Google

Proprietary + Confidential

AMP 2 Years Later... What's New?

Stacie Chan
@staciechan

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Let’s talk about the web.

The Web = Endless possibilities

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INGsCARS.co

Leader of the Pack - Guardian. UK fav car leasing co from Newcastle!

Contract hire cars from Ling Valentine, LINGsCARS is the UK's favourite car leasing website - On 2016 I leased over £85 million in cars! (RRP)

I'M ALIVE IN MY WEBSITE

Menu

- Home
- Cars
- Customers
- About Ling
- Fun stuff
- Free stuff
- Live staff

CARS A-Z

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Guess what: Speed is important!

53% of visits are abandoned if a mobile page takes longer than **3 seconds to load.**

A **one-second delay** in mobile page load can decrease retail conversions by **20%**

46% of consumers say **waiting for slow pages** is what they dislike most about the mobile web.

The Need for Mobile Speed, DoubleClick Sep 2016 | State of Online Retail Performance, Akamai Apr 2017 | Google Survey, Apr 2015

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Fixing speed = Happy users, more subs, more $

Pinterest improved landing page speed and increased **signup conversions** by **15%**

The Financial Times found **every second** of page speed impacted engagement by **5%**

Fashion retailer Zelando correlated a **0.7% revenue impact** for every **100MS**

Finding Your North Star, Cait O'Riordan May 2018 Driving User Growth With Performance Improvements, Pinterest Mar 2017 | Loading Time Matters, Zelando Jun 2018

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We Get It.

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60%

of mobile connections worldwide are 2G

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Fun with

👍 perf tools 👍

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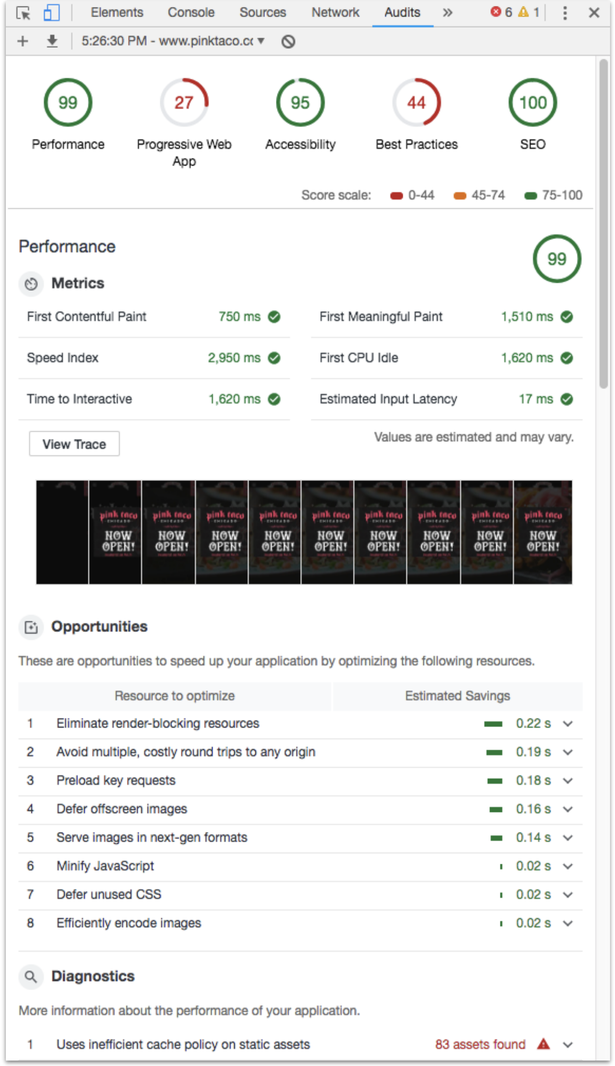
Lighthouse: Code and performance audits



https://developers.google.com/web/tools/lighthouse/

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Chrome UX Report (CrUX)

- Real User Measurement (RUM): How users *actually* experience website performance.
- Uses Chrome browser data.
- Launched October 2017.
- Top 4MM origins on the web.

https://developers.google.com/web/tools/chrome-user-experience-report/

Access CrUX Data Two Ways:

Google Big Query

Massive data warehouse and analysis tool. CrUX data refreshed **monthly**.

PageSpeed Insights

Simple CrUX data visualization and optimization reports. Data refreshed **daily**.

PageSpeed Insights (PSI)

