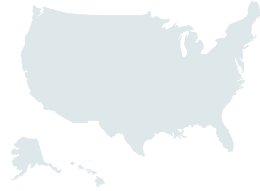


# The web is working for American businesses.

The web is where business is done and jobs are created.



1 billion

Every month, Google helps drive over one billion direct connections, such as calls and online reservations, for businesses nationwide.<sup>1</sup>

Nearly 3x

Small businesses that use advanced digital tools, such as online advertising and data analytics, were nearly three times as likely to have created jobs over the previous year than businesses using basic digital tools.<sup>2</sup>

Over 30%

In 2017, over 30 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.<sup>1</sup>

53,000+

Google employs over 53,000 people full-time throughout the U.S. We're proud to have locations in 21 states.<sup>1</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



Sources:

1. Google, "Economic Impact," 2017

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2017 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 2017 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2017. 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](http://www.google.com/economicimpact/methodology.html).

Note: We measured the total number of clicks on ads posted by U.S. advertisers in 2017 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," 2017

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# The web is working for Iowa businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.<sup>1</sup>

\$899 million

of economic activity Google helped provide for Iowa businesses, website publishers, and nonprofits in 2017.<sup>1</sup>

\$1.13 million

of free advertising was provided to Iowa nonprofits through the Google Ad Grants program in 2017.<sup>1</sup>

8,200

Iowa businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.<sup>1</sup>

200+

Iowans are employed full-time by Google. We're proud to have a data center in Council Bluffs.<sup>1</sup>



URBANA, IOWA

# Clickstop

[www.clickstop.com](http://www.clickstop.com)

For years, Tim Guenther worked as a manufacturer's rep, traveling and selling building materials around the Midwest. When he grew tired of life on the road, he decided to start a company of his own. In 2005, Tim launched Clickstop, a multi-brand manufacturer and retailer. He began with a single brand, U.S. Cargo

## Clickstop has 165 employees.

Control, selling cargo control, lifting, and moving supplies. Over the years, the company grew to include nine other brands across various industries. "We now sell everything from ratchet straps, to organization supplies, to building products," Tim explains. "By focusing on specialty categories, we can supply

underserved consumers with what they want when they need it."

Clickstop has been using AdWords, Google's advertising program, to market their products since day one. "It drives a significant amount of our overall traffic," says Tim. "About 60 percent of our web traffic comes through AdWords." The company also uses Google Analytics to better understand how changes to their websites and ad campaigns impact their online performance. "Over 90 percent of our marketing budget goes to digital, so these insights are very important," Tim adds. Most of their brands have their own YouTube channel to provide customers with helpful content, such as how-to videos and product reviews. Through their brand, Leverage, they empower other area businesses to



"We wouldn't exist without the web and Google tools. Our online presence is critical to capturing business."

TIM GUENTHER, FOUNDER & CEO

succeed online as well. They offer clients a full suite of digital marketing services, applying their expertise in AdWords and other engagement tactics, with results proven by their success at Clickstop.

Today, Clickstop serves thousands of customers throughout the U.S. They have grown from three employees to 165 over the past decade, and have completed an expansion of their 135,000-square-foot facility. The company has grown by 132 percent over the last five years and expects to earn about \$50 million in revenue this year.

For Tim, however, Clickstop's greatest growth goes beyond the numbers. "We started as an e-commerce retailer, but we've become a lot more than that," he explains. "Clickstop has become an entrepreneurial environment where employees are empowered to be the best they can be. Seeing individuals take their careers and lives to places where they didn't think they could go, and having Clickstop be a big part of their journey—that's the most rewarding thing. That's what gets me out of bed every day."