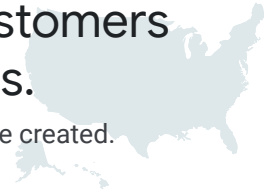


The web is connecting customers with businesses of all kinds.



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 Washington, D.C. businesses. Google is helping.

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

\$2.90 billion

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

\$24.7 million

of free advertising was provided to Washington, D.C. nonprofits through the Google Ad Grants program in 2018.¹

4,700

Washington, D.C. businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.¹



WASHINGTON, D.C.

Hugh & Crye

www.hughandcrye.com

Pranav Vora was working as a management consultant when inspiration struck. He was shopping for clothes and struggled to find the right fit. “I was just wondering why it was hard to find shirts that actually fit my body off the rack,” said Pranav. Not wanting to spend money on a custom fit, he decided to look into the problem himself. Pranav ended up taking some sewing and pattern-drafting classes and discovered that many brands use a cookie-cutter approach

Hugh & Crye has 15 employees.

that produces ill-fitting, generic shirts. “It was almost like peeling back an onion,” he said. “I just learned one thing after another and kept following that trail.” The trail eventually led Pranav to start Hugh & Crye, an apparel brand that focuses on better-fitting menswear. Hugh & Crye offers 12 unique fits to appeal to different

body types and, as a direct-to-consumer company, it’s been online from the very beginning. “We didn’t feel the need at the time to open a store, so everything we did was online,” said Pranav. “It was incredibly important because that was the lifeblood of our business.”

At launch, Hugh & Crye used Google Ads to reach people searching for fitted shirts online and Google Analytics to monitor and optimize its digital presence. “It is very helpful to see our traffic and our site performance and learn what’s working and what’s not,” said Pranav. “Google products have always been very useful and very core to the business. I can’t remember running the business without them.”

Today, the Hugh & Crye team also uses G Suite apps like Gmail, Calendar, Docs, Sheets, and Drive to communicate more efficiently and to stay organized.

Thanks to Google’s reach, Hugh & Crye has customers in all 50 states and in 30 countries around the world. “We’re



“Google products have always been very useful and very core to the business.”

PRANAV VORA, FOUNDER, HUGH & CRYE

seeing more and more opportunities to launch and track performance of new products with the help of Google tools,” said Pranav, who is actively invested in the improvement of his company’s products and ethos. The brand is committed to fighting unsustainable manufacturing practices and regularly donates to organizations that provide food and clothing to families in Washington, D.C. “It’s important for us to figure out ways to work with our customers to help people in need,” said Pranav. “We’re trying to incentivize

people to look into their closets and give as well.” For Pranav, the continued success of Hugh & Crye is a testament to the power of identifying a real consumer problem and solving it. “We provide a product and service that our customers appreciate — it’s a good feeling,” said Pranav.



WASHINGTON, D.C.

The National Center for Transgender Equality

www.transequality.org

Founded in 2003, the National Center for Transgender Equality (NCTE), based in Washington, D.C., is the country's leading trans-advocacy organization. Founded by trans activist Mara Keisling and other supporters who recognized the need for policy change, the NCTE works to end discrimination and violence against transgender people and their communities through public education and advocacy.

The National Center for Transgender Equality has 20 employees.

By establishing a powerful transgender-advocacy presence in the nation's capital, the NCTE is able to provide helpful resources, including important legal information and tips for allies on how to take action. With so much information to spread and so many people to reach,

the internet is a vital tool for the NCTE to educate the public, garner support, and field donations. "Our policy team does a lot of really incredible work," said Jay Wu, the NCTE's director of communications, "but it's hard to get the word out there without the internet." The organization uses Google Ads to reach not only the transgender community but also its allies and the public at large. "We don't have a huge ad budget, so whatever we do is purely digital," said Jay.

The NCTE uses Google Analytics to figure out which resources people are using most, such as its ID Documents Center. This one-stop hub helps transgender people update federal documents such as birth certificates, passports, and Social Security records with their correct gender markers and names. Internally, the NCTE uses G Suite tools like Drive and Docs to share and store data and information. "We have so many text-heavy documents that go out.



"Taking full advantage of our Google Ad Grant is going to help us reach our goals for public education."

JAY WU, DIRECTOR OF COMMUNICATIONS,
THE NATIONAL CENTER FOR TRANSGENDER EQUALITY

We've really found G Suite to be the best method," said Jay.

The organization's digital efforts, including its use of Google tools, have helped it reach thousands of supporters, grow its programs, and spread its message. The NCTE currently employs 20 people and is in the process of bringing additional team members on board as it continues to grow. The organization also recently launched its Action Fund, a nonprofit political organization fighting for transgender equality at the local, state, and federal

levels. The Action Fund will take center stage as the NCTE team works with the newest congressional class and looks toward 2020.

Though there's still plenty of work to be done, the NCTE is excited about its progress. "In the last 16 years, things have changed so much," said Jay. "We're really focused on making sure that people understand that trans people are their family members, friends, and neighbors. That kind of change is every bit as important as any kind of policy change we make."