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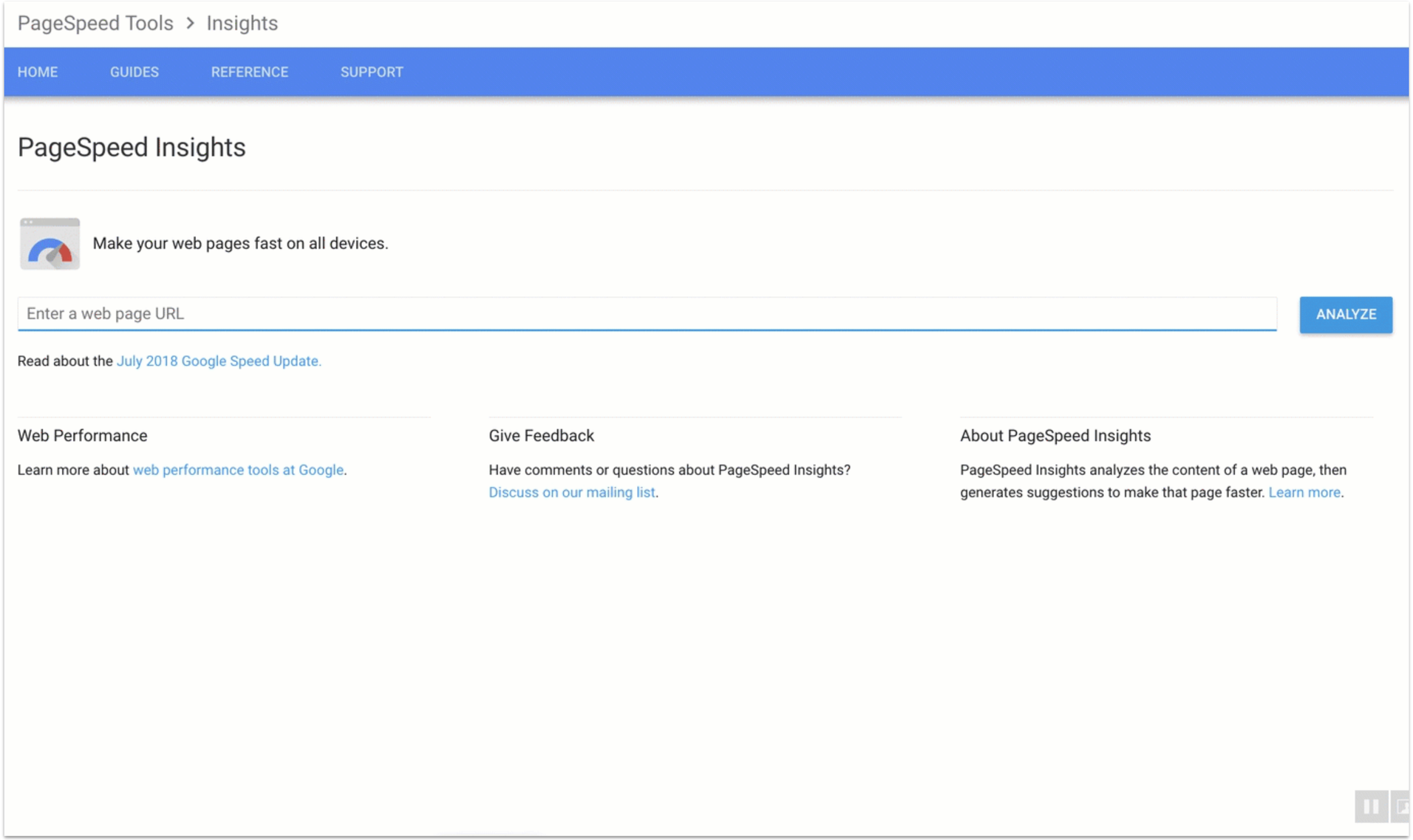

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The AMP Project

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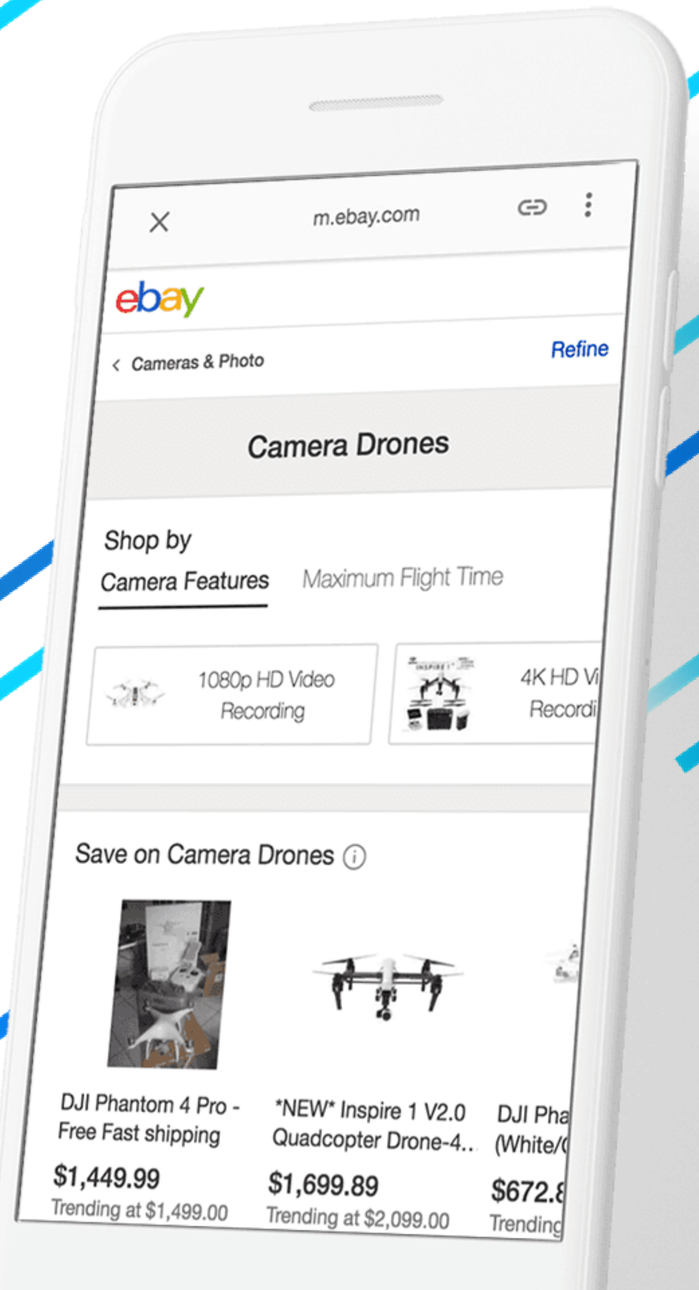
AMP

An open source initiative to enable
a better web, with sites that are fast,
easy to create, and mobile-friendly.



