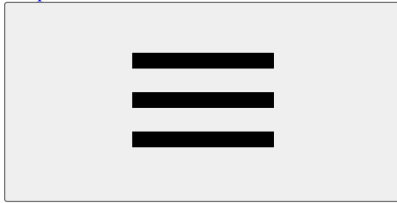


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Americans are building a stronger and more competitive economy. Google is proud to help.

Entrepreneurs and businesses are at the heart of America's success story and the engine for future innovation. To support this growth, for more than 25 years, Google has helped billions of people find information and millions of businesses grow by reaching customers in their communities and around the world. In 2024, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools helped provide \$850 billion of economic activity for millions of American businesses, nonprofits, publishers, creators, and developers.² Every month in 2024, Google helped drive more than 2 billion direct connections at no cost, including phone calls, requests for directions, messages, bookings, and reviews for American businesses.³

[Read More](#)

American businesses are using digital tools to grow their businesses and save time.

Digital advertising is a critical engine for business growth, enabling companies — large and small — to reach their target audience cost-effectively, and making many online services, like maps, search, and email available mostly free of charge. 74% of SMB leaders who buy digital ads report better returns than with traditional advertising, and 75% find it helps them compete with larger businesses. Search campaigns also prove highly effective, with 71% of SMB leaders saying online search and SEO are an important way that their customers find their business.⁴

Michigan photographer Scott Lawrence uses Google Ads Performance Max campaigns to drive 30% of his website traffic, while his engaging YouTube content, now monetized through ads, significantly contributed to doubling annual revenue since 2021. As his business grows, Scott is using Gemini to create content and explore adding new services to his business.

Google Workspace tools that businesses use every day like Gmail, Docs, and Drive now also have generative AI capabilities to help streamline tasks like summarizing customer feedback, developing marketing copy, creating presentations, and organizing data. 65% of SMB leaders report saving 10+ hours per week with Google Workspace⁵ and 75% of daily Gemini users find that it improves their work quality.⁶

Local businesses and governments are scaling securely with Google Workspace and Google Cloud.

We work hard to keep American businesses safe from cybersecurity threats. Businesses of all sizes rely on Google Workspace's robust, built-in security features for proactive threat identification and data protection. For instance, AI-driven defenses in Gmail effectively block 99.9% of malicious emails,⁷ and data loss prevention controls automatically detect sensitive information, like credit card numbers, within emails and Google Drive files.

When Houston-based emergency vehicle and mobile clinic manufacturer Frazer Ltd moved nearly all its business infrastructure to Google Cloud, they doubled performance while saving 25% on infrastructure maintenance, allowing their team more time to provide their local community with vital services and customer support.

Local governments also strive to serve their communities more effectively. Google Cloud is helping. The Central Texas Regional Mobility Authority (CTRMA) faced the challenge of maintaining operational efficiency and safety amidst increasing traffic volume and infrastructure demands. Google Cloud partnered with CTRMA to build an AI-powered data platform that could seamlessly support its high-volume datasets and improve the motorist experience. The new platform lowered operational costs and saved time — it can easily process 100,000 transactions every 15 minutes, or more than 9 million transactions each day. With these improvements they have processed 270 million backdated tolls, generating \$225 million in revenue for CTRMA since August 2023.

Helping workers succeed and America compete.

As an American company, Google is dedicated to strengthening the communities we call home, supporting over 100,000 jobs nationwide and maintaining a physical presence across more than 25 U.S. states. We're equipping American workers and small businesses with the training they need to thrive in the evolving economy. Since 2017, we have helped more than 12 million people in America learn digital skills, including 350,000 who have earned Google Career Certificates as a pathway to high-paying careers.⁸ Take Amie who joined the Marine Corps after high school, only to have an injury end her military career early. To expand her career options, Amie earned a Google IT Support Certificate and quickly landed a new job in IT. She most recently transitioned to a role at the U.S. Department of the Navy, where she works as an IT specialist.

Drawing on our years of experience in career training programs, we are helping Americans across the country learn essential AI skills. In just a few hours, our online programs teach people how AI can help them get things done. In 2024, Google.org created a \$75 million American AI Opportunity Fund to help bring AI training to rural communities, educators, students, public sector employees, nonprofit leaders, and small businesses at no cost.

In this report, you'll meet local shops that use Google Ads to connect with more customers, startups that are growing their businesses through our Google for Startups programs, developers who bring their games to the world through Google Play, content creators who earn a living on YouTube, and much more. Google is committed to supporting them as they achieve their business goals and helping every American benefit from the AI opportunity. Together, we are ushering in a new era of American Innovation.

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Investing in local communities



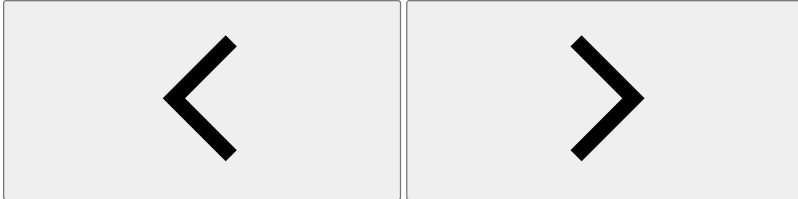
100,000+ Google employees

America is our home. Google employed more than 100,000 people full-time throughout the U.S. at the end of 2024. We're proud to have offices and data centers in 26 states, and we're committed to being good neighbors in the cities and towns we call home.



\$500 million in philanthropic giving

In 2024, Google and Googlers gave more than \$500 million in philanthropic giving (cash grants, employee donations, and gift match) and our employees volunteered more than 450,000 hours.



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Google is helping America become stronger and more competitive than ever before.

Google is committed to driving economic opportunity for Americans, and we continue to provide support to everyday people throughout the nation. We help people, regardless of experience or degree status, access high-quality jobs and expand opportunities for them to learn new skills. We've invested in empowering students and teachers with technology, artificial intelligence (AI) advancements and programs, and funded new digital job skilling initiatives that support small business owners, creators, and startup founders.

Grow with Google Coach (left) provides coaching to a business owner (right)



12+ million Americans trained in digital skills

Since 2017, more than 12 million Americans have been trained in digital skills through a network of more than 9,000 partner organizations – including local libraries, schools, and nonprofits.



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310,000+ small business owners trained

[Grow with Google Coaches](#) offer no cost, hands-on training and coaching to small business owners in 18 states. Since launch, Coaches have trained over 310,000 business leaders through 4,000+ workshops.

350,000+ Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with over 150 top employers. 70%+ of graduates report a positive career impact within six months.⁹

\$75 million in funding to train Americans in AI skills at no cost

Google.org is providing \$75 million through the Google AI opportunity fund to nonprofit, education, and other sectors to train one million Americans and provide them with AI skills. This includes \$25 million in funding to provide 500K+ educators and students across the U.S. with foundational AI skills.

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Google offers a variety of resources to help businesses thrive

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2024 ▾

²Google Internal Data, December 2024

³Google Internal Data, December 2024

⁴Connected Commerce Council, “Digital Ads and AI Help Small Businesses Navigate Uncertainty,” March 2025

⁵Connected Commerce Council, “Digital Ads and AI Help Small Businesses Navigate Uncertainty,” March 2025

⁶Based on an internal Google analysis of survey data from completed Gemini for Google Workspace pilots, July 2024

⁷Google Safety Center, [Gmail Email Security & Privacy Settings](#), accessed April 2025

⁸Google Internal Data, December 2024

⁹Google Internal Data, 2024



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