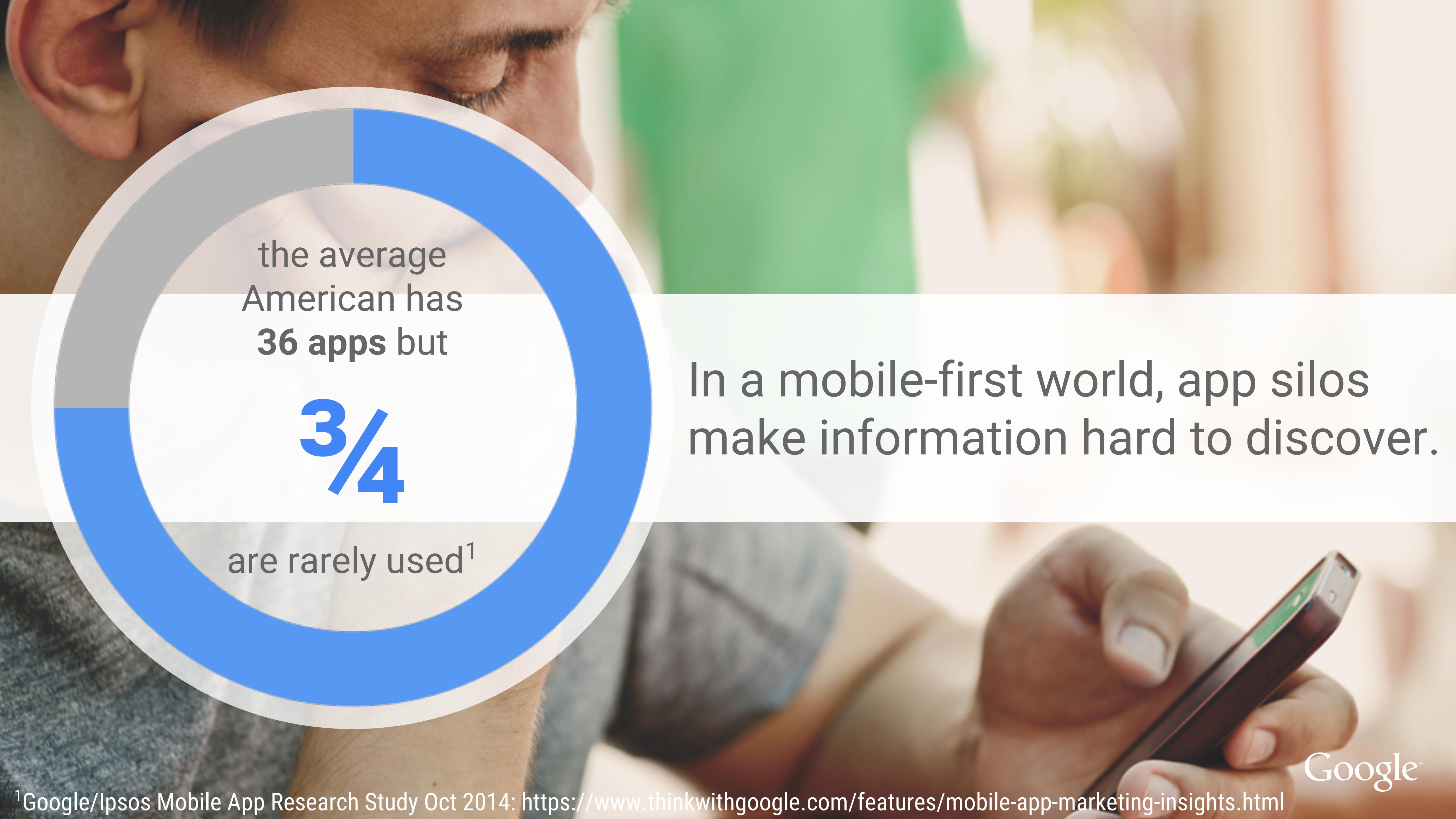
A close-up photograph of a woman with long, dark, wavy hair. She is looking down at a white smartphone held in her hands. Her expression is focused and slightly smiling. The background is blurred, showing some greenery and sunlight.

Google™

The Future of Search & Apps

+Aparna Chennapragada

Google



the average
American has
36 apps but

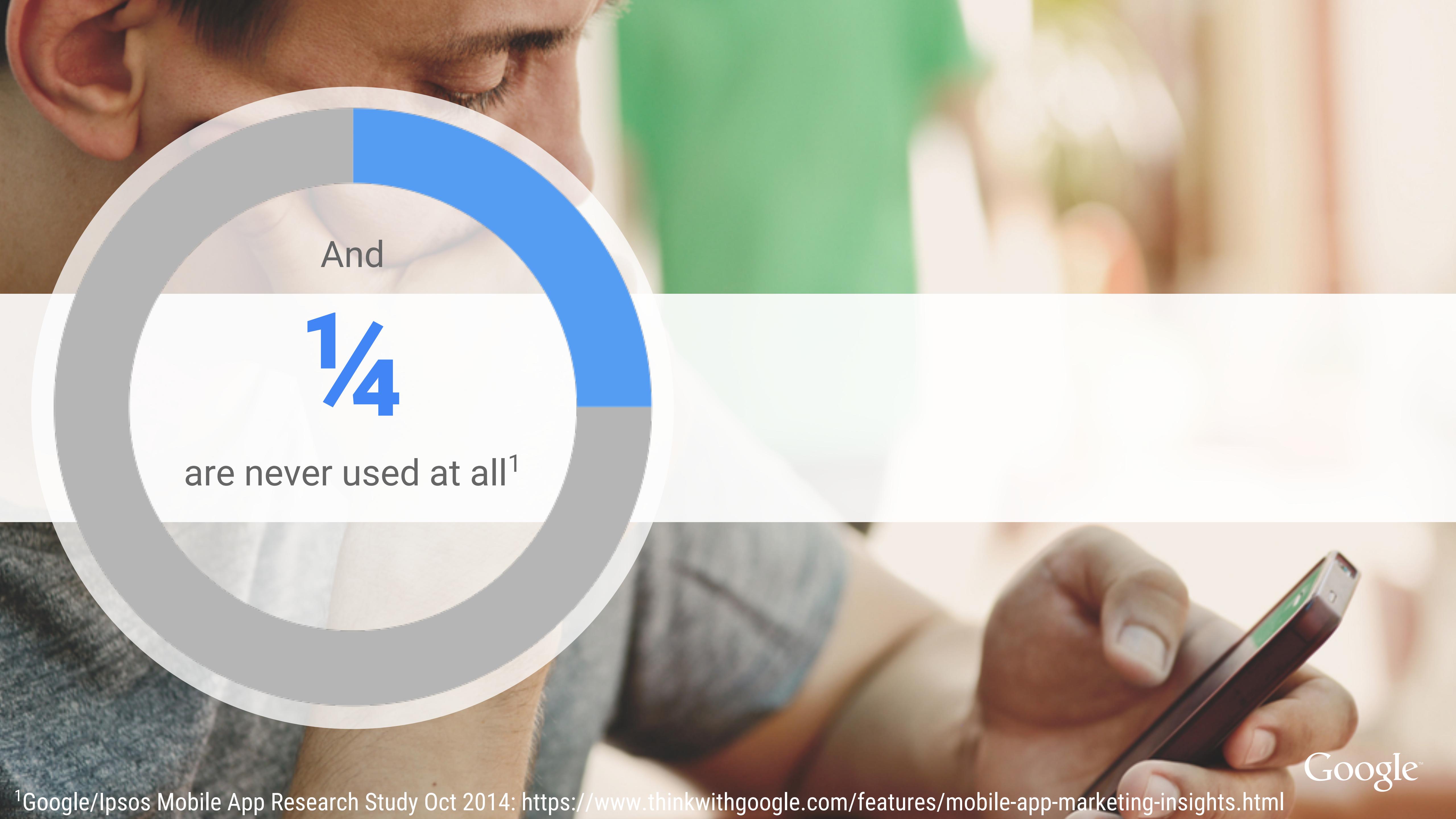
3/4

are rarely used¹

In a mobile-first world, app silos
make information hard to discover.

Google™

¹Google/Ipsos Mobile App Research Study Oct 2014: <https://www.thinkwithgoogle.com/features/mobile-app-marketing-insights.html>



