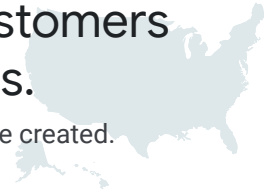


The web is connecting customers with businesses of all kinds.



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 Wyoming businesses. Google is helping.

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

\$203 million

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

\$202,100

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

1,900

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



JACKSON, WYOMING

Reel Deal Anglers

www.reeldealanglers.com

When Rhett Bain, a military veteran, was laid off from his construction job, he needed a way to support his budding family. A lifelong fishing enthusiast, Rhett accepted a job at a popular guest ranch in Moose, Wyoming, where he worked as a freshwater trout guide. In 2002, he founded his own business, Reel Deal Anglers, in Jackson Hole. The

Reel Deal Anglers has 10 employees.

company offered niche experiences like private-water and ranch fishing to like-minded sportsman. Even though his focus was specific, Rhett was up against some well-funded competitors, and he knew he had to do more to

stand out. "We were using print ads to get our name out, but we also saw that the internet was taking off," he said. Rhett started exploring different ways to go digital, but he had a hard time navigating the intricacies of the web. "In the beginning, I used to pay 30 or so different sites for advertisements, and most of them were a waste of time, effort, and money," said Rhett. So, in 2011, he started using Google tools to grow Reel Deal Anglers' online presence and to better attract both local and international clients.

Ever since Rhett set up a Google My Business account for his business, Reel Deal Anglers has been noticed by fishing enthusiasts all around the world. "Being readily visible on search is important for us because, when



"Google is our online tool to market to the world."

RHETT BAIN, OWNER, REEL DEAL ANGLERS

people are looking for something online, they go to Google," said Rhett, who also uses Google My Business to showcase his stellar customer reviews. Google Ads helps Rhett ensure that he reaches even more adventurers, whereas Google Analytics gives him a better understanding of his clients.

Today, digital makes up 100% of Reel Deal Anglers' advertising budget. The company books more than 500 trips annually and has doubled its net profit in the last year alone. Google Ads has contributed to 10-15% of its growth so far, and the return on investment continues to grow. "Google

has rewarded us with our reviews and our online presence. It's like my sales guy is out there all over the world," said Rhett. As his business continues to thrive, Rhett remains committed to paying his success forward. "I'm a veteran, so I do a lot of work with various veteran charities," said Rhett. He regularly donates to local therapeutic horseback-riding centers and rehabilitation facilities. Over the next few years, Rhett hopes to strengthen his business' presence in other Wyoming markets. "Google tools let us market all over," said Rhett, "so that's what we're going to continue doing."