

"AdWords is a very great tool. You put money towards it. You get its return."

-Michael Iqbal, Owner, American Sports



American Sports
Newark, DE
www.americansports.com



90% of their business is done online

Michael Iqbal has always had a passion for athletics and a desire to share that passion with others. "Do what you love to do," he says. So in 1999, Michael decided to take his own advice and started American Sports, a Delaware-based specialty sporting goods store as a one-stop shop for all your athletic needs. Driven to make his passion a success, Michael knew that he wanted to do it differently. An online business would allow him to provide direct interaction and support for his customers that others weren't providing at the time.

Fortunately, Michael discovered in 2004 that by utilizing AdWords, Google's advertising program, he could get American Sports the exposure it needed to get the business off the ground. "With AdWords, you know potential clients are looking. They're online looking for something specific. It's our job to display enough information for them to say, 'Yes, this is where we want to go.'"

American Sports has since grown to a company that now employs five people, maintains relationships with thousands of social media friends and followers and does over 90% of its business online. AdWords is a big part of that growth. "AdWords is a very great tool. You put money towards it. You get its return."

Michael continues to be excited about his future online. "I'm one of those guys that is still trying to strive for something bigger and better," he says. "Mobile devices, smart phones, etc., it just makes finding information a lot easier. I am looking forward to changing our platform and presenting the information to make it a little bit more user friendly."

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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.