And

$\frac{1}{4}$

are never used at all¹

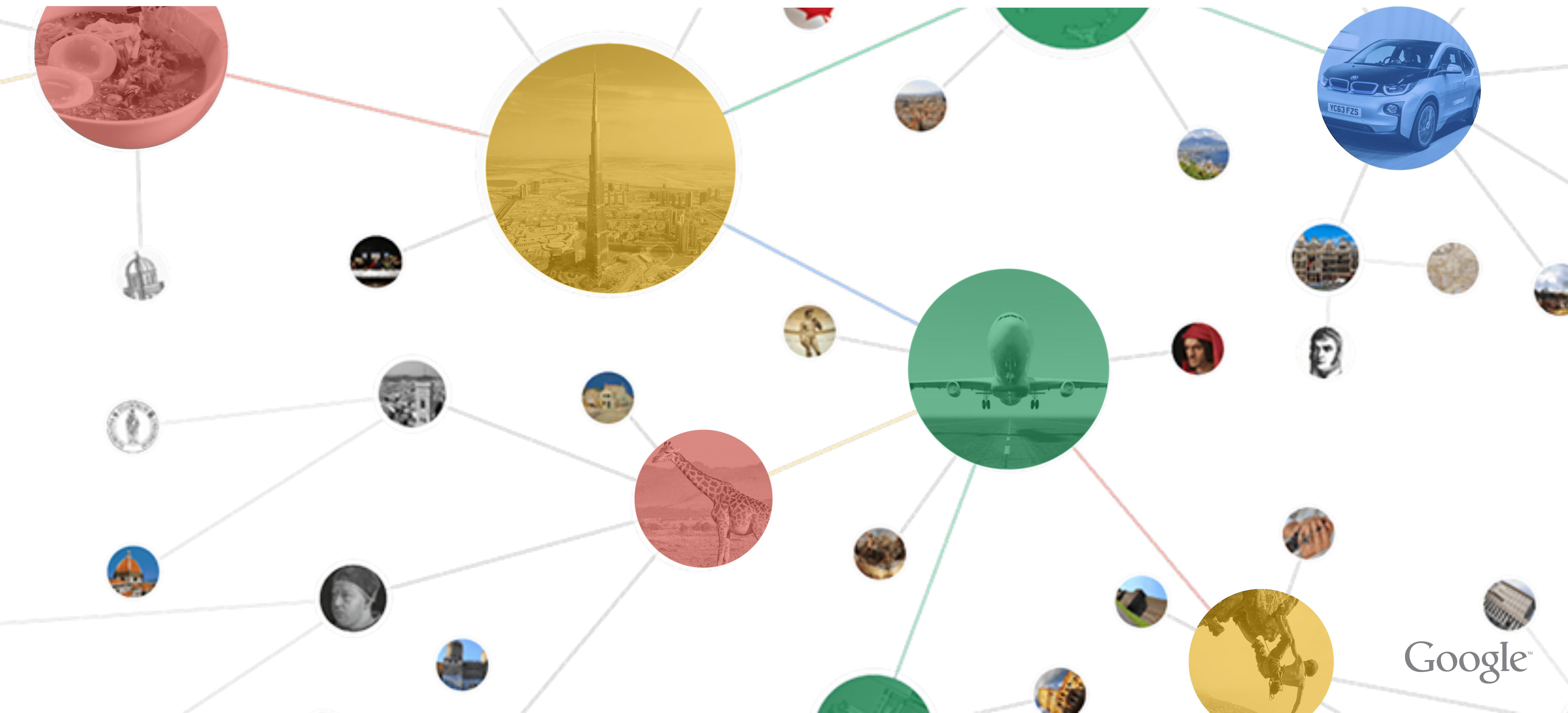
Google™

Apps = Content + Services



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Google was founded to connect users to information



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More than 100B searches per month



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More Google searches take place on mobile devices than on computers in 10 countries, including the US and Japan.



Installs

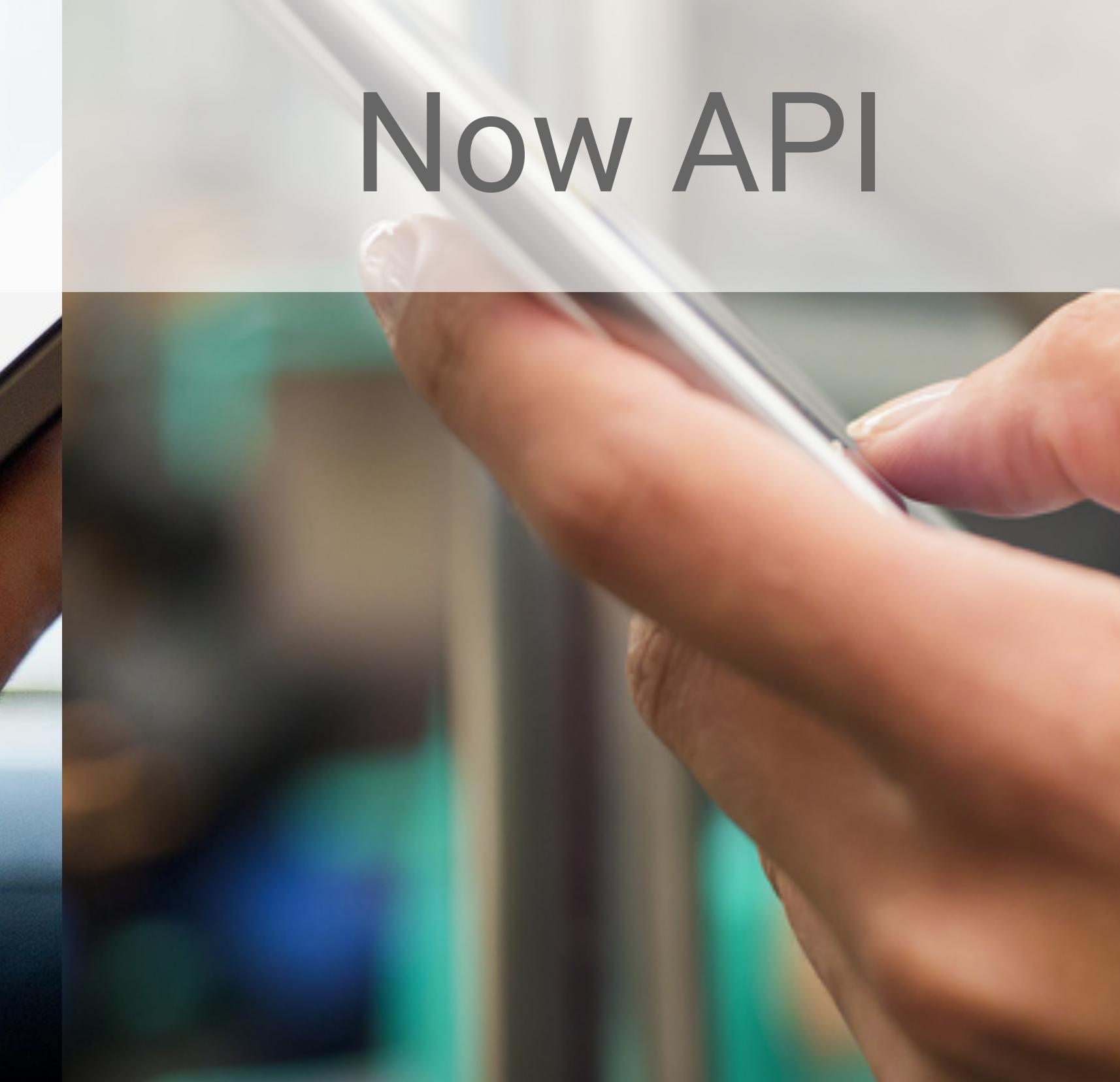
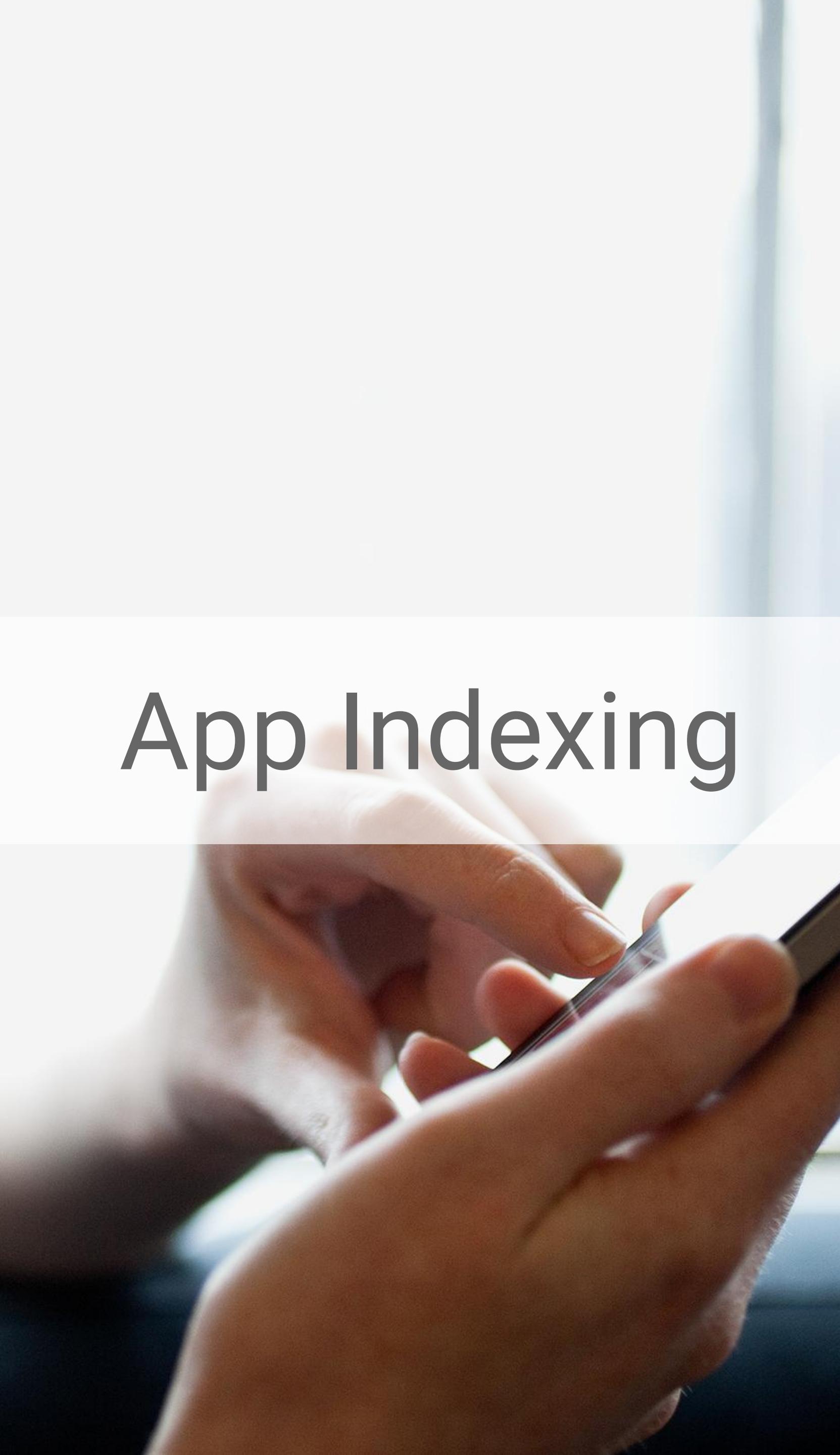
Drive your Android app installs through Search. When users search, Google suggests apps to download from the Play Store.



