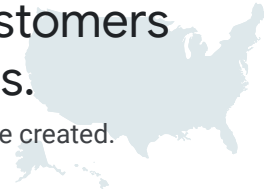


The web is connecting customers with businesses of all kinds.



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 Puerto Rican businesses. Google is helping.

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

\$628 million

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

\$4,760

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

2,200

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

Caribbean Soaps

caribbeansoaps.com

When Alexis Sotomayor was laid off from his corporate job in 2001, he knew he needed a course of action. “I had to figure out what I was going to do, and I knew that I was never going to work in a corporate office again,” Alexis said. A chemical engineer by education, Alexis began experimenting with making cold-pressed soaps from different oils in his

Caribbean Soaps has 5 employees.

garage in San Juan, Puerto Rico. He worked tirelessly to develop a high-quality formula and eventually opened a retail location where customers can watch as he makes his soaps. “We pioneered the handmade soap business here.”

said Alexis. Aware of the fragile state of Puerto Rico’s economy at the time, Alexis registered a domain and began building an e-commerce website to supplement his in-store sales. “I’ve always believed that you have to have an online presence,” he said. “In this economy, you have to have different income streams, so the internet is very important for us.”

Over 17 years, Alexis has constantly strived to improve his digital presence through a number of Google tools. Alexis runs Google Ads campaigns to get the word out about Caribbean Soaps in both Puerto Rico and the States and regularly uses Google Analytics to monitor site traffic and clicks. “Right now, it’s small — about 2,000 visitors per month — but it’s a lot more than we used to have,” he said. According to Alexis,



“The internet is very important for us.”

ALEXIS SOTOMAYOR, FOUNDER, CARIBBEAN SOAPS

about 60% of online sales come from Puerto Rico and 40% from the rest of the U.S. Alexis also relies on G Suite tools like Docs and Hangouts, which he uses to communicate with his web developer in India.

With a brick-and-mortar location in downtown San Juan, Caribbean Soaps is an integral part of the community in which small businesses — from dentists to restaurants to hardware stores — all contribute to the local economy. “We all support each other,” said Alexis. “Helping each other is the only way we’re going to improve our economy here in

Puerto Rico.” Moving forward, Caribbean Soaps plans to have a greater presence in local stores, expand its wholesale efforts, and continue to improve its e-commerce sales. “It’s going to be one of our channels that we’re growing a lot more,” Alexis concluded. “We’re really focused on improving our website and bringing more customers in, and Google tools will be a big part of that.”