

The web is working for Oklahoma businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$192 million** of economic activity for Oklahoma businesses, website publishers, and non-profits in 2011.⁴

13,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$220,000 was donated to 19 Oklahoma non-profits through the Google Grants program⁴

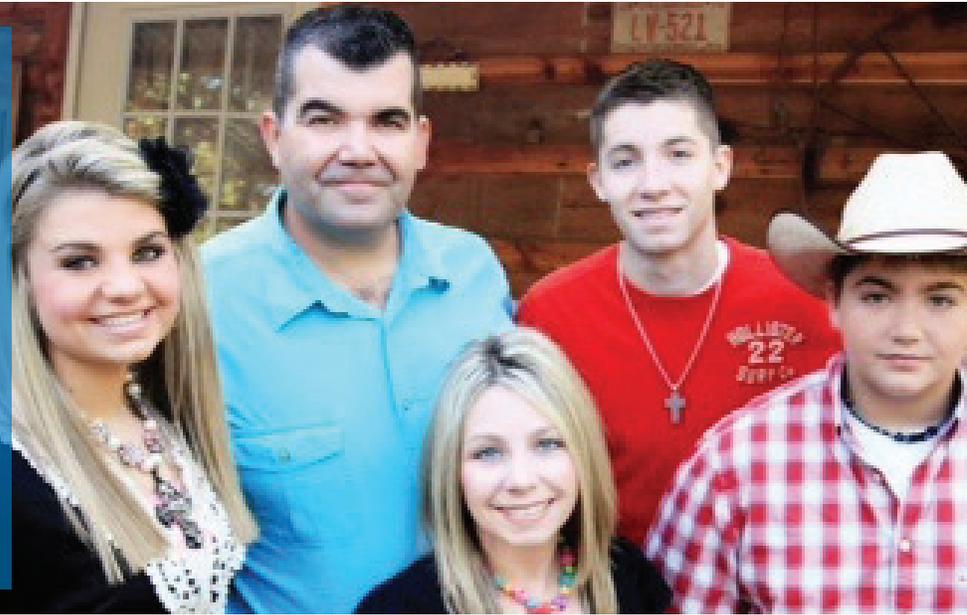
2011 was the year we opened a data center in Pryor. We're proud to employ Oklahomans to help run Google services for users around the world

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

The web is working for Oklahoma businesses.

"People are actually looking for your business already. I don't know any more effective marketing than that."

-John Liddell, Co-Founder, River of Love Cabins



River of Love Cabins

Thackerville, OK

www.riveroflove.com



60% of new customers find them online

John and Kelly Liddell literally built their family business, River of Love Cabins, with their bare hands. They started with 60 acres of land, and log-by-log, they constructed a series of charming, private cabins perfect for people trying to get away from hectic city life.

But how do you advertise seclusion to city dwellers? With billboards? Mass mailers? They say the answer was easy: online.

Kelly built River of Love's first website herself in 2005, and the Liddells have been using AdWords, Google's advertising program, ever since. "AdWords gave us an opportunity to make a minimal investment where our dollars were better spent," John explains. "People are actually looking for your business already. I don't know any more effective marketing than that."

Today, 90% of the company's advertising budget is spent online, and John says that more than half of River of Love's new customers find them through the web. "We have come so far, and Google has given us the tools to get where we are today," he says.

Where they are today is a better place than when they started. Their business has grown to include two log cabins, a converted caboose and a cottage, and their four children help them run River of Love, as well. "The business has just been a wonderful thing," Kelly says. "It's brought us closer and together as a family."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2011 for placing our ads next to their content. 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.