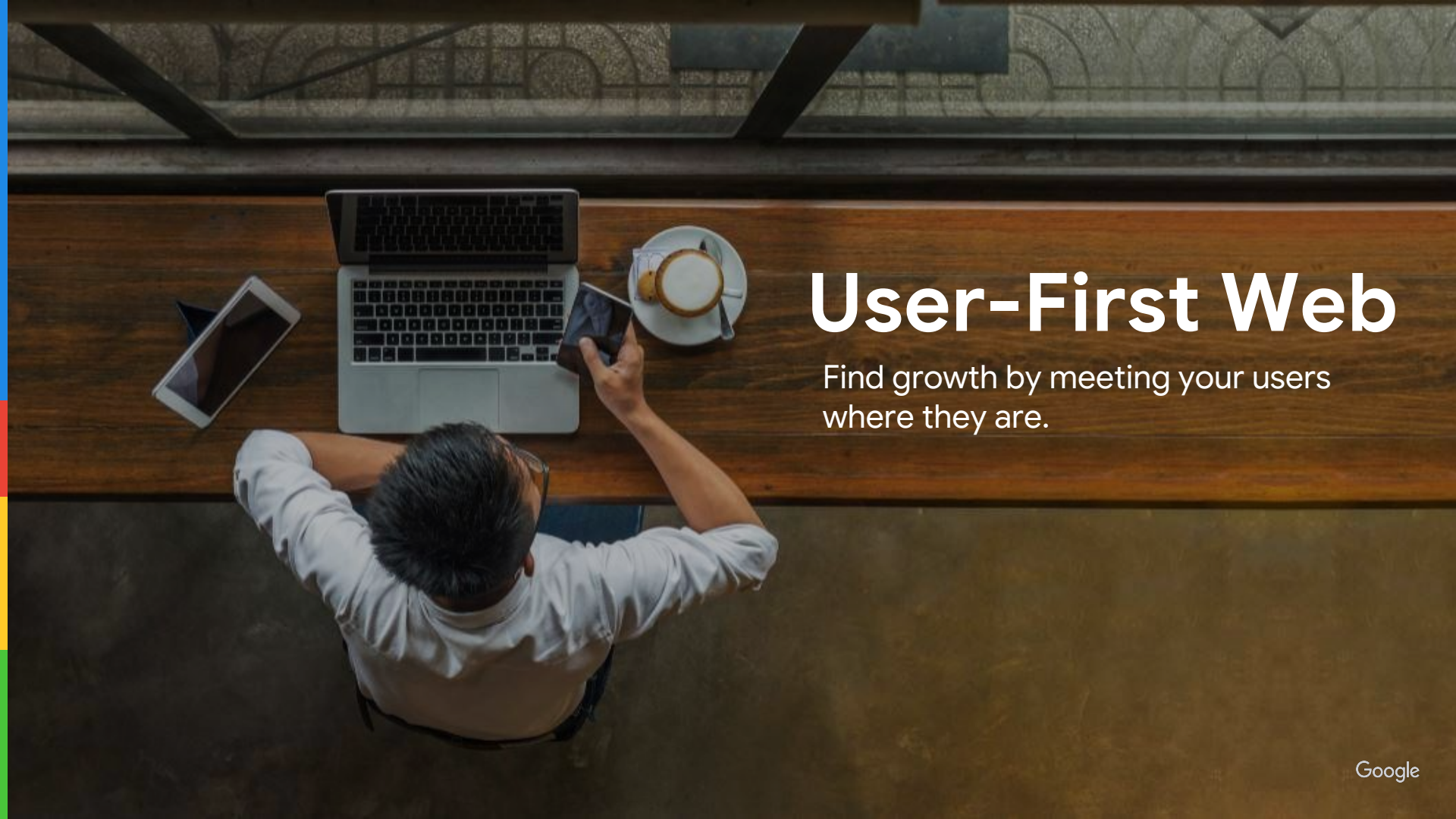