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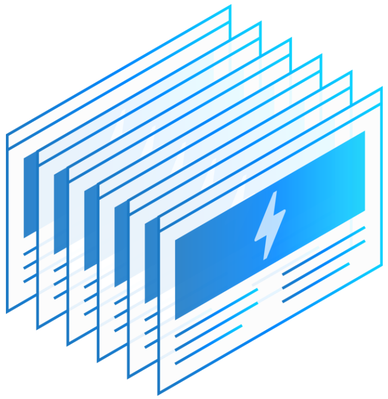

Over 6 billion

total AMP pages

90 AMP pages

created every second

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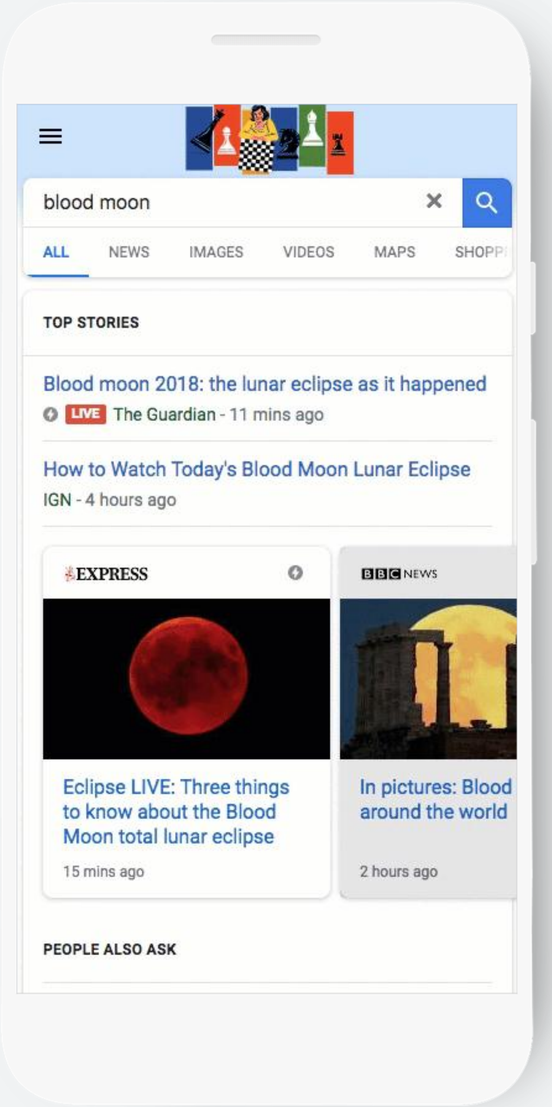
Features for news sites

- Analytics - 40+ vendors
- Ad tech - 150+ vendors
- Video, Galleries
- Social Embeds, Comments
- GDPR support
- Paywall/membership (evolving)
- Infinite scroll (experimental)

It's not (just) about the Top Stories carousel.



amp-gist amp-img
amp-bind amp-font amp-iframe amp-izlesene amp-live-list
amp-audio amp-facebook amp-jwplayer amp-pinterest amp-sidebar amp-vine
amp-auto-ads amp-experiment amp-fx-parallax amp-mustache amp-playbuzz amp-twitter
amp-accordion amp-call-tracking amp-kaltura-player amp-soundcloud amp-video
amp-anim amp-apester-media amp-fx-flying-carpet amp-reach-player amp-viz-vega
amp-access amp-animation amp-dynamic-css-classes amp-install-serviceworker amp-user-notification
amp-access-laterpay amp-fit-text amp-google-vrview-image amp-list amp-springboard-player
amp-app-banner amp-facebook-comments amp-imgur amp-position-observer amp-web-push
amp-3q-player amp-brid-player amp-image-lightbox amp-social-share amp-youtube
amp-ad amp-analytics amp-facebook-like amp-nexxtv-player amp-sticky-ad amp-vk
amp-ad-exit amp-dailymotion amp-instagram amp-ooyala-player amp-timeago
amp-brightcove amp-ima-video amp-o2-player amp-selector
amp-carousel amp-gfycat amp-lightbox amp-reddit amp-vimeo
amp-form amp-hulu amp-pixel

