VXXXV Apparel

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

When Tirsa Vazquez gave birth to her son, Khalif, in May 2015, she had a lot to juggle: motherhood, her career, college at night, and the Air Force Reserve. As time went on, Tirsa found herself missing important milestones in her son's life. She knew she wanted a career that gave her flexibility and control, so as soon as she graduated college, she

VXXXV Apparel has been experiencing 60 percent annual growth.

did something about it. In 2017, Tirsa founded VXXXV Apparel, an urban streetwear clothing brand named after her son's birthday. To get the company off the ground, Tirsa taught herself

about the apparel industry, conducting intensive research on manufacturing and design. She debuted her line with a '90s-themed fashion show in downtown Philadelphia. From there, the business has taken off and now offers women's, men's, and children's collections.

VXXXV Apparel doesn't have a brick-and-mortar location, so it relies heavily on Google to drive online sales. When she created the company's website, Tirsa learned about Google Analytics and Google Ads. "I have a degree in computers, but I didn't know anything about marketing to people digitally," Tirsa said. She began using Google Ads to get in front of customers who were searching for businesses like hers and Google Analytics to better understand those customers. "Google Analytics tells



"Google Analytics tells me where all my traffic comes from."

TIRSA VAZQUEZ, FOUNDER, VXXXV APPAREL

me where all my traffic comes from and how long users are on my page," said Tirsa. "I use it a lot to figure out where my market is and to make sure I'm catering to my customers."

Since implementing Google Ads, VXXXV Apparel has seen 60% year-over-year revenue growth. As her company continues to expand, Tirsa is looking to hire employees and eventually have her own warehouse. "Digital drives my business, so it would be great to have someone here who is really an expert in that space," she said. Tirsa also likes to share her own expertise and experience with local

business owners by hosting get-togethers. But she is particularly passionate about helping women-owned businesses. "I started this business to put a message out there about women empowerment," said Tirsa. "A lot of women are discouraged, especially when they have children, because there's not enough time in the world to do everything. I want to be that person who gives them the reassurance that they can do it."