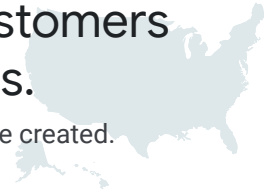


The web is connecting customers with businesses of all kinds.



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 New Hampshire businesses. Google is helping.

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

\$671 million

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

\$1.18 million

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

4,900

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



LANCASTER, NEW HAMPSHIRE

Fuller's Sugarhouse

www.fullerssugarhouse.com

Dave Fuller will admit that he's a syrup guy first and a businessman second. Dave grew up on a small farm in rural New Hampshire, where he learned about maple syrup from his grandfather, an experienced sugarmaker. Dave would do it all, from tapping trees to gathering sap and boiling syrup. Years later, Dave used his knowledge to open Fuller's Sugarhouse along with his wife, Patti. "[Producing syrup] really is my passion in life, and I've been able to figure out how to make a living at it," said Dave.

Fuller's Sugarhouse has 12 employees.

Based in Lancaster, Fuller's Sugarhouse produces up to 9,000 gallons of pure maple syrup each spring. Making syrup isn't its challenge: "We're located in an extremely rural area, which means we have a lot of maple trees, but we don't necessarily have a lot of folks around to buy our product," said Dave.

"We realized we needed to be online to expand our customer base." With this in mind, the Fullers decided to team up with marketing coordinator Pam Sullivan to reach more potential customers.

Pam steered the Fullers toward Google Ads to connect with syrup lovers around the country. "We use the search and keyword tools to optimize the website so it can be found in organic search. Google Analytics is key for tracking the programs we're putting out there and informing future decisions," said Pam. Almost half of the company's advertising budget is dedicated to digital. Additionally, Fuller's Sugarhouse uses Google My Business to display its hours and location across Google Maps and Google Search, allowing people to find it more easily.

In the last year, Fuller's Sugarhouse has seen 22% year-over-year revenue growth and is setting its sights on the wholesale market next. "We're looking to expand into the ingredient market, with more wholesale inquiries from producers of



"Google tools allow us to reach out to people we wouldn't normally have access to."

DAVE FULLER, OWNER, FULLER'S SUGARHOUSE

products that use maple syrup," said Pam. "That's a big part of the Google Ads work we do. It's the only lead generation tool we're using." In addition to wholesale expansion, the company is focused on driving visitors to its community by offering tours of the sugarhouse to capitalize on the growing agritourism trend in the region. "It's a huge potential growth opportunity — if we get tourists here, everybody will do better," said Pam. For Dave, as long as the company's future involves the Fuller family, he's happy. "We want to see this business

continue to grow, and we'd love it to stay a family business," he said. "I have a grandson who seems very interested in it, and for him to someday step in and take over would be one of the most satisfying things I could ever imagine."