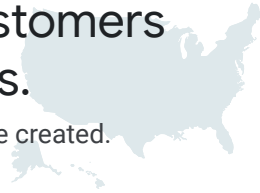


The web is connecting customers with businesses of all kinds.



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 Minnesota businesses. Google is helping.

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

\$6.41 billion

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

\$6.9 million

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

20,000

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



MINNEAPOLIS, MINNESOTA

Branch Basics

www.branchbasics.com

Marilee Nelson has long been an advocate of clean living. It started when illness had her facing a kidney transplant and she needed to change her diet and lifestyle. Years later, her 10-year-old son Douglas was exposed to high levels of pesticides, leaving him extremely sensitive to chemicals. Determined to heal him, Marilee

Branch Basics has 8 employees.

learned how chemical exposure can impact health and removed all products with harmful chemicals from their home. Douglas recovered, but soon after, Marilee's niece, Allison Evans, was experiencing unexplained pain. Marilee invited Allison and her best friend Kelly Love to join her

at her home for a summer detox. Soon, Allison was pain-free, too. Marilee had now seen and experienced enough to know there was a need for clean products. Together with Allison and Kelly, she started Branch Basics, a company that makes and sells natural, non-toxic cleaners and laundry detergents.

In 2009, the team launched a website with two goals: sell cleaning products and educate people on health and wellness. "Cleaning was always our way of opening people up to the wealth of knowledge that Marilee had," said Kelly. "We truly are an education company — that's where our heart is." Using a content marketing strategy, the trio initially focused on search engine optimization to promote products and blog posts. They saw success and



"We've seen great success with Google Ads."

TIM MURPHY, CEO, BRANCH BASICS

eventually decided to try paid search with Google Ads as well. Today, Google Ads accounts for about 20% of the company's total site traffic. "We've seen great success with Google Ads," said Tim Murphy, CEO of Branch Basics. The company also uses Google Analytics to monitor its campaigns and G Suite tools like Hangouts, Docs, Sheets, and Drive to stay connected.

Google has helped Branch Basics educate more people about the dangers of toxic cleaning products and sell more of its safe-to-use cleaners and detergents.

"We love hearing that someone else's life has been transformed," said Marilee. Branch Basics plans to continue growing. Moving forward, Branch Basics wants to continue to build on its mission to help those suffering from chemicals by offering clean-living experiences. "We do eventually see ourselves going beyond just cleaning," said Kelly. "We want to open a space that serves clean food and products, where people can come and experience what we're preaching."