

Google in Ohio | 2009



SEARCH & ADVERTISING

41,100

Total Number of Advertisers
and Website Publishers

\$1,110,370,000

Economic Value Received by
Advertisers and Website Publishers*

GOOGLE GRANTS

70

Number of Non-Profit Recipients

\$1,204,000

Amount Donated

TOTAL

\$1,111,574,000

Total Economic Value

Select Google Grants Recipients:

- Cincinnati Symphony Orchestra, Cincinnati
- Main Place, Newark
- National Underground Railroad Freedom Center, Cincinnati
- North American Menopause Society, Mayfield Heights
- Ohio Historical Society, Columbus

Fourteen Ohio Senators and Representatives communicate with constituents through official YouTube channels:

Senators Sherrod Brown and George Voinovich, and Representatives Michael Turner, Jim Jordan, Bob Latta, Steve Austria, John Boehner, Marcy Kaptur, Dennis Kucinich, Marcia Fudge, Betty Sutton, Mary Jo Kilroy, Tim Ryan and Zack Space

Google generated \$1.1 billion of economic activity for Ohio businesses, website publishers and non-profits in 2009.

Ohio Advertiser

Swapalease
Cincinnati, OH

42 employees

www.swapalease.com



Auto lease transfers have been around as long as car leases themselves, but before Swapalease, they usually occurred between friends and family, and often potential car buyers were unable to buy new cars because they were trapped in another lease. "Before Swapalease, there was no marketplace concentrating on consumer-to-consumer," executive vice president Scot Hall explains. "Swapalease connects people looking to transfer their leases with individuals interested in taking those leases over." When the Swapalease website went live, "We didn't get any customers for several days—nobody knew what we did or that we even existed." Scot wanted to try billboards to increase awareness of the site but knew it would be too expensive to run them widely. So the company signed up for AdWords, Google's easy-to-use online advertising program, and was instantly able to connect with customers from throughout the U.S. and Canada. Today, AdWords comprises about half of the company's marketing budget. "AdWords is a very cost-effective way to reach a geographically widespread audience," says Scot. "It's like having a billboard in every major city."



* Note: The total value that U.S. Google advertisers and website publishers received in 2009 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 behaviour 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 2009 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