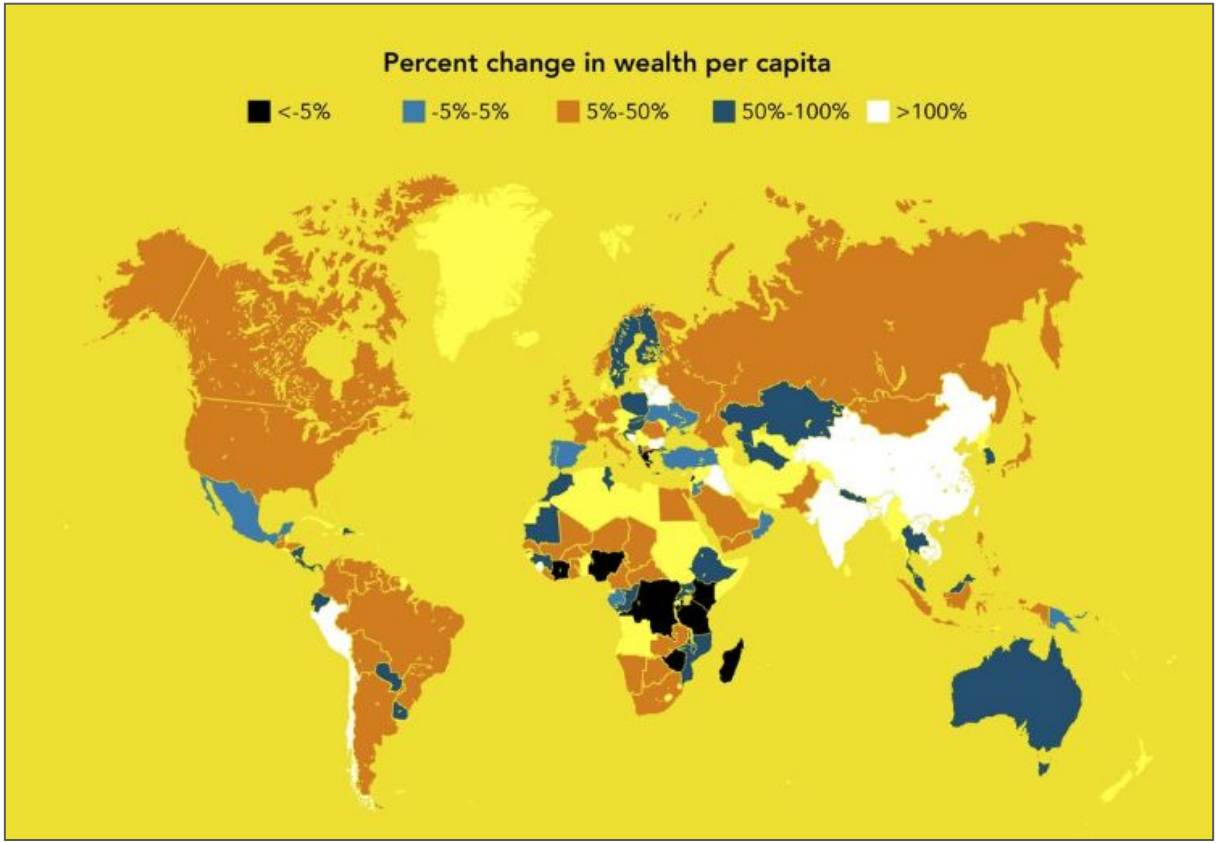