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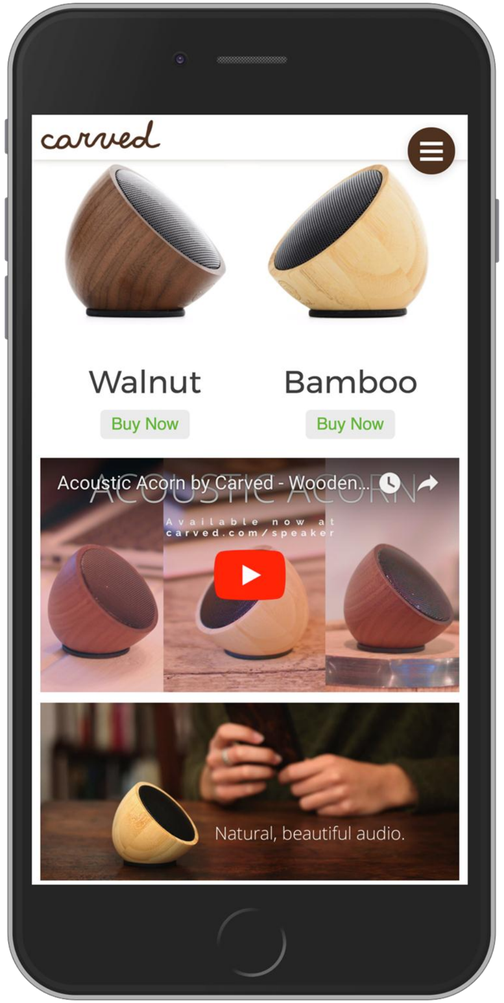
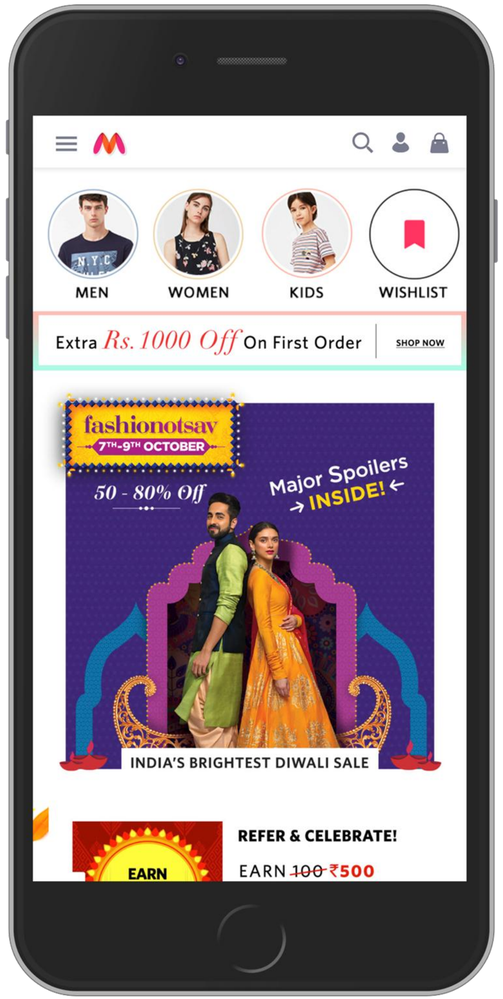
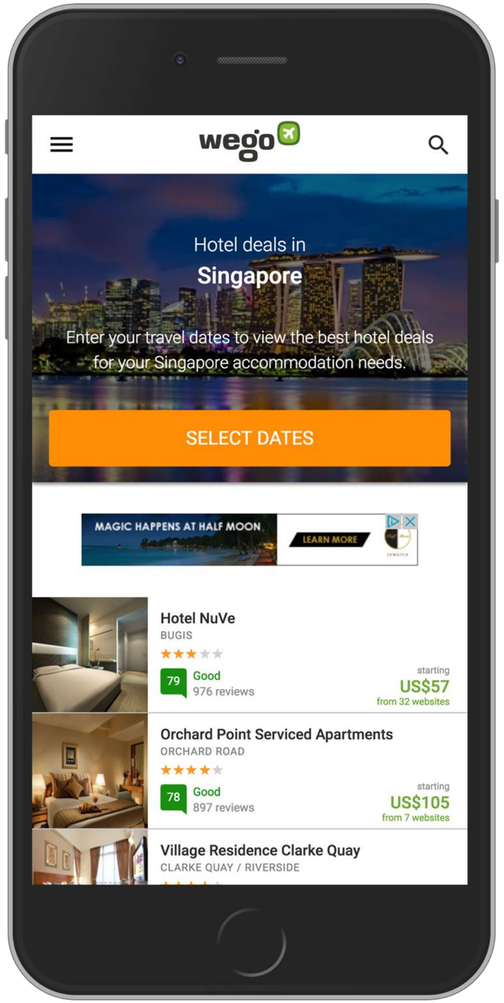
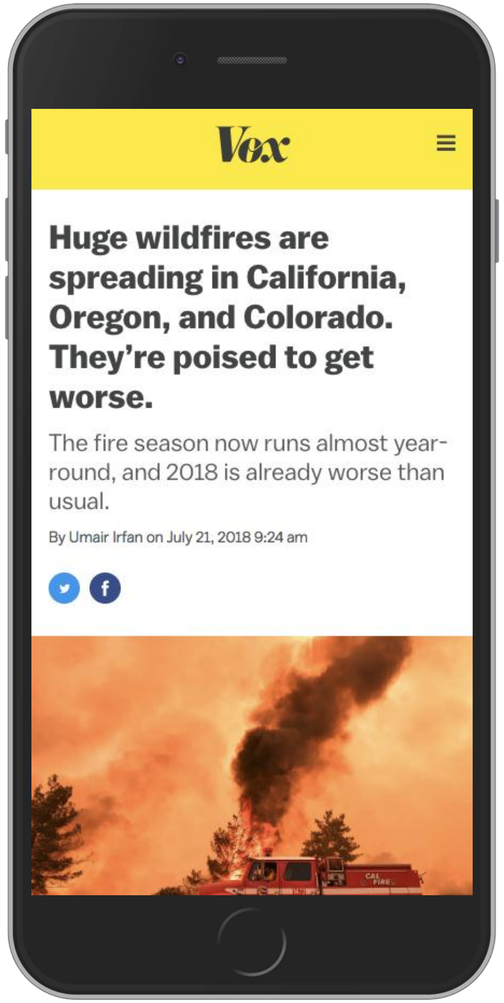
Rich content and commerce experiences









