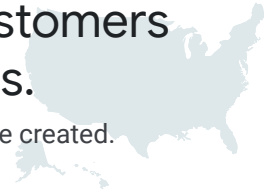


The web is connecting customers with businesses of all kinds.



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 South Carolina businesses. Google is helping.

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

\$3.53 billion

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

\$2.66 million

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

15,000

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

150+

South Carolinians are employed full-time by Google. We're proud to have a data center in Berkeley County.



CHARLESTON, SOUTH CAROLINA

HME Medical Shop

www.hmemedicalshop.com

In 2008, Mary Wise was working as a pharmacist at a large pharmacy store chain in Charleston, South Carolina, when she had a change of heart. She wanted to do something more personal. After talking it through with her husband, Michael, a former product manager, they made the decision to open their own pharmacy. They soon did, and they greatly enjoyed being

HME Medical Shop has 16 employees.

closer to the business and customers. But in doing so, they noticed another opportunity. There were a lot of people who didn't want to or couldn't come in the store, but there wasn't a great way to shop online. "There wasn't really a good way for

people to connect with online businesses that would take the time to help them find the right medical equipment and supplies," Michael said. So they put some inventory online, and it was an instant success. Shortly after, they launched their own website, HME Medical Shop, and they suddenly had two new businesses.

The Wises turned to Google Ads to reach consumers searching for specific medical terms and products. "If somebody with multiple sclerosis is looking for a specific product, we're right there and can explain exactly what they need and what challenges they may have using the product at home," said Michael. In addition to Google Ads, the Wises use Search Console to monitor and improve their performance on Google Search. "These tools are so key to see who we're reaching



"Google has been very useful."

MICHAEL WISE, OWNER, HME MEDICAL SHOP

and to learn more about our customers," said Michael. Over the past two years, HME Medical Shop has experienced a 256% increase in traffic to its website and subsequently a 166% increase in revenue. "Shopping ads have driven the lion's share of this growth," said Michael, who reports a 200% year-over-year increase in revenue from Google Ads alone. The Wises also use G Suite to communicate with their team and Google Analytics to learn more about users who visit their site.

Today, the Wises pride themselves on providing a quality service for those in need. That personalized service they

sought to offer with their pharmacy has served them very well online as well. "Medicare and insurance companies make it really difficult to get these things covered," said Michael. "We provide a low-cost online service and someone to talk to." HME Medical Shop serves between 600,000 and 700,000 customers per year and plans to continue growing with the help of Google. "We want to keep developing online tools that help people connect with what they need medically," Michael said. "It all starts with leveraging the technology available. Google tools are such a huge foundation to build from."