User-First Web

Find growth by meeting your users where they are.

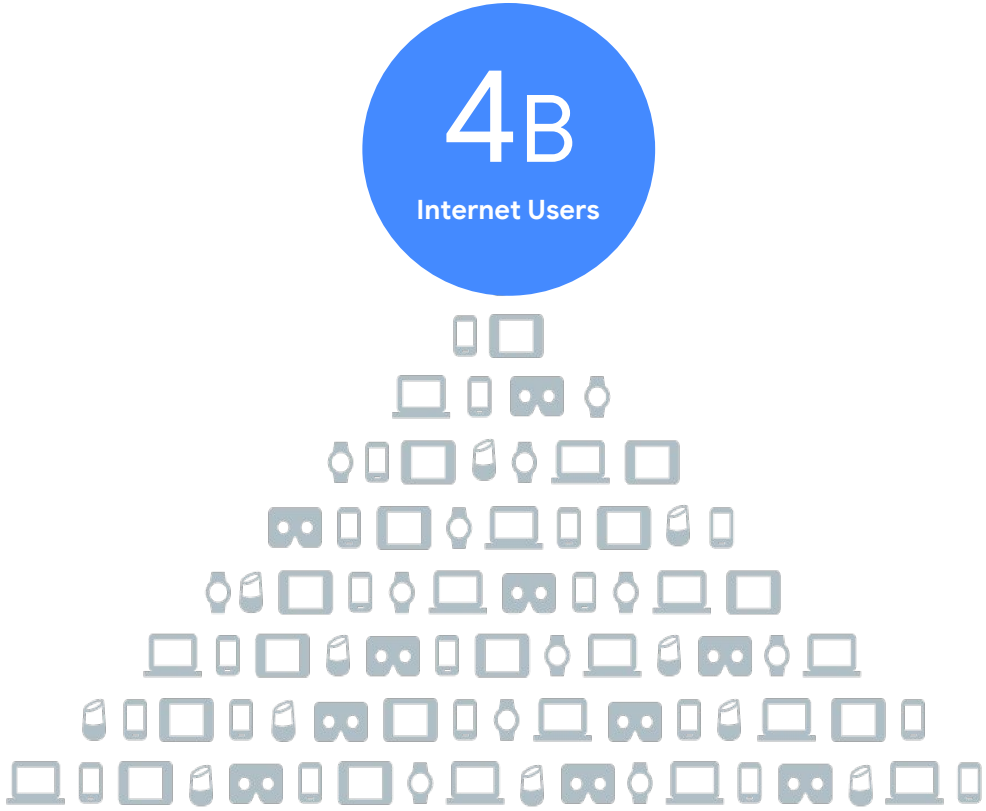
Google

The distribution of wealth is shifting, and this **change means opportunity** for luxury brands.



Source: World Bank

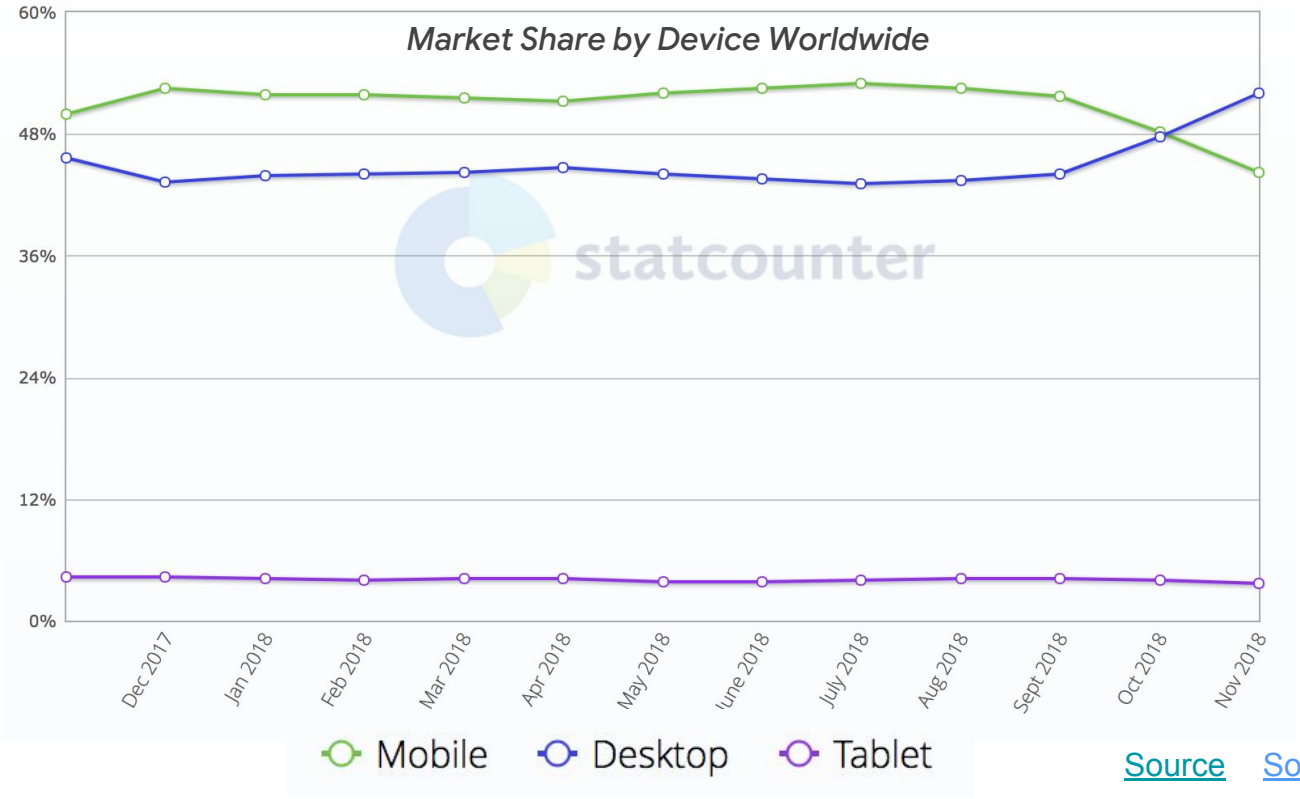
The web is the ONLY platform that reaches ALL of your users



