

Google Chrome

Chrome pushed for a safer, faster web through aggressive security improvements, multi-process isolation, and user trust initiatives.

2017 — Minimal cost impact with significant retention benefits. High engagement from community and family groups. Occasional inaccuracies in live location tracking.

2018 — Adoption surged among SMBs for customer communication. Revenue potential emerged through verified business profiles.

2019 — Minor engineering cost increase for biometric support. Integration issues on certain Android devices.

2020 — Launched disappearing messages and dark mode. Server load spikes during lockdowns required scaling.