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AliExpress™

```
<amp-form> +
<amp-bind> +
<amp-list>
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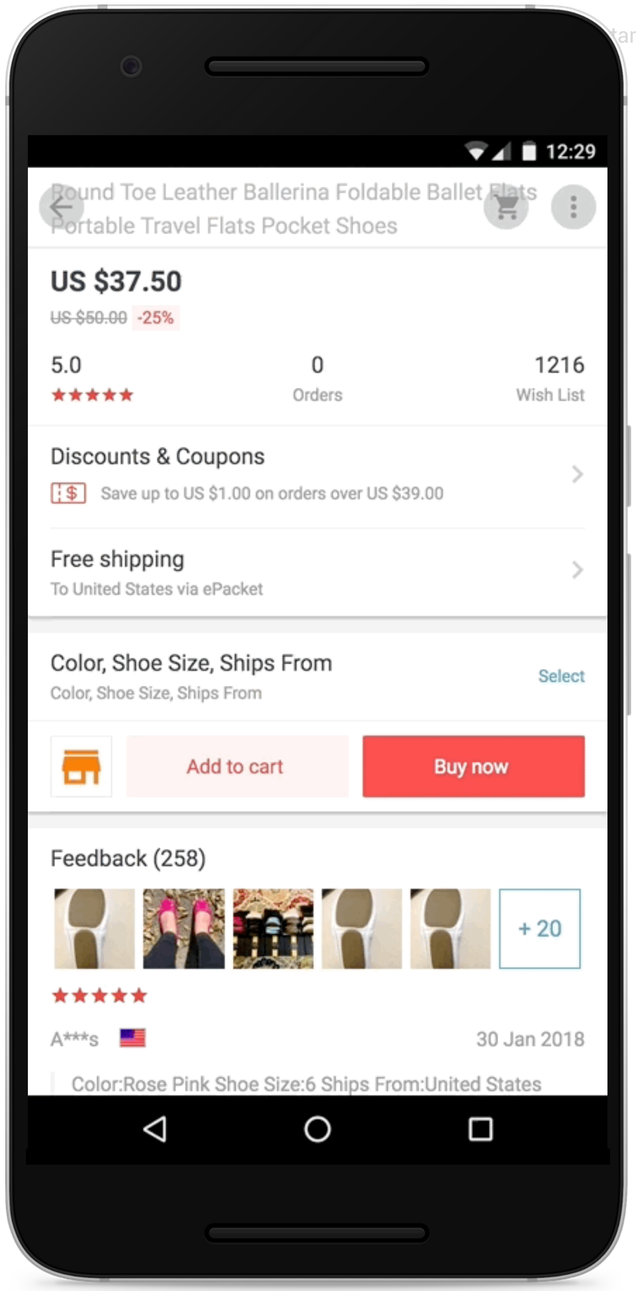

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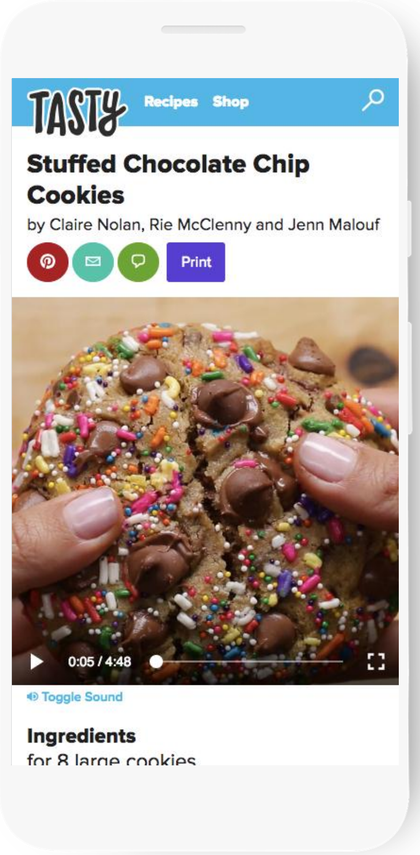
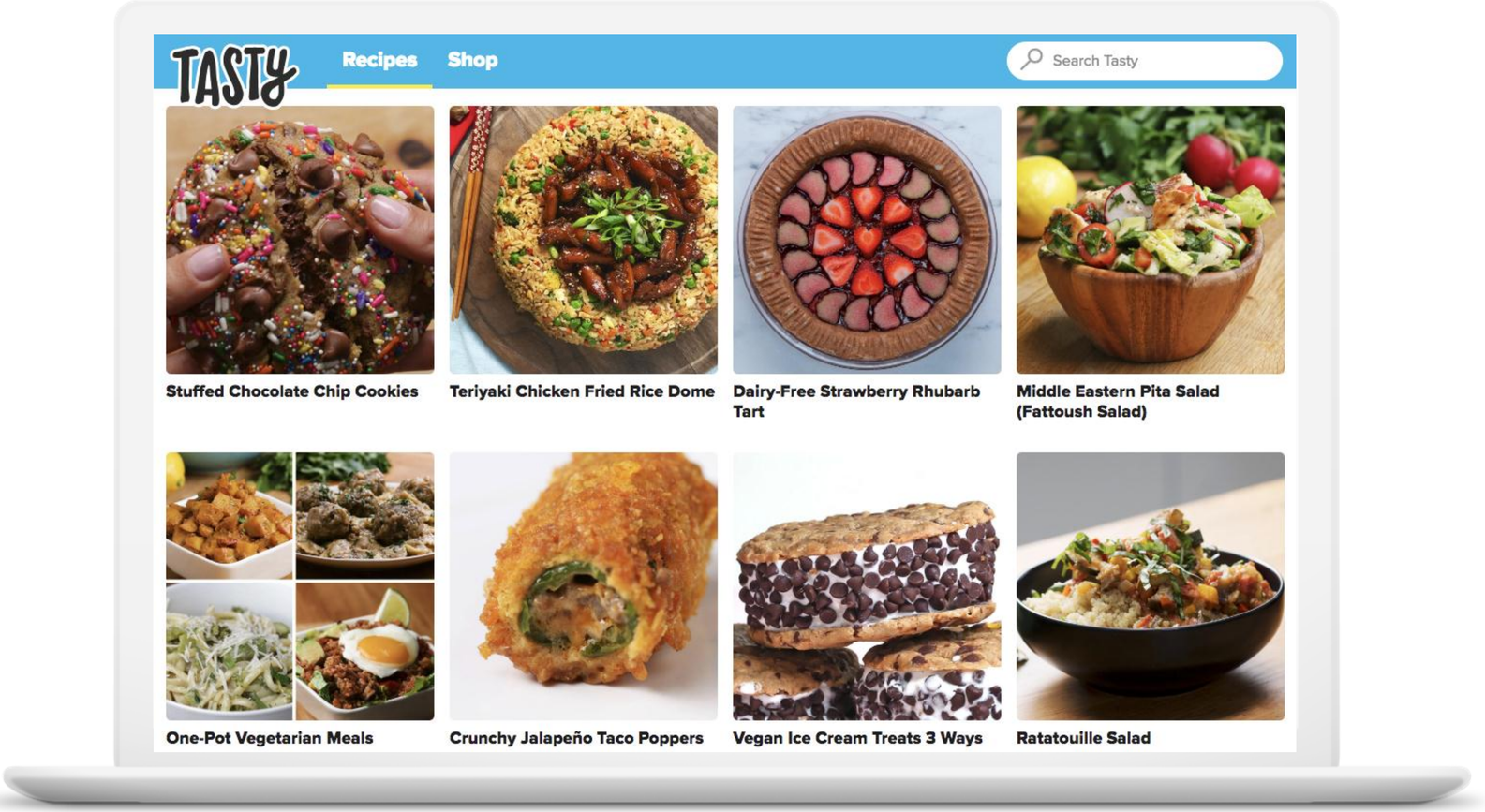
Responsive, canonical AMP websites (tasty.co)





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What’s Next?

