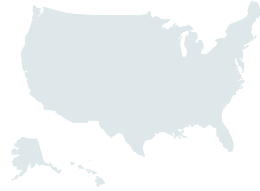


# The web is working for American businesses.

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



1 billion

Every month, Google helps drive over one billion direct connections, such as calls and online reservations, for businesses nationwide.<sup>1</sup>

Over 30%

In 2017, over 30 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.<sup>1</sup>

Nearly 3x

Small businesses that use advanced digital tools, such as online advertising and data analytics, were nearly three times as likely to have created jobs over the previous year than businesses using basic digital tools.<sup>2</sup>

53,000+

Google employs over 53,000 people full-time throughout the U.S. We're proud to have locations in 21 states.<sup>1</sup>

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



Sources:

1. Google, "Economic Impact," 2017

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2017 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 2017 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2017. 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 in 2017 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," 2017

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

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.<sup>1</sup>

\$171 million

of economic activity Google helped provide for Hawaii businesses, website publishers, and nonprofits in 2017.<sup>1</sup>

\$2.07 million

of free advertising was provided to Hawaii nonprofits through the Google Ad Grants program in 2017.<sup>1</sup>

5,300

Hawaii businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.<sup>1</sup>

# Honolulu Cookie Company

[www.honolulucookie.com](http://www.honolulucookie.com)

If you're looking for an authentic taste of aloha, look no further than the Honolulu Cookie Company. Founded in Honolulu in 1998, the family-owned business bakes their premium shortbread cookies fresh daily, serving up over a dozen varieties of the iconic pineapple-shaped treats. "When you see and taste our cookies,

## Honolulu Cookie Company has 400 employees.

you're reminded of Hawaii," says General Manager Ryan Sung. "You want to take them home with you and share them with friends." With quality ingredients and tropical flavors, fans all over the world have fallen in love with these delicious tastes of the islands.

To connect their sweet operation to the rest of the globe, Honolulu Cookie Company turns to the power of the Internet. AdWords, Google's advertising program, accounted for 60 percent of all their e-commerce revenue generated through digital advertising in 2017, and they look to grow that number in 2018. "We use AdWords to make sure visitors planning a trip to Hawaii also plan a visit to our stores," explains Brandon Suyeoka, Director of Marketing. "We want them to remember that Honolulu Cookie Company is here. We want them to see us everywhere." They also use Google Analytics to fine-tune their marketing efforts based on where their web traffic is coming from, and they create online videos to share the aloha spirit with the world. "People are visual creatures. You



"With the Internet, anyone in the world can find your business."

BRANDON SUYEOKA, DIRECTOR OF MARKETING

can see us in a broader context online," Brandon says.

With business growing steadily every year, the future smells sweet for Honolulu Cookie Company. They operate 17 retail stores on Oahu, Maui, Guam, and in Las Vegas, and distribute their premium shortbread cookies internationally through their wholesale partners. "We are still far from our ceiling. This company can grow much bigger and do much more," Ryan predicts. Even with aspirations of expanding around the globe, Honolulu

Cookie Company never forgets their home. They support Honolulu arts and education programs, and organize charity fundraisers for local youth advocates. "It's about giving and sharing the aloha," Ryan says. That's a sweet Hawaiian lesson the whole world can enjoy.