Traffic

Google drives re-engagement to your app or site via deep links in the search results page, Now cards, and voice actions.

App Indexing

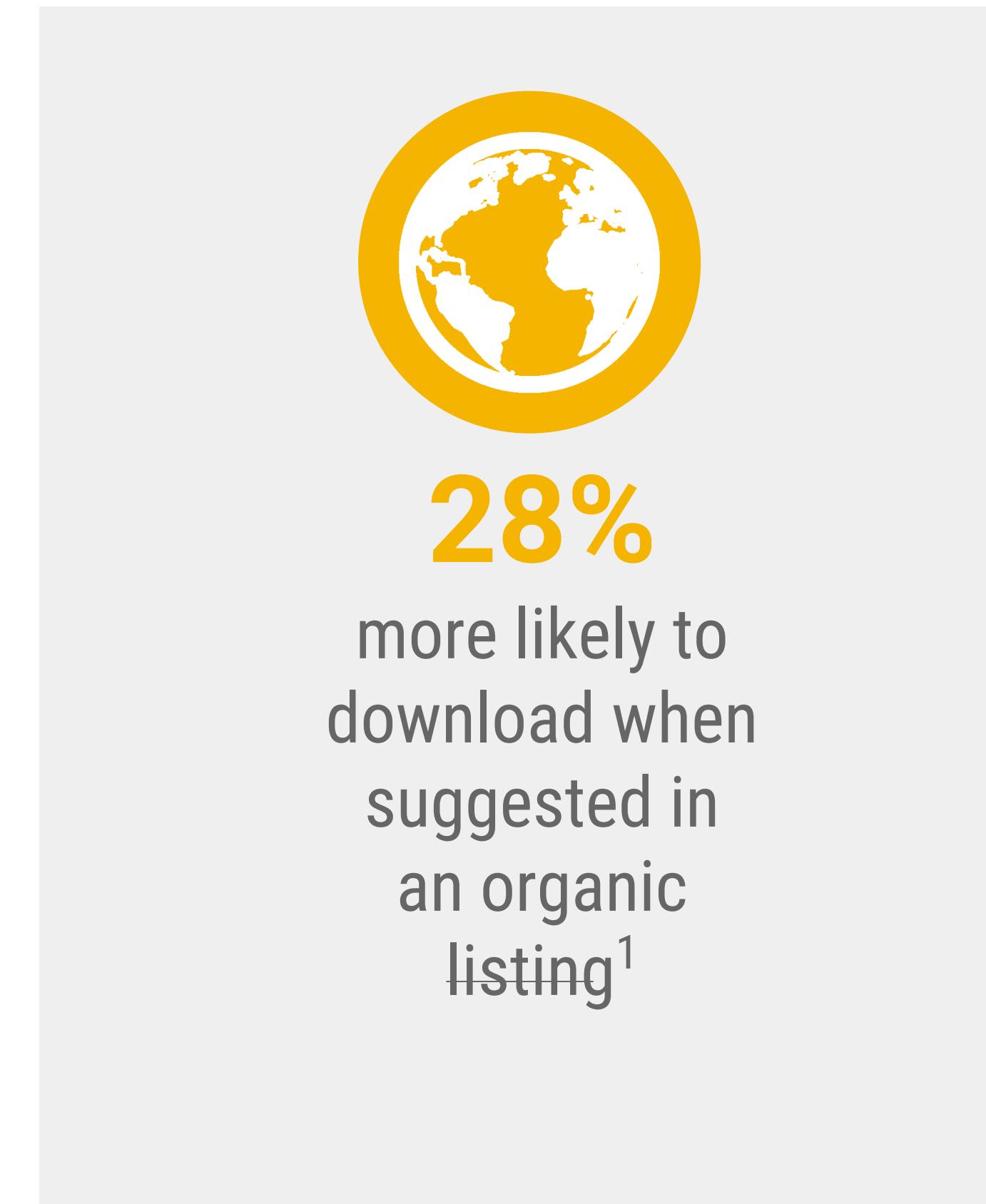
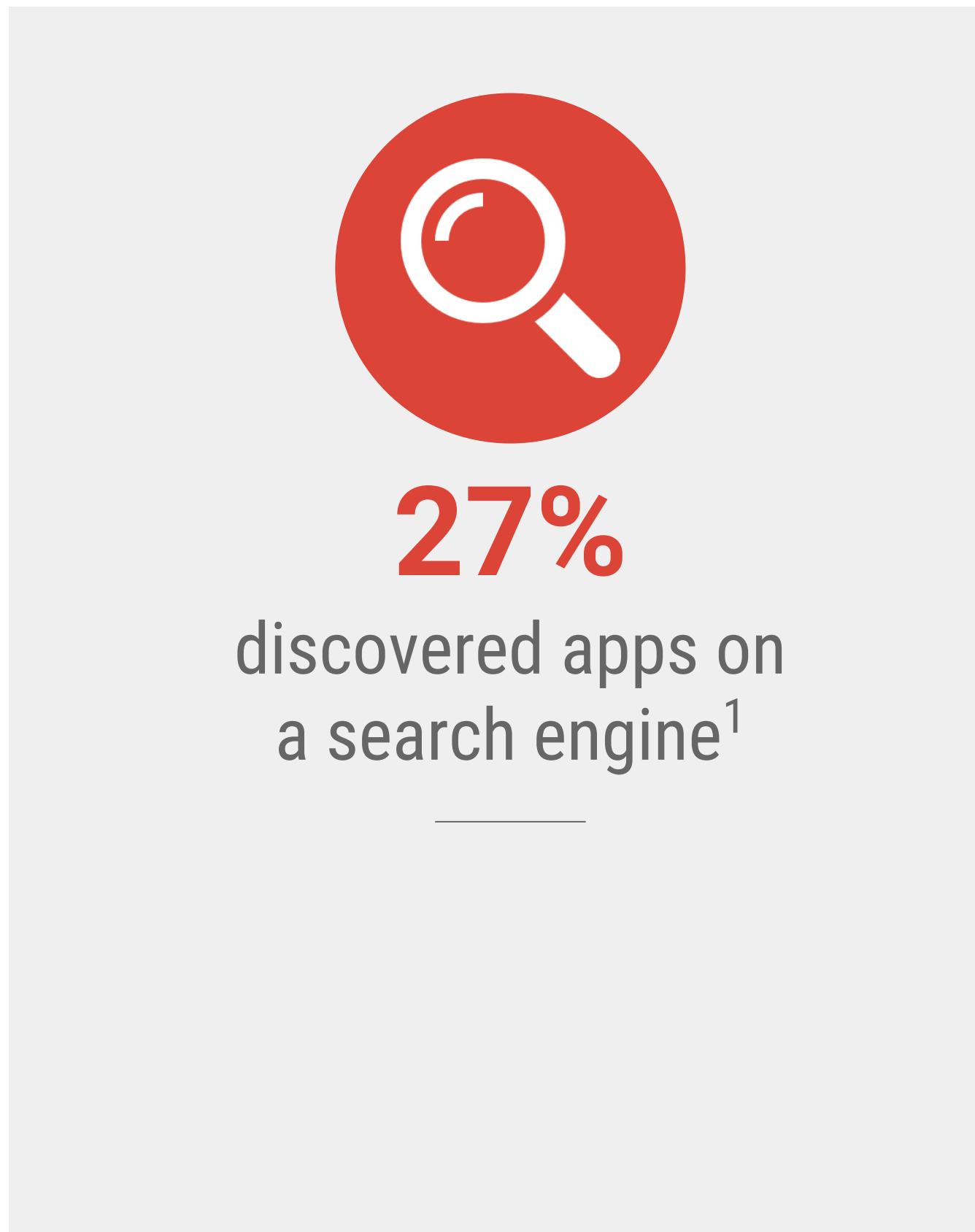




