

# The web is working for American businesses.

The Internet is where business is done and jobs are created.

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50,000+

people are employed full-time by Google across 21 states. We've added 22,000+ jobs over the past 3 years.<sup>1</sup>

10.4 million

U.S. jobs were created across all 50 states by the Internet in 2016. 86 percent of them are outside major tech hubs.<sup>2</sup>

6%

of U.S. GDP, the equivalent of \$1.12 trillion, was generated by the Internet in 2016. Its contribution has more than doubled since 2012, growing at five times the average U.S. GDP growth rate.<sup>2</sup>

1 in 4

clicks for U.S. small businesses advertising on Google AdWords come 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>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

Sources: 1. Google, "Economic Impact," 2016.

Note: The total value that U.S. Google advertisers, website publishers, and non-profits received in 2016 is the sum of the economic impact of Google Search, AdWords, and AdSense. 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 non-sponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2016 for placing our ads next to their content. 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 from 2012 to 2015 and observed that when a small business puts an ad on Google, on average one in four clicks on that ad comes from outside the country.

2. Interactive Advertising Bureau, "The Economic Value of the Advertising-Supported Internet Ecosystem," March 2017.

Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

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# The web is working for California businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$222 billion in economic activity in 2016.<sup>1</sup>



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\$51 billion

of economic activity Google helped provide for California businesses, website publishers, and non-profits in 2016.<sup>1</sup>

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313,000

California businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.<sup>1</sup>

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\$106 million

of free advertising was provided to California non-profits through the Google Ad Grants program.<sup>1</sup>

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35,000+

Californians are employed full-time by Google. We're proud to have offices in Mountain View, Beverly Hills, Irvine, Los Angeles, San Francisco, and San Bruno.

# SAGE Millimeter, Inc.

TORRANCE, CALIFORNIA

When her parents first asked if she wanted to join the family business, Wendy Shu was hesitant. "I had grown up around the technology and didn't really feel like it was for me," she explains. Founded in 2011, SAGE Millimeter designs and manufactures high-frequency electronic components and subassemblies, which are used by numerous companies to create cutting-edge technology. "We help them push towards 5G wireless and the Internet of Things," says Wendy. It's an active market that increasingly requires SAGE to generate leads among a young, digitally savvy

audience. Wendy, now Director of Business and Legal Affairs, is leading that charge.

**"We needed to improve our digital presence. Google provided a solution that tied everything together."**

**WENDY SHU, CO-OWNER & DIRECTOR OF BUSINESS AND LEGAL AFFAIRS**

Google's advertising program, to get the word out about their business. "We knew we needed to go to AdWords if we wanted our website to be a big part of our marketing strategy," Wendy says. "We now rely on it to attract customers who are new to our technology." The company uses Google Analytics to optimize their website and improve customers' online experience. "A key part of our branding strategy is to make it easy for our customers to shop," she adds. G Suite tools, including Docs, Drive, and Hangouts, keep their growing team collaborative and nimble.

Since 2016, SAGE has nearly doubled in both revenue and staff. They ship their products all over the world—nearly half of their business comes from

SAGE made a strategic decision to make better use of the web by improving their digital presence and redesigning their website to add e-commerce capabilities.

They turned to AdWords,



international markets. And they serve customers across various industries, from leaders in aerospace and R&D to companies like Google. "As a small business, it's amazing to participate in a business ecosystem alongside such innovators," Wendy says. Today, Wendy is more than happy with her decision to join the family operation. "I may not be a scientist or an engineer, but I'm working to move technology forward and make a unique contribution to the broader tech community. And that's very fulfilling."

SAGE Millimeter has 34 employees.

Visit [www.sagemillimeter.com](http://www.sagemillimeter.com)

# Walker & Company Brands

PALO ALTO, CALIFORNIA

Beauty is in the eye of the beholder, and Tristan Walker didn't like what he saw. "I was tired of having to go to the 'ethnic beauty' aisle and feeling like a second-class citizen," he says. In 2013, Tristan founded Walker & Company, a family of brands designed to offer people of color a wide range of high-quality health and beauty products. "I saw an amazing opportunity to build a very special consumer package goods company that would redefine this industry," Tristan explains, "so I leveraged everything I knew about starting a business and technology to build it from the ground up." He opened a small online storefront and began selling his products directly to customers. His flagship brand is Bevel, an end-to-end shaving system focused on reducing razor bumps and shave irritation.

**"The web is a critical part of our business and community."**

TRISTAN WALKER, FOUNDER & CEO

of the web and Google tools. "Google makes it incredibly easy to start a program and scale quickly," Tristan remarks. They use YouTube videos to build awareness and share customer stories about the community-focused brand. "It's a powerful way to introduce new people to the company and educate them about it." They also use AdWords, Google's advertising program, to drive web traffic and sales. Google Analytics gives them the in-depth insight to fine-tune their marketing and make the most of their advertising budget, while G Suite tools Gmail, Docs, and Drive give them the logistical muscle of a much larger company. "It allows us as a team to be very nimble and agile," Tristan explains.

Walker & Company has evolved from a simple e-commerce outfit to a sophisticated digital marketing brand, thanks in large part to their strategic employment



While Walker & Company only sells domestically, their Bevel products can now be found in 14 countries via secondary markets, a powerful indicator of demand. They plan to roll out their second brand this year, with 300 percent annual growth fueling their entrepreneurial fire. But like many great American success stories, Walker & Company's mission was never just about revenue. "We get letters from single moms, who now have a way to teach their sons how to shave," Tristan shares. He also cofounded Code 2040, a non-profit organization that advocates for black and Hispanic engineers in the workplace. Building a game-changing company from scratch while championing inclusion—that's American beauty.

Walker & Company Brands has 25 employees.

Visit [www.getbevel.com](http://www.getbevel.com)