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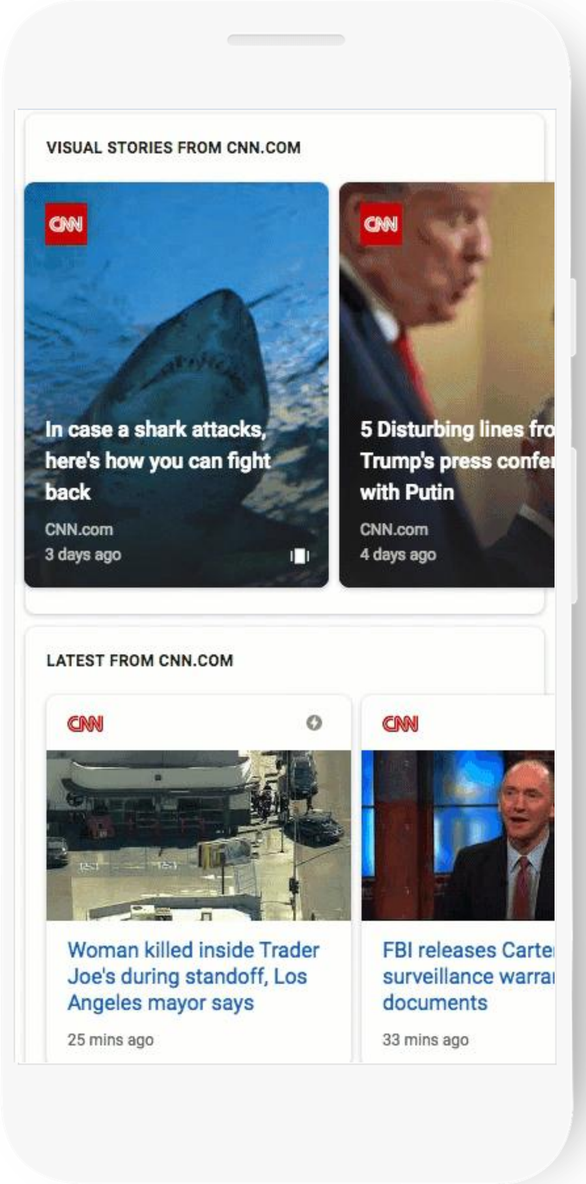
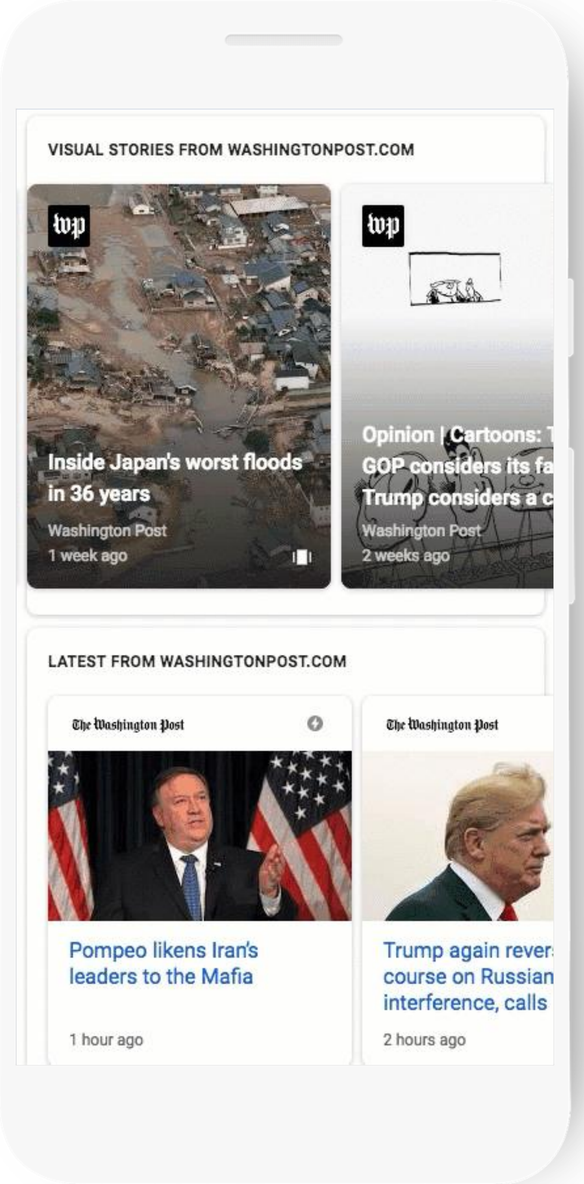
AMP Stories

- Visual storytelling format.
- Works on desktop/mobile.
- Supports ads.
- Open to all developers.





New in AMP Stories: Monetization, Revamped Bookends and Metadata, ampproject.org July 2018

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ampproject.org/stories