App Indexing



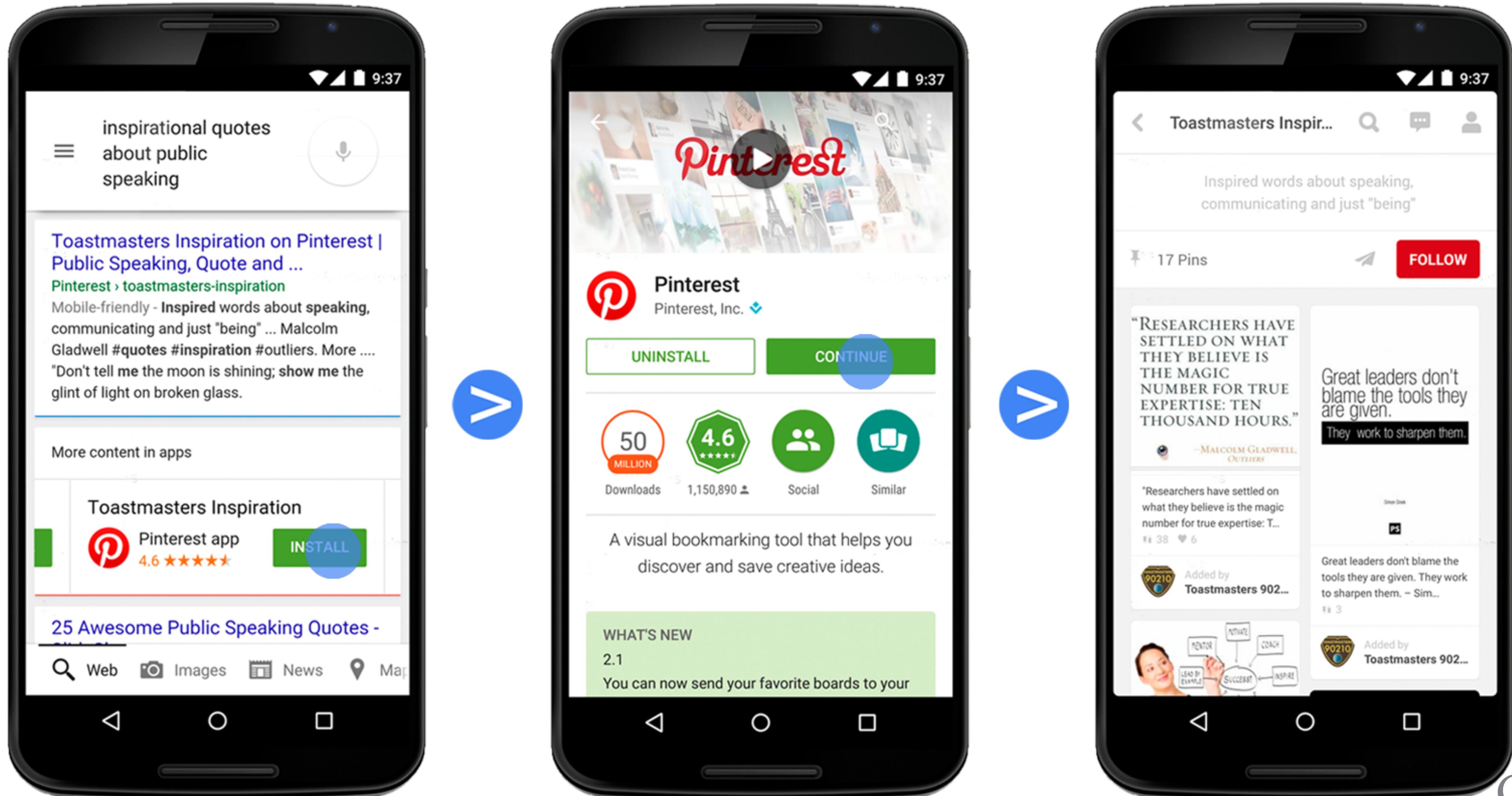
Users are discovering apps via search engines



Google™

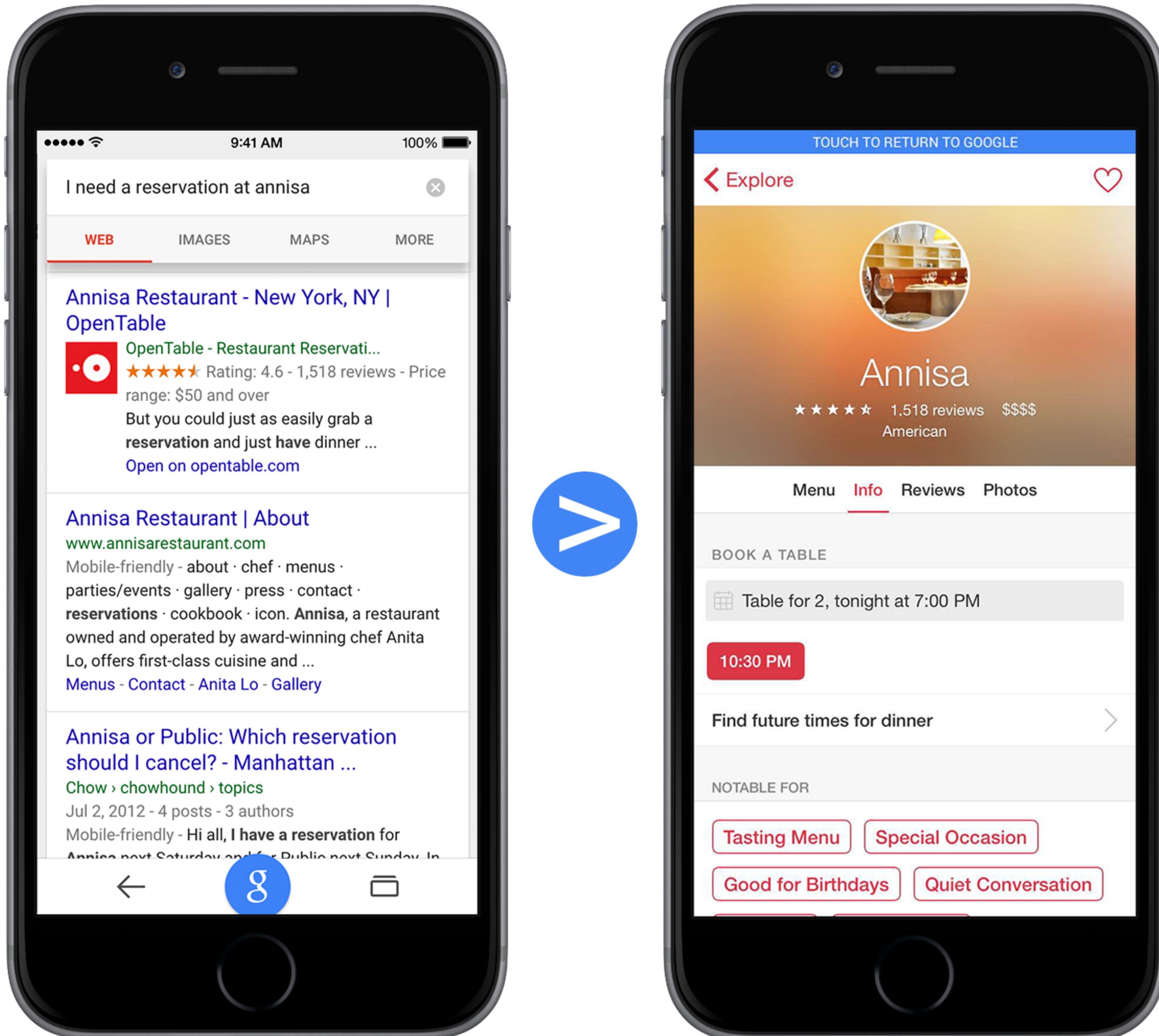
¹Google/Ipsos Mobile App Research Study Oct 2014: <https://www.thinkwithgoogle.com/features/mobile-app-marketing-insights.html>

