

The web is working for American businesses.

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

97%

of Internet users look online for local products and services.²

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.³

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

*Note: The total value that U.S. Google advertisers and website publishers received in 2015 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 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 2015 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.

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

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹



\$957 million

of economic activity Google helped provide for Indiana businesses, website publishers and non-profits in 2015.¹

16,000

Indiana businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$4.58 million

of free advertising was provided to Indiana non-profits through the Google Ad Grants program.¹

DeBrand Fine Chocolates

FORT WAYNE, INDIANA

Growing up in a family that owned a confectionary business, Cathy Brand-Beere began making chocolates at age eight and selling them to her classmates. Her dream of opening “a real chocolate shop” became a reality in 1987, when she founded DeBrand Fine Chocolates and opened the first DeBrand store in her childhood home. The company specializes in gourmet chocolates delicately crafted to create a heavenly, mouth-watering experience that has made DeBrand Chocolates a coveted gift. “We constantly strive to maintain an extremely high level of excellence, from the ingredients to the packaging to the way we present our brand,” says Cathy. DeBrand has since expanded to include four retail shops in Fort Wayne, a wholesale business, and a mail-order department that ships to chocolate

lovers worldwide. The company launched its first website in 1998 and has since relied on online marketing to help grow the business.

They began using AdWords, Google’s advertising program, in 2013 to market DeBrand’s

seasonal and holiday offerings. AdWords helps direct people searching for high-end chocolate gifts to the company’s website. “We need to cast a wide net to create brand awareness with people who are looking for high-end chocolates,” Cathy says. “At peak times, AdWords ads drive about a third of our total e-commerce traffic.” Google My Business helps people find DeBrand’s brick-and-mortar stores and see their holiday hours. The company also uses YouTube, Google+, and other social media platforms to entice online visitors. “People eat first with their eyes,” Cathy says. “When they see beautiful chocolates on our social media, they’re already thinking



“New online customers make up our fastest-growing segment.”

CATHY BRAND-BEERE, PRESIDENT

about buying before they even get to our website.”

In 2015, DeBrand launched a mobile-friendly website to make it easier for customers to buy from their mobile phones or tablets. “We now have loyal customers in all 50 states,” Cathy says. “Some of our biggest orders are shipping to Florida and California. I don’t think those people would be able to find us if it weren’t for our online presence.”

DeBrand Fine Chocolates has 100 employees.

Visit www.debrand.com