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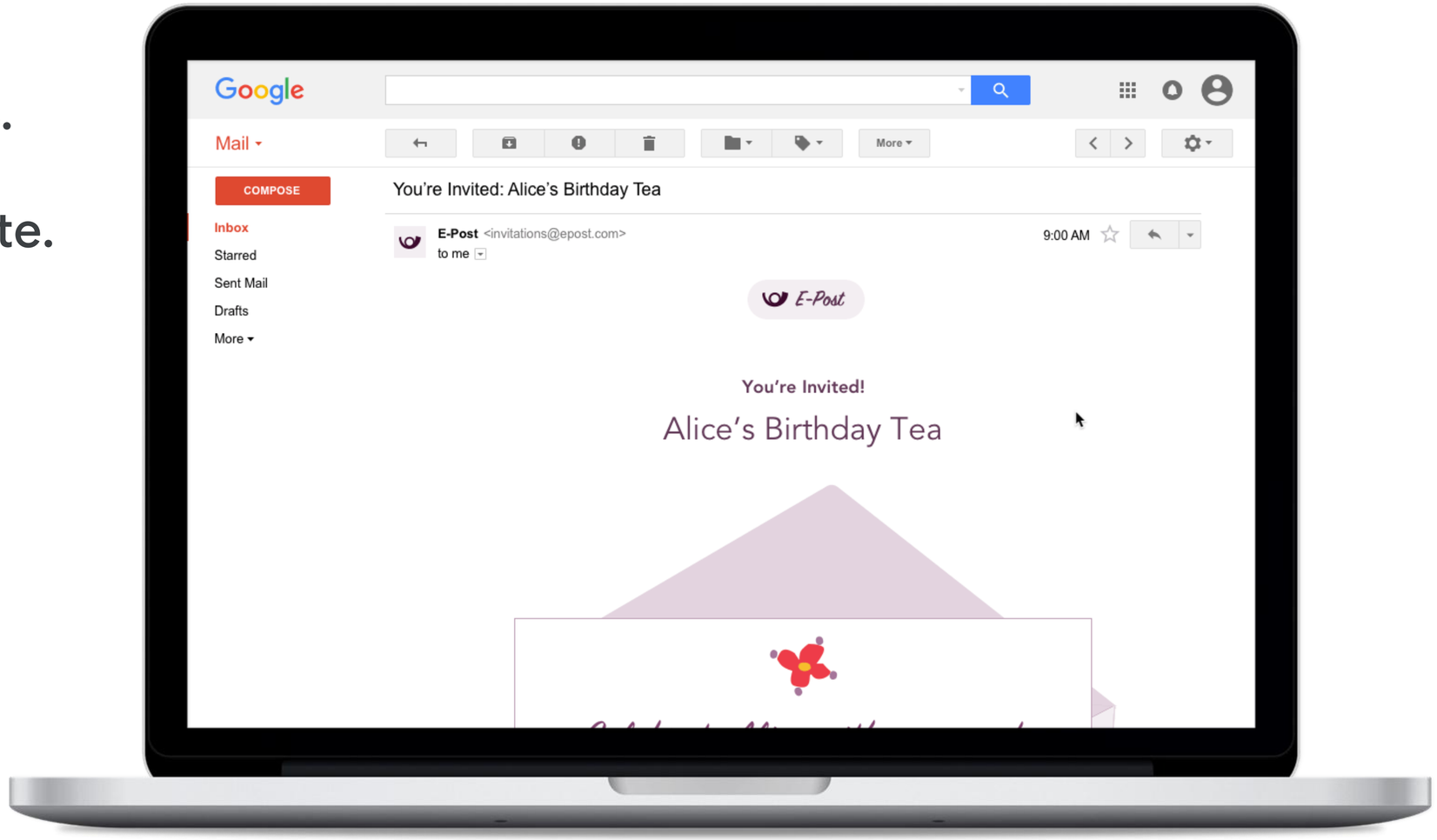
AMP for Email

- Email sent as AMP docs.
- Keep content up-to-date.
- Users interact directly with the email.
- AMP for Gmail in developer preview.



[Bringing the Power of AMP to Gmail](#) | [Introducing the Developer Preview of AMP in Email](#)

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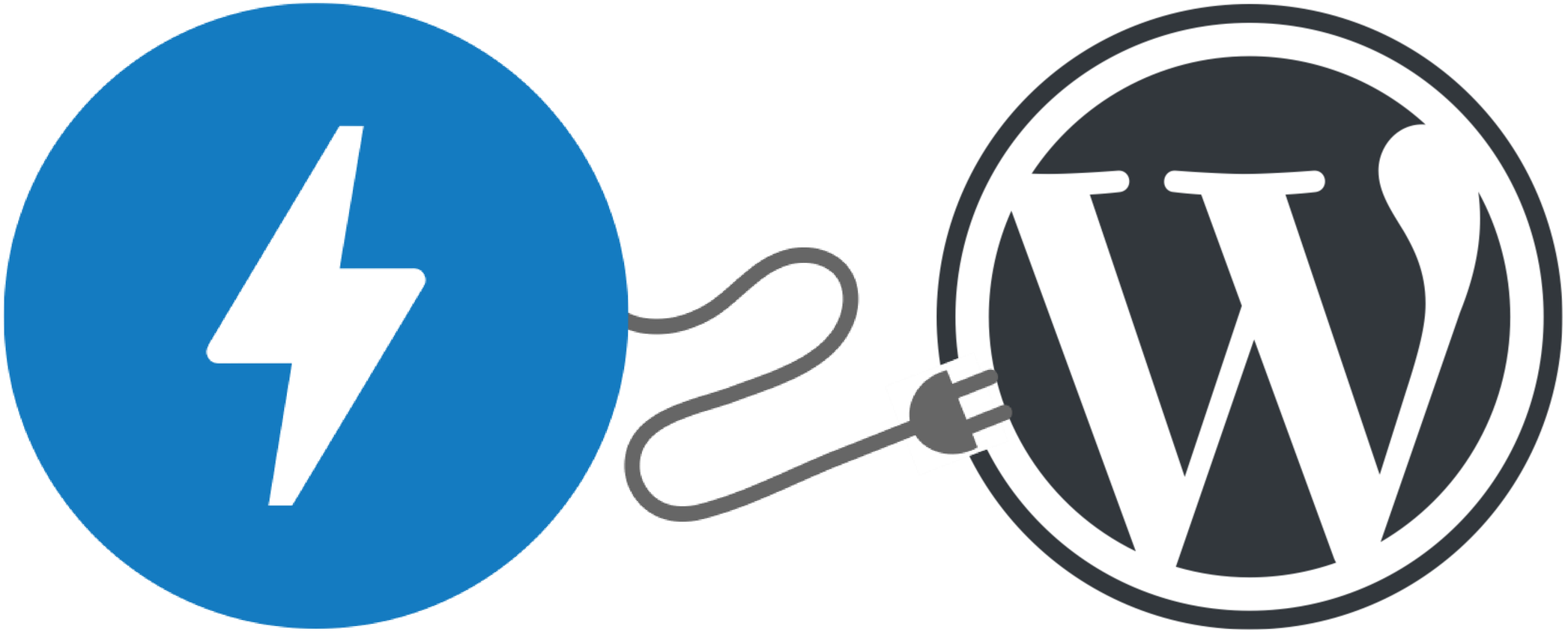

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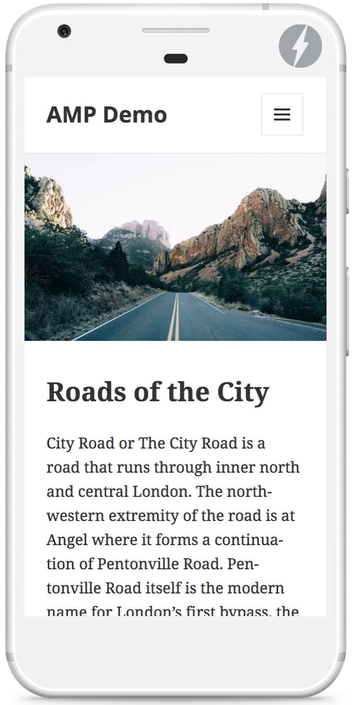