App Indexing can power app installs

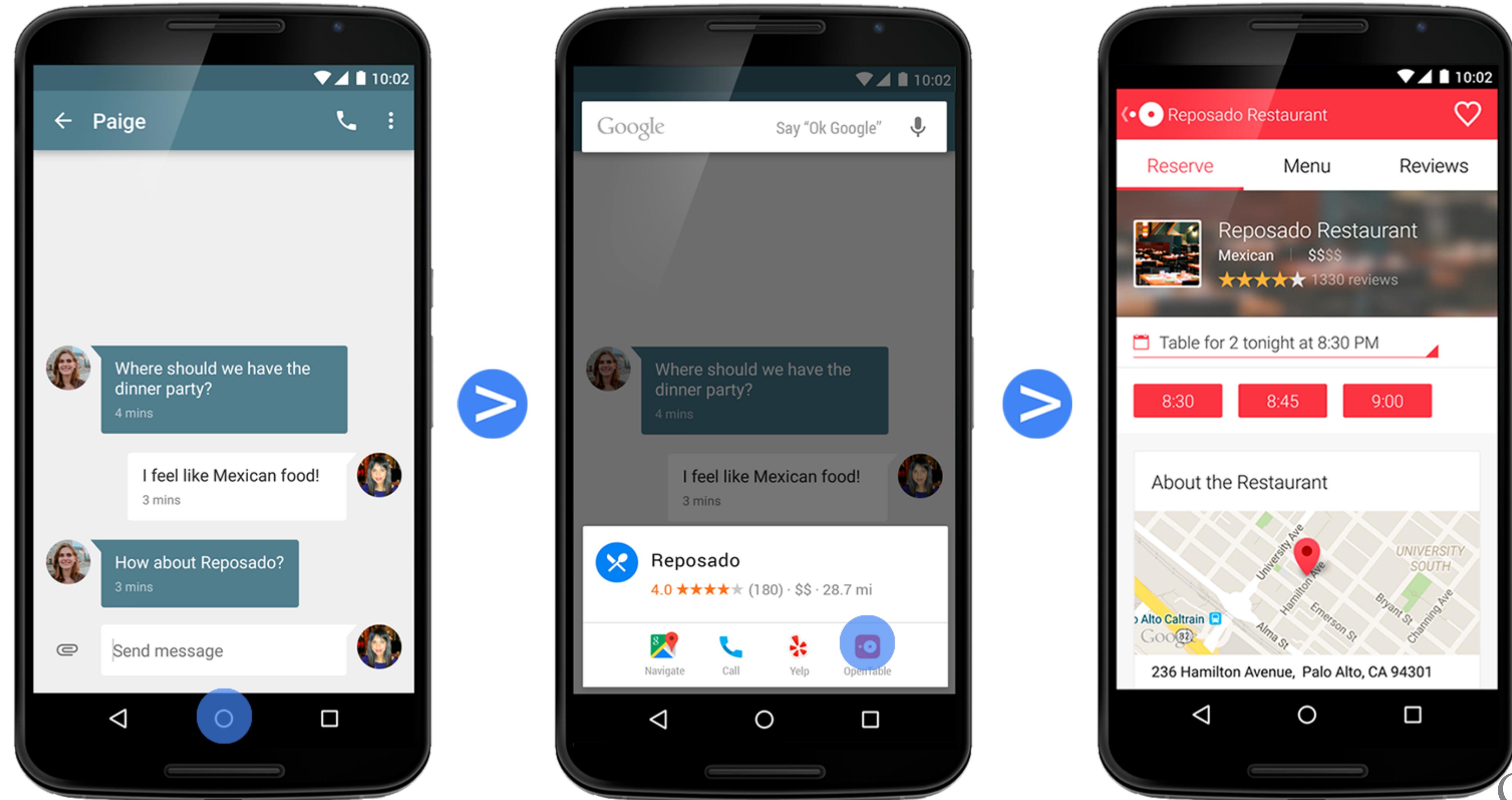


Google™

Deep links from search results drive re-engagement

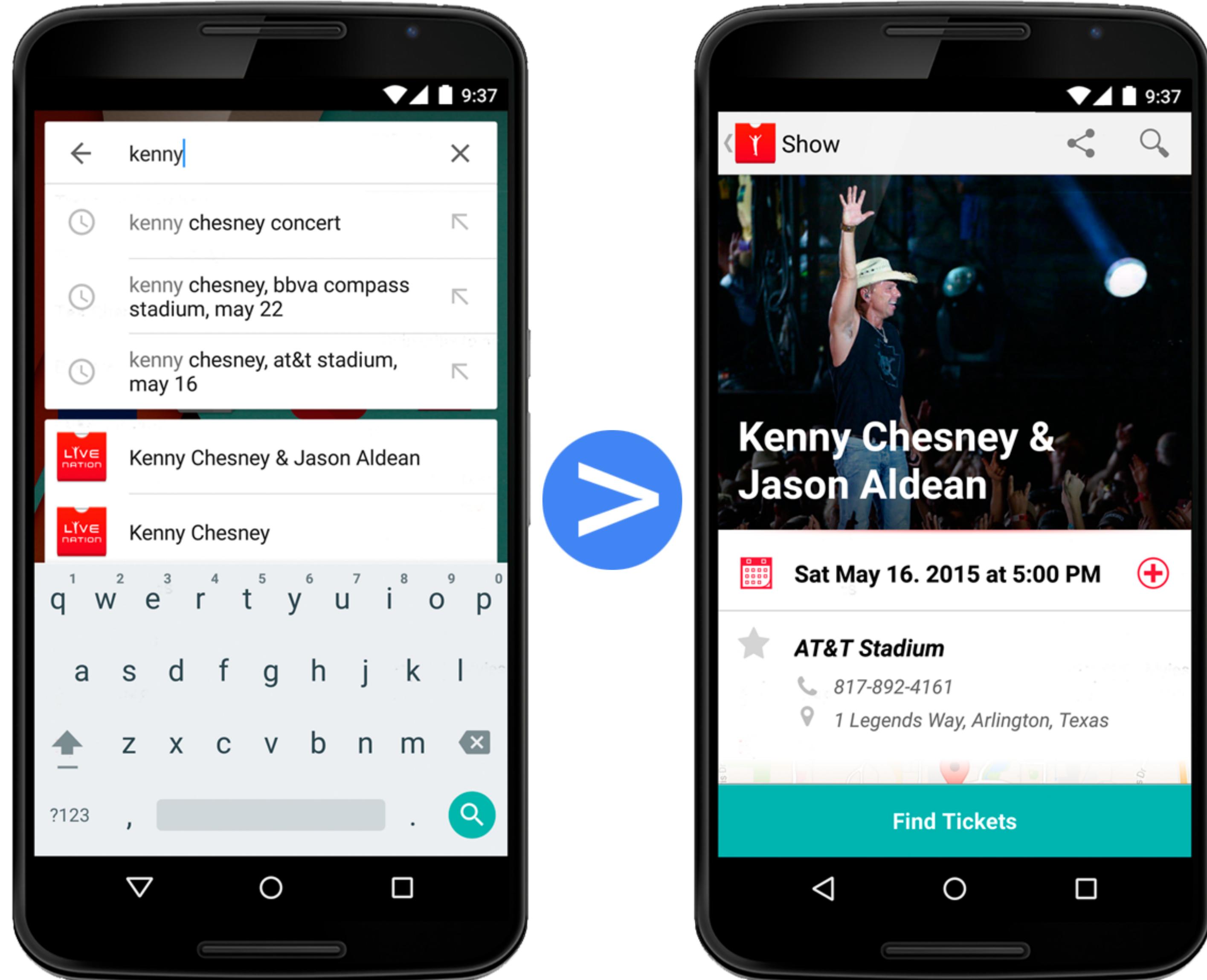


Indexing your app makes you a candidate for Now on Tap



Google™

App Indexing API enables auto-completions





App results influence ranking

Google™

Partners have already seen success

Etsy

Increased daily app traffic from referrals by **11.6%**

the guardian

Increased CTR of **4.5 percentage points** for app
deep links over web links

ypSM

Increased app traffic by **8%** after implementation

Google™



Increased dormant app user re-engagement by 15%
Increased weekly sessions per active user by 10%



Boosted Search impressions by 22.2%
Users arriving from Google Search:
20% more time per visit
2x more likely to share an article