Google | Confidential + Proprietary

Anywhere and on ANY device.

In 2019, there will be **5B** mobile phone users globally



52% Mobile

44% Desktop

4% Tablet

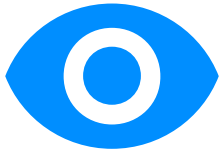
Source Source

When users connect with your brand, they ~~want~~ expect to be **engaged** and **delighted**.

50 ms

To form a first impression

Source



88%

of online consumers are less likely to return to a site after a bad user experience

Source

200%

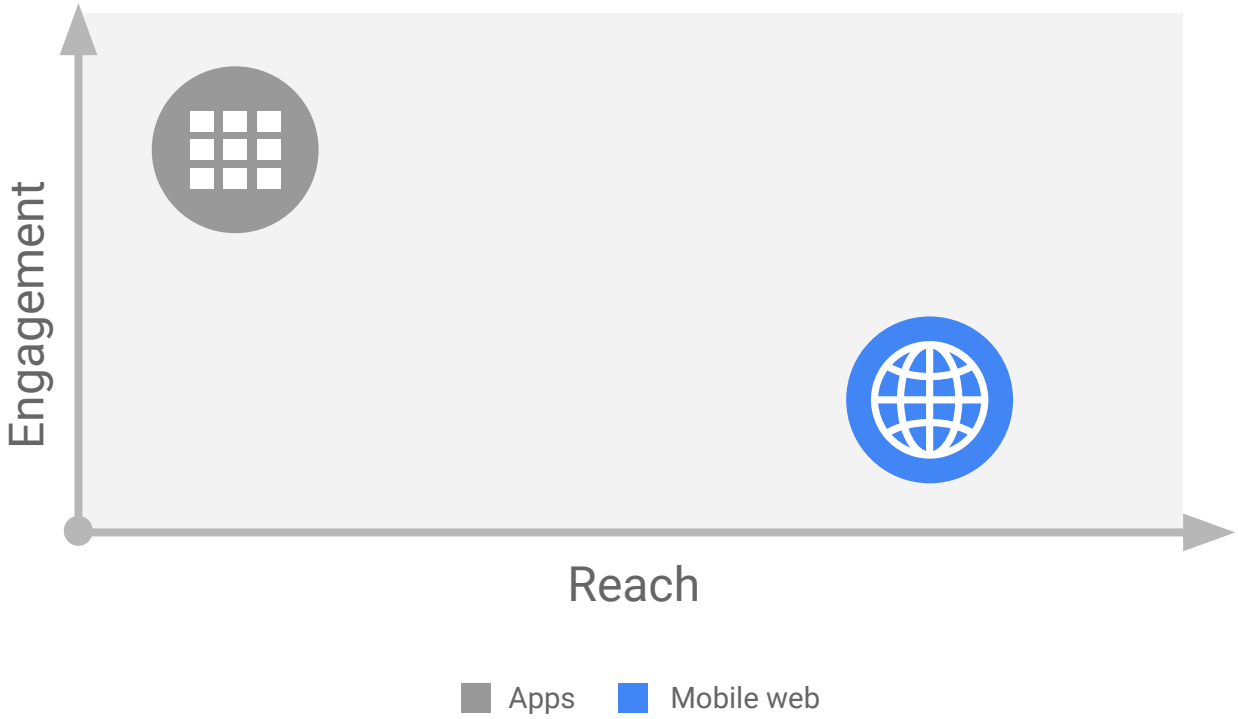
Improvement in CVR when a user interface is well-designed

