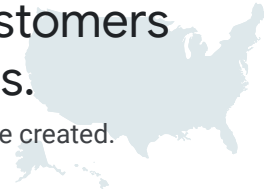


The web is connecting customers with businesses of all kinds.



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

© Copyright 2019. Google and the Google logo are trademarks of Google LLC.

The web is working for South Dakota businesses. Google is helping.

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

\$152 million

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

\$349,000

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

2,000

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

Prairie Berry Winery

www.prairieberry.com

A fifth-generation winemaker, Sandi Vojta grew up on the prairie learning to pick berries and make wine with the help of her father, Ralph. Years later, Ralph and Sandi started their own winery called Prairie Berry. It was not an instant success. They faced their share of obstacles, including skepticism about having a woman as the head winemaker. "I was a female winemaker running a fruit winery in South Dakota," she said. "That was unusual

Prairie Berry has 77 employees.

at the time, but we just kept our heads down, worked hard, and overcame." Over time, Prairie Berry's handcrafted wines did well enough to warrant expanding. The company added Miner Brewing

Company to its roster in 2013, along with a Black Hills events venue and a Sioux Falls location in 2014. As the company's portfolio grew, so did its need to market itself online.

To help it reach its diverse customer base, Prairie Berry relies on a number of Google products to manage its digital presence and promote its online sales channels. In 2018, Google Ads was responsible for more than 14% of Prairie Berry's total website traffic and 37% of traffic to its Sioux Falls website. Google Ads has helped Prairie Berry generate an impressive 334% return on investment for e-commerce sales. The company also uses G Suite apps such as Gmail, Docs, Calendar, and Sheets to communicate across teams. "We've got two corporate locations that are 400 miles and a time zone apart," said Jenna Fischer, digital



"I don't know how we'd collaborate without G Suite tools."

JENNA FISCHER, DIGITAL AND CONSUMER STRATEGIST, PRAIRIE BERRY

and consumer strategist at Prairie Berry. "I don't know how we'd collaborate without G Suite tools."

Between its Google-supported digital efforts and its brick-and-mortar presence, Prairie Berry is able to reach and serve more than 200,000 customers annually. The company plans to keep expanding its distribution, including Nebraska in 2019. "We're really focusing on the states that surround South Dakota so we can get Prairie Berry to more people," said Matt Keck, chief operations officer at Prairie Berry. As founding members of the South

Dakota Wine Growers Association, Sandi and her team are passionate about their regional community. Prairie Berry regularly hosts events that benefit local businesses and often donates products and funds to important charitable causes. This year, the company plans to release a beer in collaboration with the organization, which helps female brewmasters and other industry professionals advance their careers through education. Moving forward, Sandi hopes to continue bringing joy to her customers: "Our products allow people to be able to create memories and experiences. It's amazing."