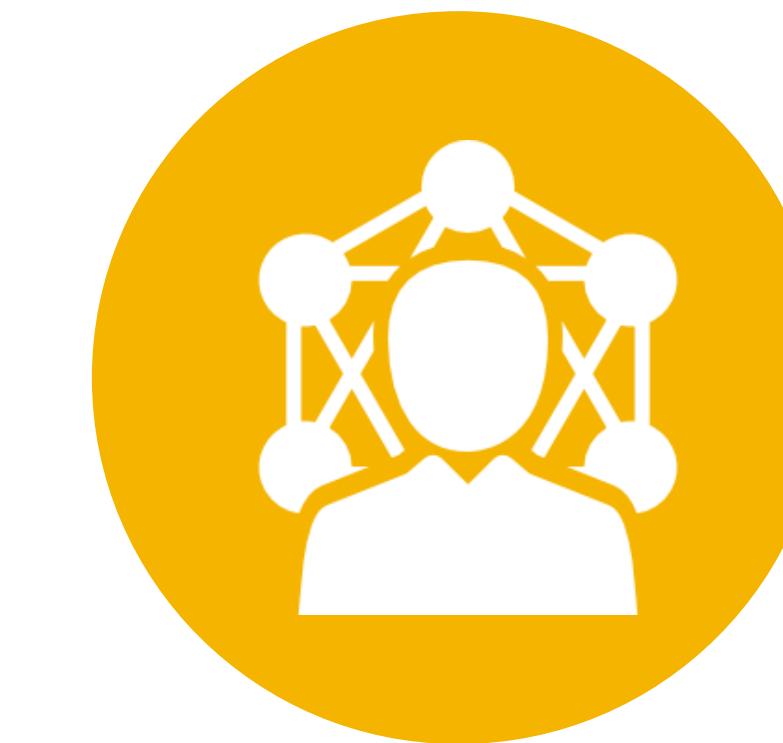


Increased restaurant pageviews by 9.6%

Google™



Now API





Context

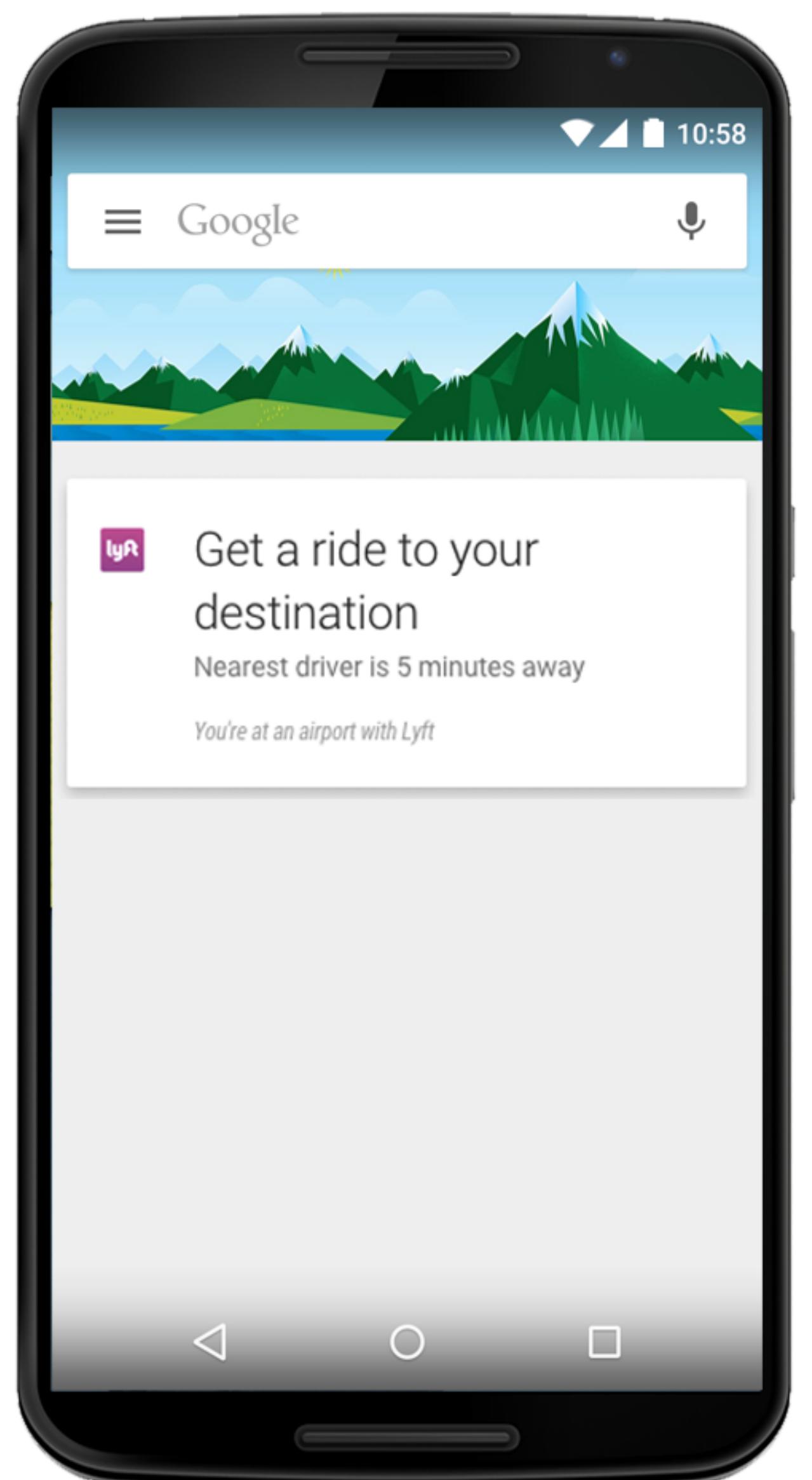
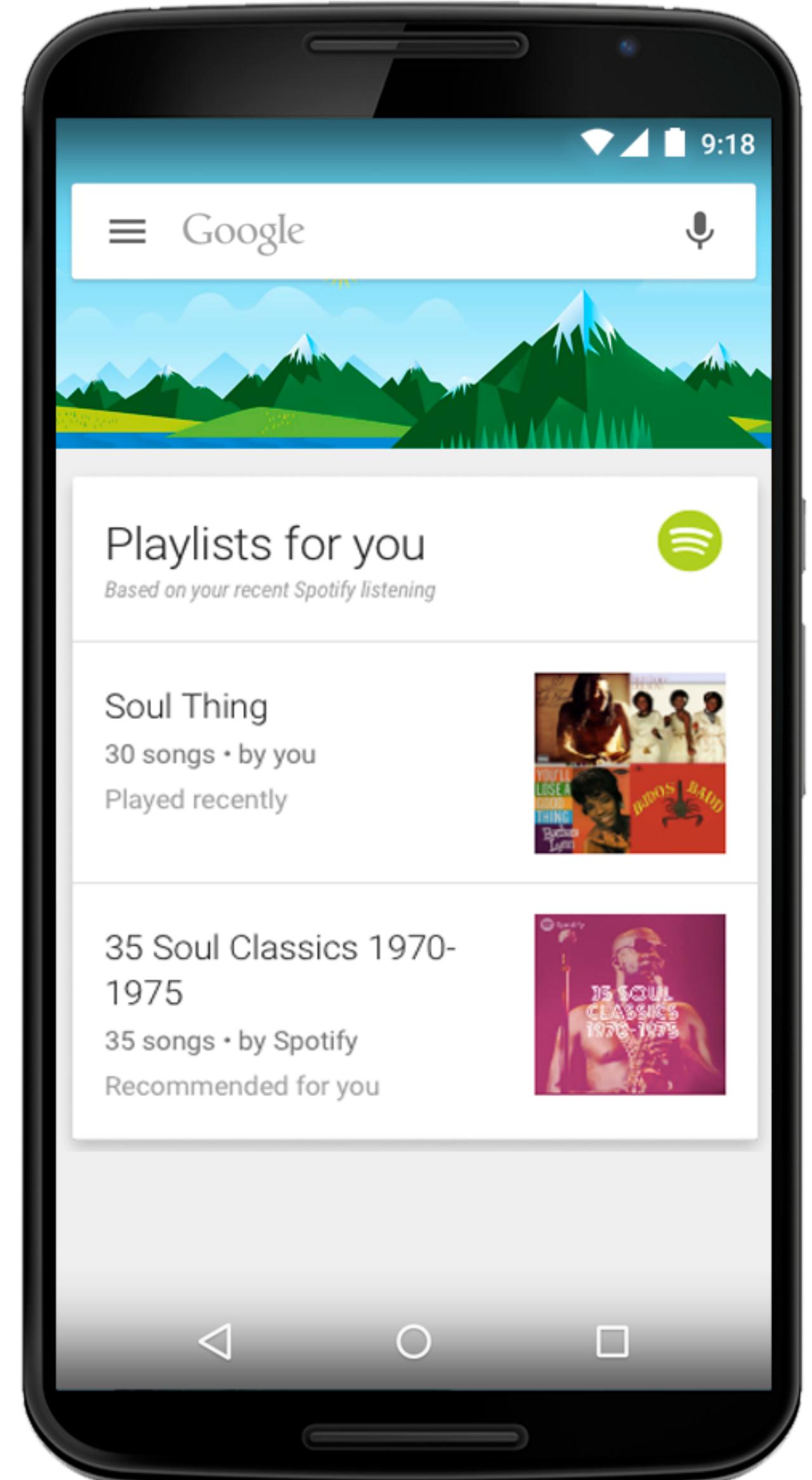
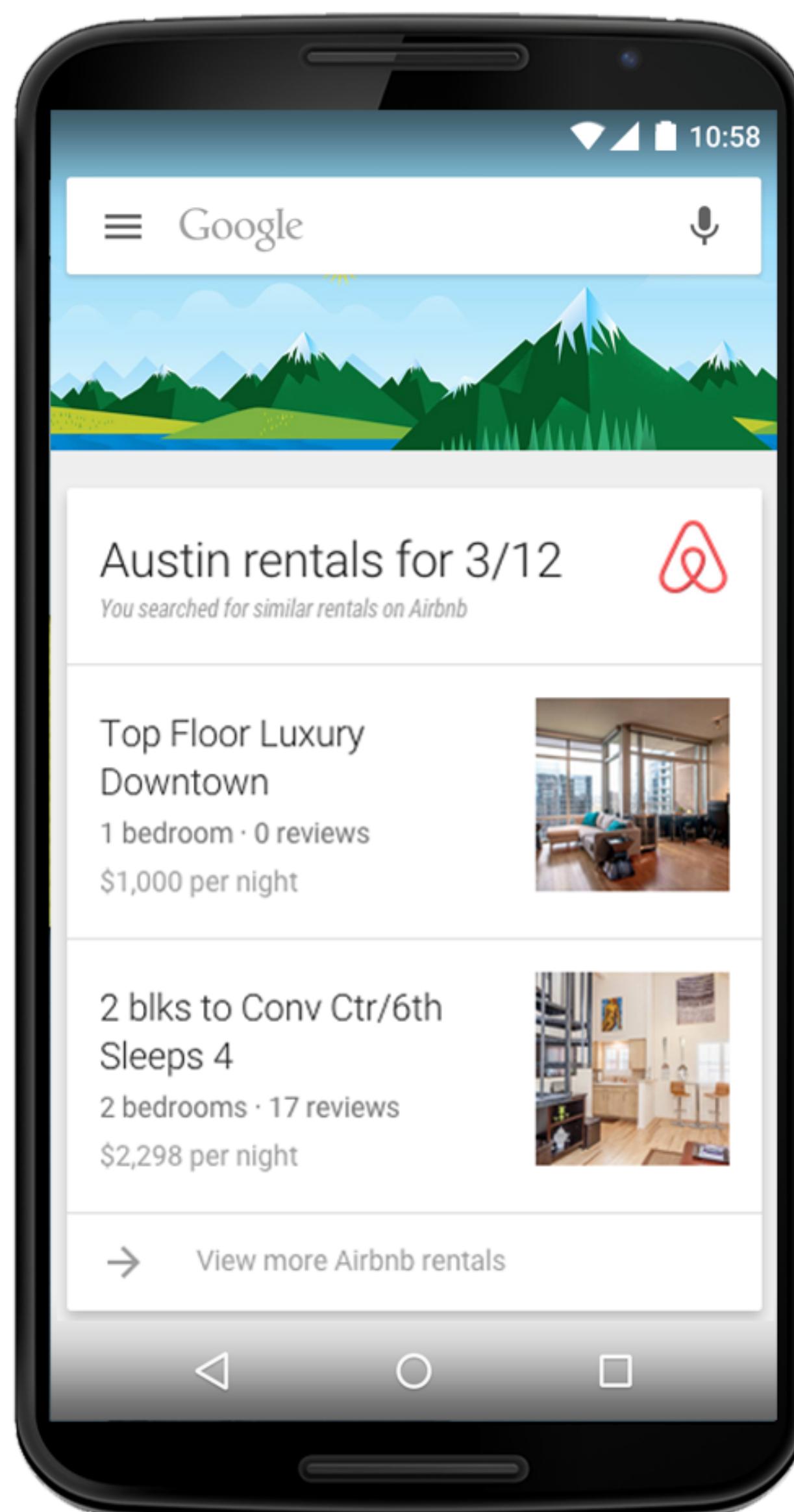