Source

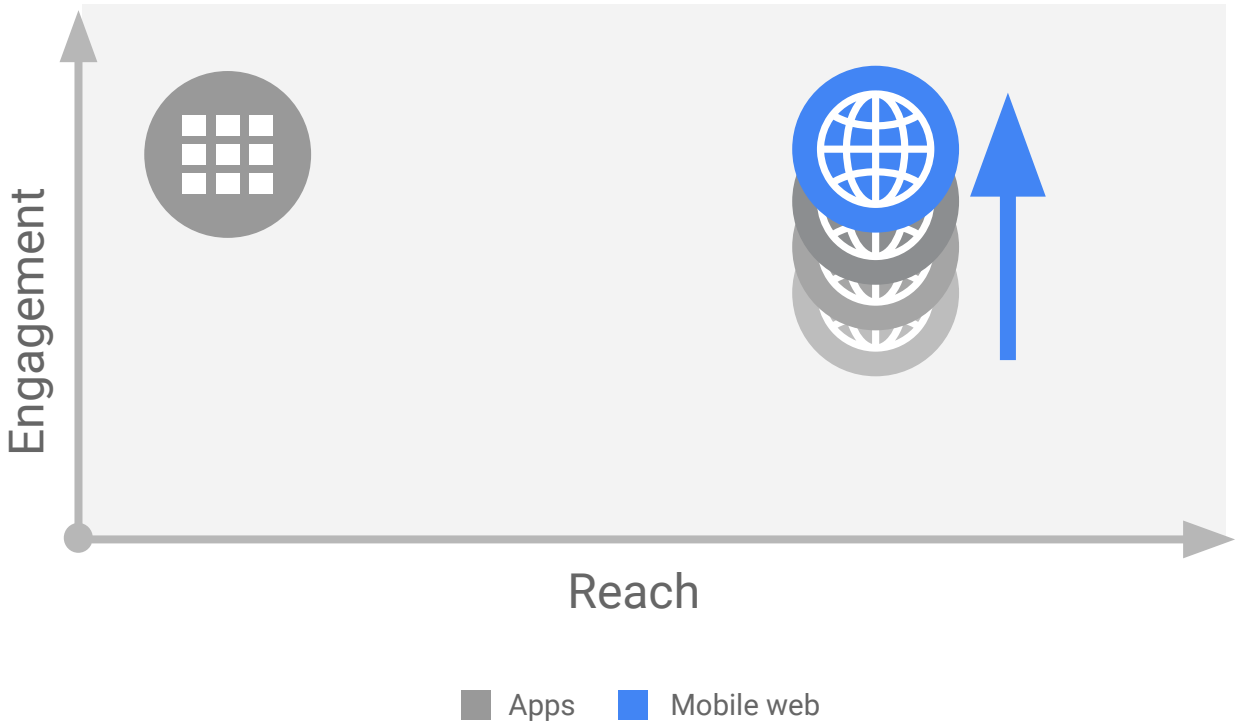
Build Experiences, not Pages

Instant Intuitive Helpful Capable

Evolve from just being there... to being
instant
intuitive
helpful
capable



Google



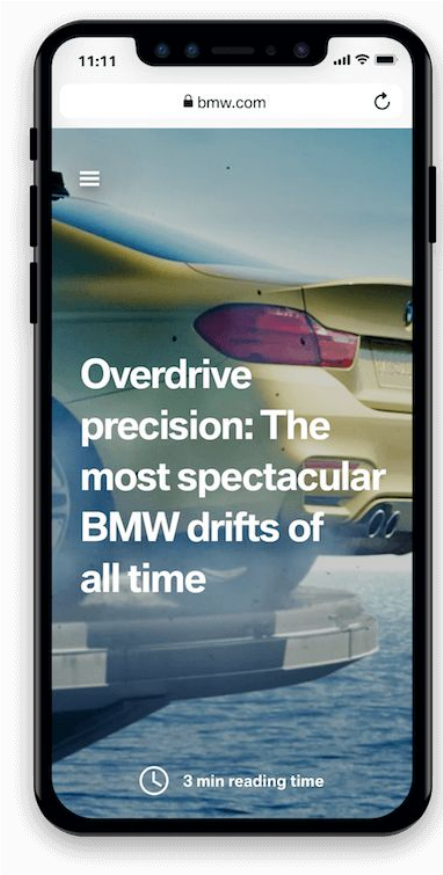
Google

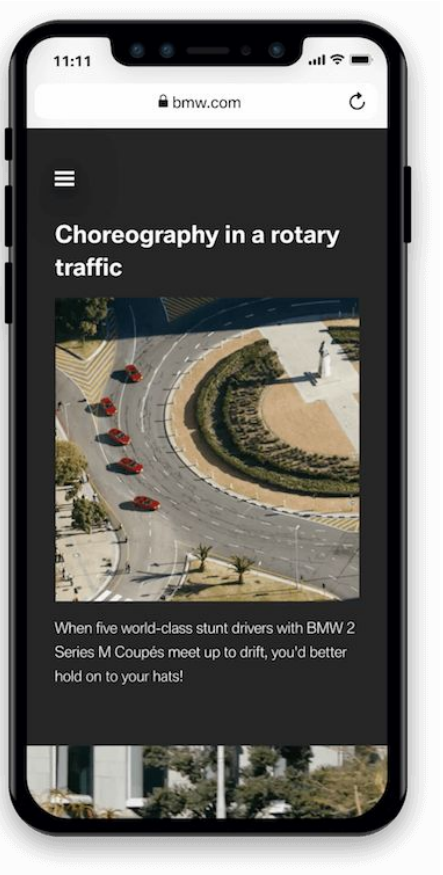
