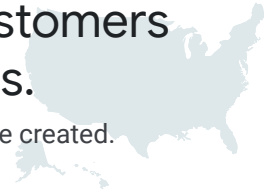


The web is connecting customers with businesses of all kinds.



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 Oklahoma businesses. Google is helping.

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

\$712 million

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

\$1.69 million

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

7,800

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

150+

Oklahomans are employed full-time by Google. We're proud to have a data center in Mayes County.

Semper Fi Hydroseed & Erosion Control

www.semperfihydroseed.com

When Clint Bates left the Marine Corps in 1993, he became a police officer and mowed lawns on the side. After realizing his side gig could become a real business, Clint left his job and started his own lawn company. As the company grew, he began experimenting with hydroseeding, the process of combining seed and mulch to fertilize a lawn. Within

**Semper Fi Hydroseed
& Erosion Control has
6 employees.**

three years, Clint established Semper Fi Hydroseed & Erosion Control. "We are a veteran-owned and -operated company," said Clint. "Our goal is to have all veteran

employees working for us." Staying on that theme — and to stand out — Clint purchased all military-style trucks and equipment. Knowing it's just as important to stand out online, he also hired Andrew Olson, a military veteran turned marketing specialist.

Andrew uses a number of Google tools to help bolster the company's digital marketing efforts. "We've been working on reorganizing the website, bringing it up to standard, and employing Google Ads on the marketing side." Those ads have helped Semper Fi Hydroseed & Erosion Control get in front of people searching for hydroseeding or similar services in the Bartlesville, Oklahoma area. The team also uses Google Analytics to monitor and optimize the company's website and search



"Google is the No. 1 internet tool we use."

CLINT BATES, FOUNDER, SEMPER FI HYDROSEED & EROSION CONTROL

campaigns. "When we first started, the budget was fairly small, but I was pretty pleased with the response rates we saw," Andrew said. Clint and his team also use G Suite apps to communicate and collaborate more efficiently. "Google is the No. 1 internet tool we use," said Clint.

Semper Fi Hydroseed & Erosion Control now operates in five states and plans to continue expanding its presence throughout the Midwest. "In order to maximize our growth, we need to consider not just doubling but tripling our Google Ads budget," said Andrew.

The company's success has allowed Clint to donate to charities and causes that are important to him, including hospitals and a nonprofit organization that fights against veteran suicide. In the next five years, Clint hopes to recruit more veteran employees and work with more commercial clients — all with the help of Google. "Google is going to be the future of our business," said Clint.