User Need



Fulfillment

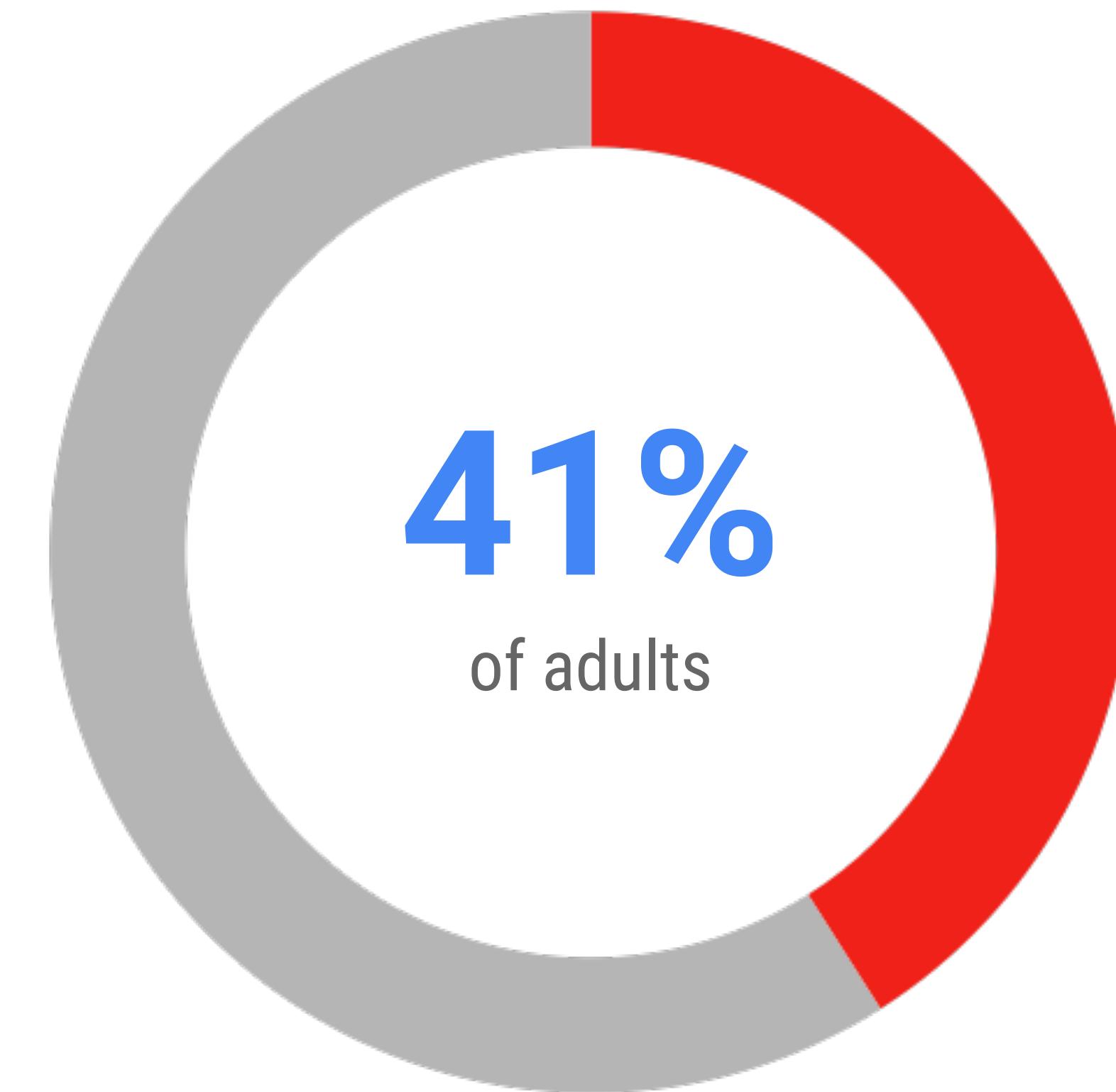
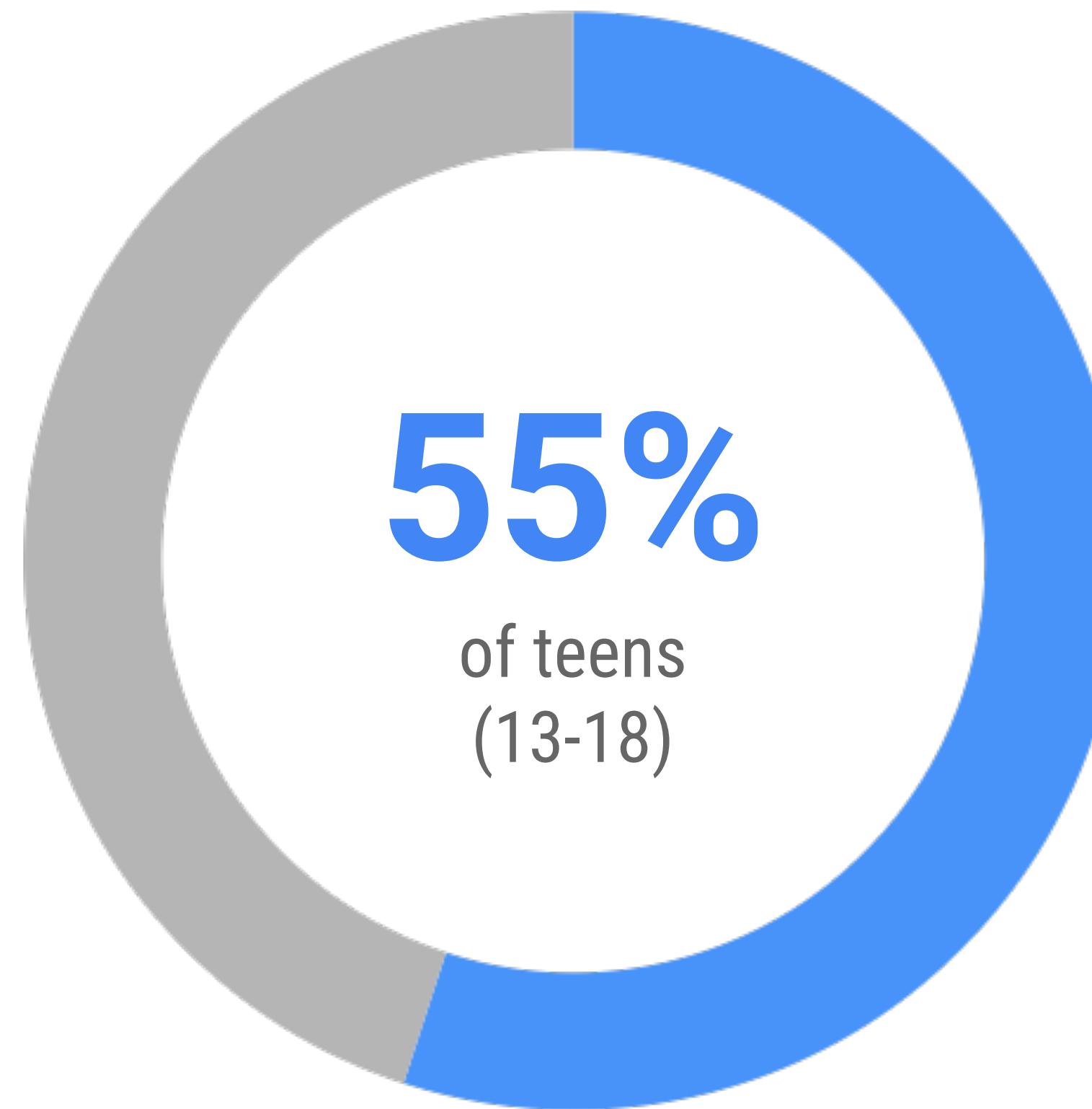
Now cards pair user behavior in-app with Google context



Google™



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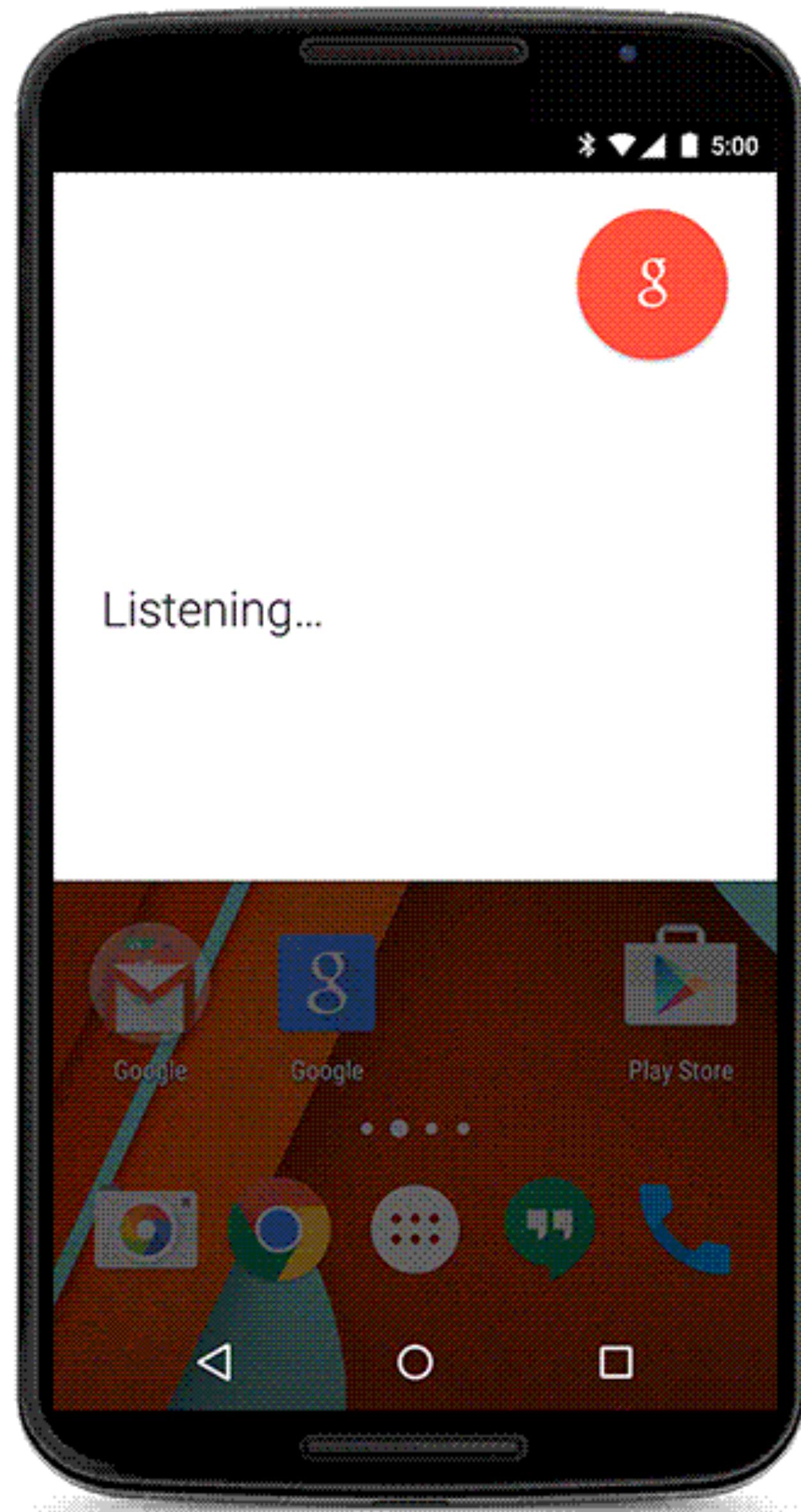