+ JUNGvMATT

3-4x Faster load times

30% Increase in CTR to national sales company sites

26% More mobile users

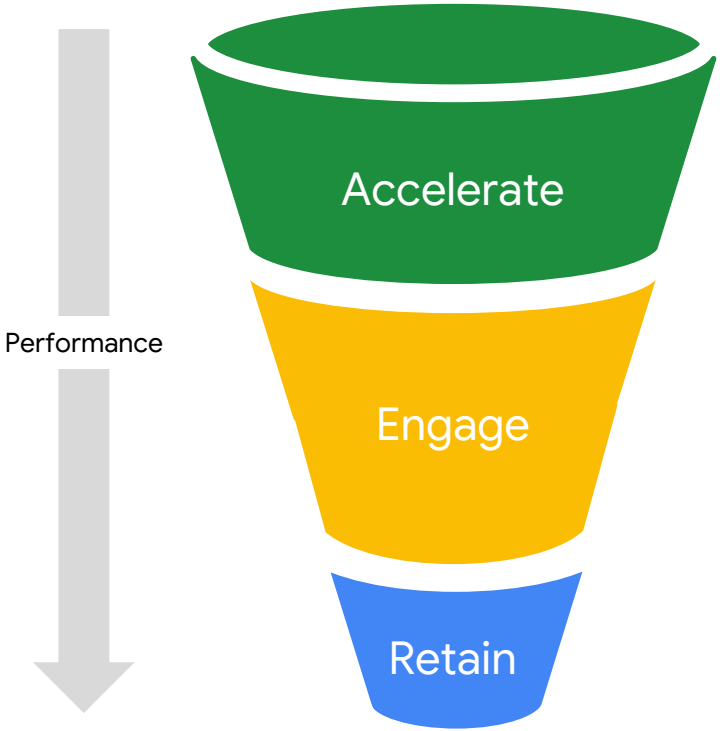




Source: Carmaker quickly, smoothly shares stories via AMP on BMW.com

Google

The Web is here to help meet your **business & user** goals



