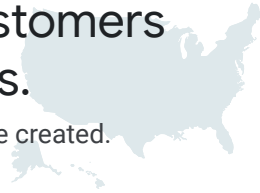


The web is connecting customers with businesses of all kinds.



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 Wisconsin businesses. Google is helping.

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

\$4.46 billion

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

\$4.18 million

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

14,000

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



MARATHON, WISCONSIN

Skinny Sticks' Maple Syrup

www.skinnysticksmaplesyrup.com

Mitch Hoyt, a U.S. Army veteran, was working as a corporate sales specialist when he stumbled across a unique opportunity. In 2011, Mitch attended a trade show where he sampled wine made from maple syrup. "That's when my marketing wheels started spinning," he said. Mitch thought of the more than 40 young maple trees he had on his property back home, and

Skinny Sticks' Maple Syrup are selling in 7 countries

in that moment, he decided he was going to use them to start a business. After learning more about the syrup-making process, Mitch tapped his trees and soon produced his first 25 gallons of syrup. A business was born. Mitch and his wife Chris launched

Skinny Sticks' Maple Syrup and was soon making and selling syrup locally and beyond. To keep the company growing at a rapid rate, Mitch looked to digital marketing, but he needed help.

Working with his wife, Chris, Mitch launched a Google Ads campaign to reach people who were searching for pure maple syrup or similar products. According to Chris, the ads have boosted traffic to the company's website and have had a big impact on digital sales. "Since using Google Ads, we've seen more sales in the first month of this year than all of last year," said Mitch. Skinny Sticks' Maple Syrup also uses Gmail to communicate more effectively and YouTube to host videos showcasing its sugaring operation. "And I'm always using Google Maps to find businesses to sell syrup to," Mitch added.



"Since using Google Ads, we've seen more sales in the first month of this year than all of last year."

MITCH HOYT, OWNER, SKINNY STICKS' MAPLE SYRUP

Bolstered by its digital sales, Skinny Sticks' Maple Syrup moves 2,925 gallons of maple syrup each month. In 2018, the company purchased, bottled, and sold about 25% of Wisconsin's total syrup crop. Skinny Sticks' Maple Syrup ships internationally and has sold syrup to customers in Brazil, England, Italy, France, China, and Japan who found the business through Google. Last year, Mitch and Chris were able to hire their son-in-law as their first full-time employee to help them meet demand. The Hoyts hope to add seven to 10 additional full-time employees over the next five years. "We'd love to grow

the business so we can offer educational scholarships to local students who wish to pursue degrees in entrepreneurship or agriculture," said Chris. "We really want to help the local schools and programs that inspired us by donating equipment and educational materials to them."