Use voice search more than once per day¹

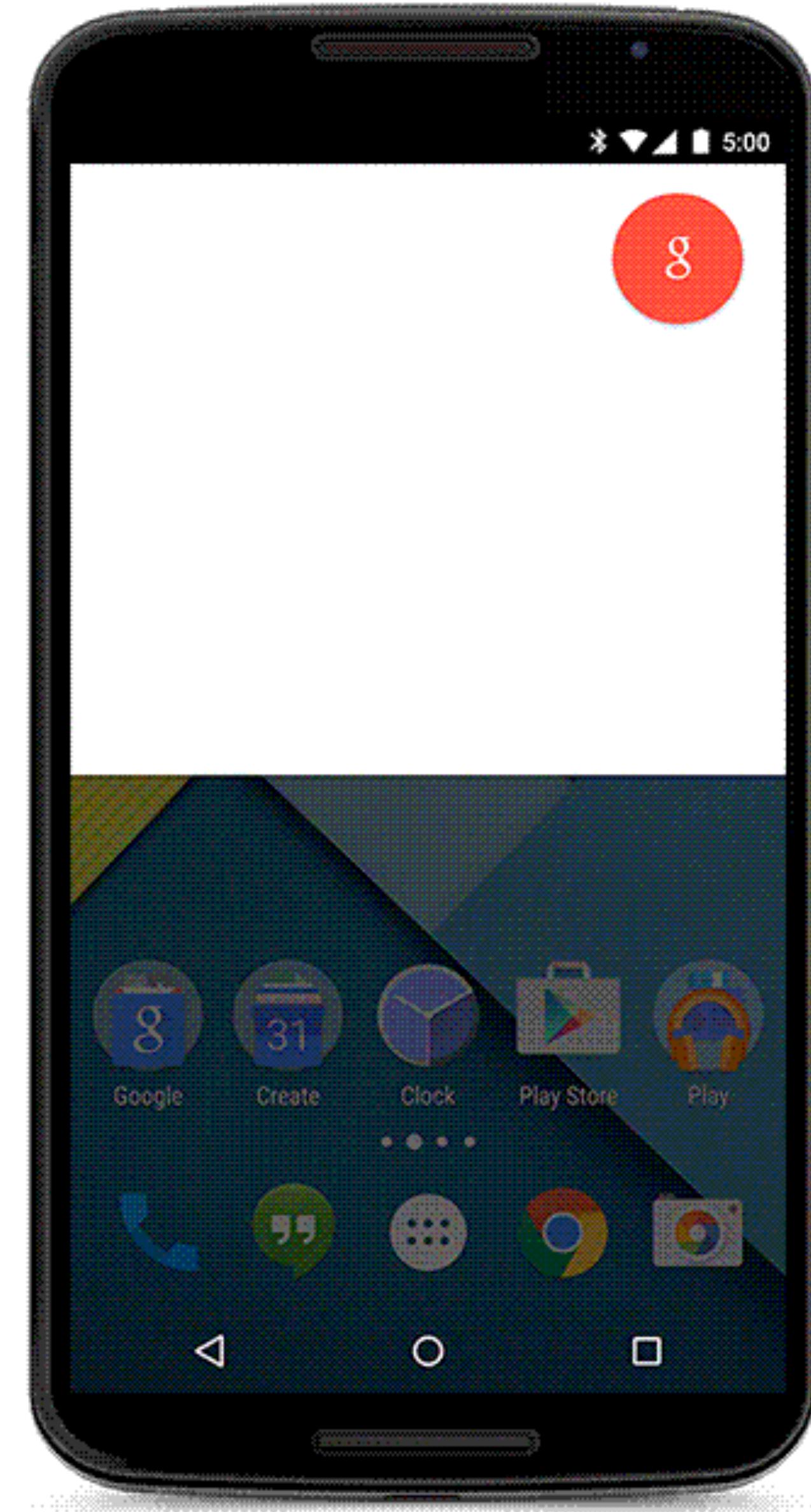
Google™

¹Google Mobile Voice Study: <http://googleblog.blogspot.com/2014/10/omg-mobile-voice-survey-reveals-teens.html>

System Voice Actions are a standard set of voice actions

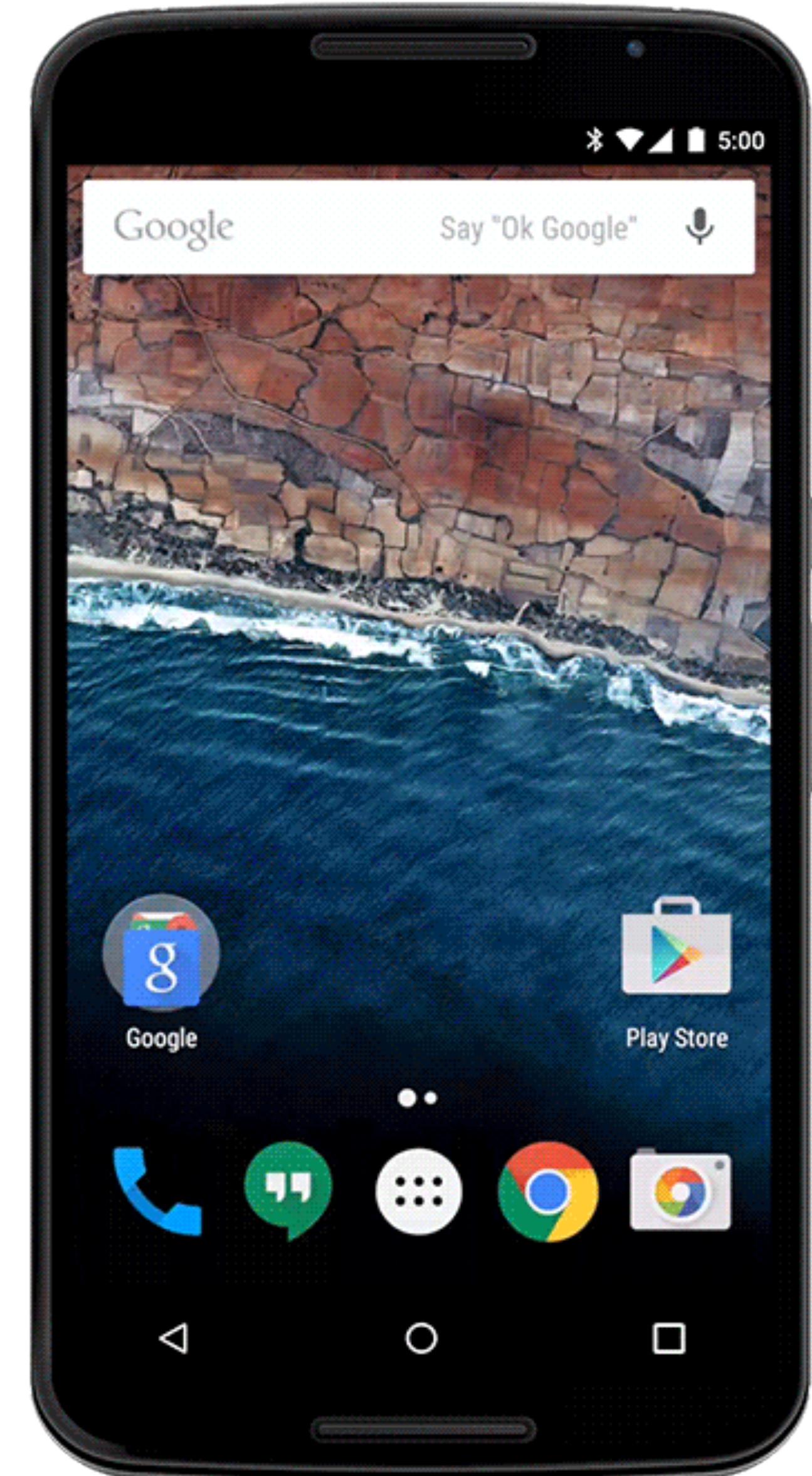


You define the grammar with Custom Voice Actions



Google™

Voice Interactions API powers back-and-forth with users



Google™

App Indexing