Instant loading for high quality first experience

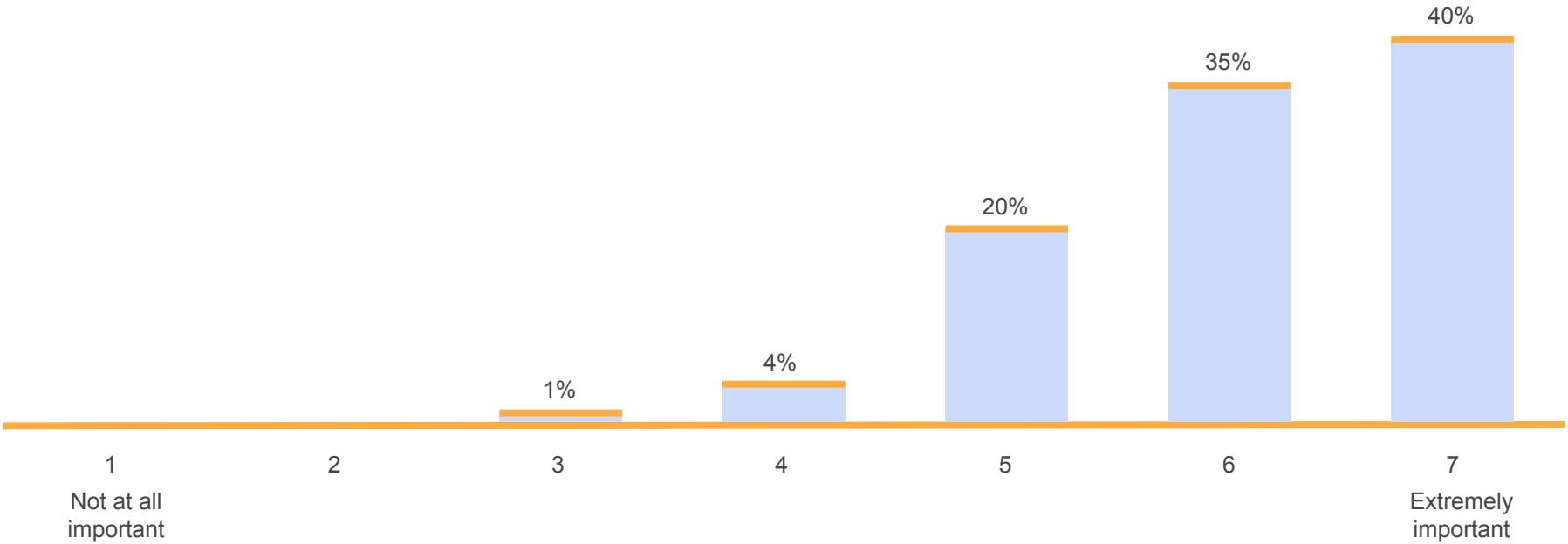
Intuitive and interactive UX that ALWAYS loads

Helpful integrations to seamlessly get things done

Capable of bringing users back to your experience

Users are obsessed with speed.

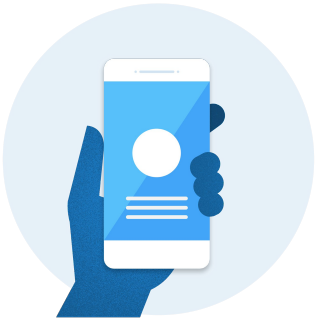
Perceived importance of load speed
to the mobile web experience:



Research: go/need-for-speed-research

A9. When browsing websites on your smartphone, how important would you say each of the following are in terms of your overall experience?
Base: n=373 event-level survey responses

AMP is the best **well-lit path** to achieve a performant site



User-Centric
Instant and reliable user experience.

ROI Positive
Success across every region in every industry

Open Source
Quickly respond to ever changing user needs

AMP has **evolved** to fit every user's needs...

PWA

Fast

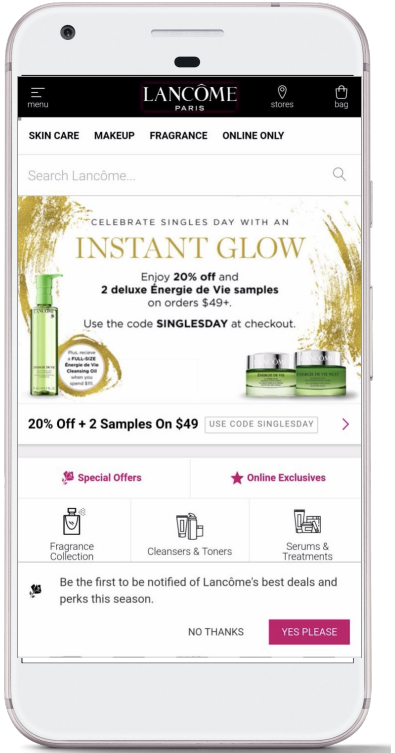
Reliable

Installable

Engaging

Make it easy to come back by enabling web notifications

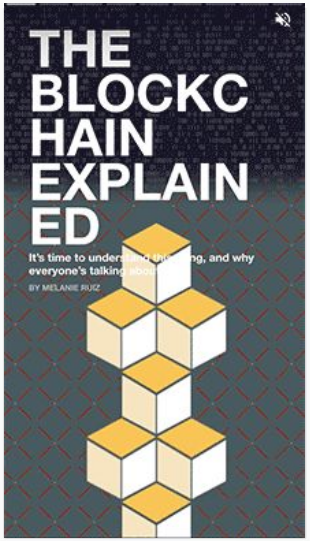
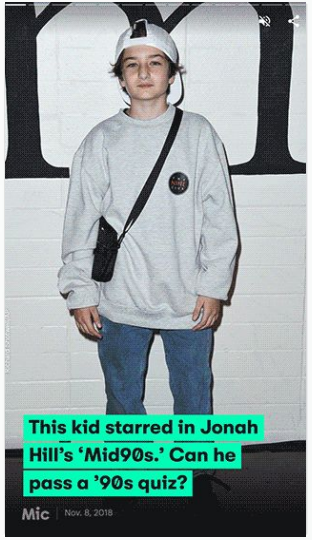
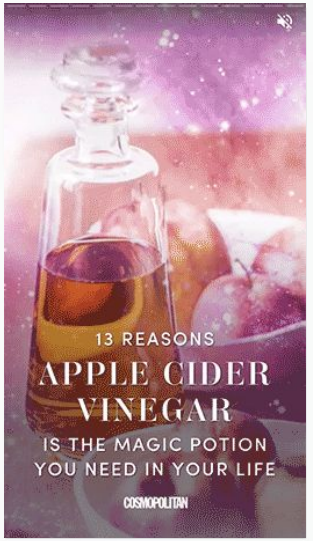
- ★ Give users control
- ★ Emphasize what the user gets from the notification, not what the notification does.



53%
increase in session length on iOS

[Learn More]

The Rise of Stories

visual-rich, bite-size,
mobile-first,
easy-to-navigate

A Canvas for Visual-Rich Storytelling