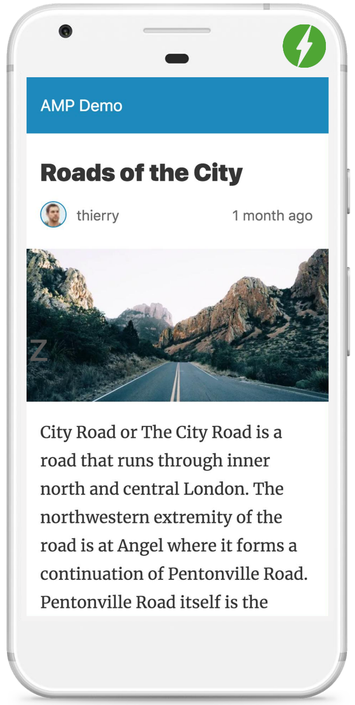
Evolution of the WordPress AMP Plugin

Legacy Paired Mode

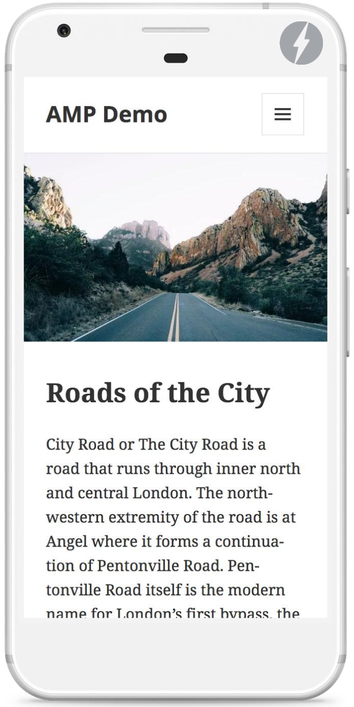
v0.1 - v0.5

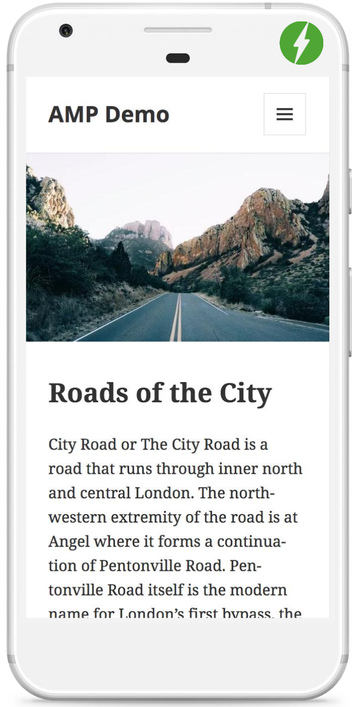




New Paired Mode

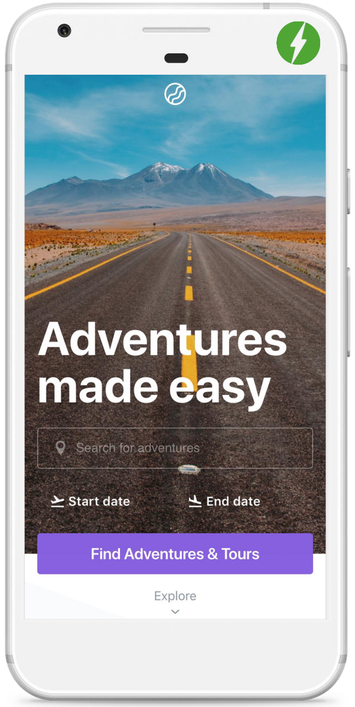
v0.6 - v0.7





Native AMP Mode

v1.0



(Reflects enabled capabilities, not necessarily the default result.)

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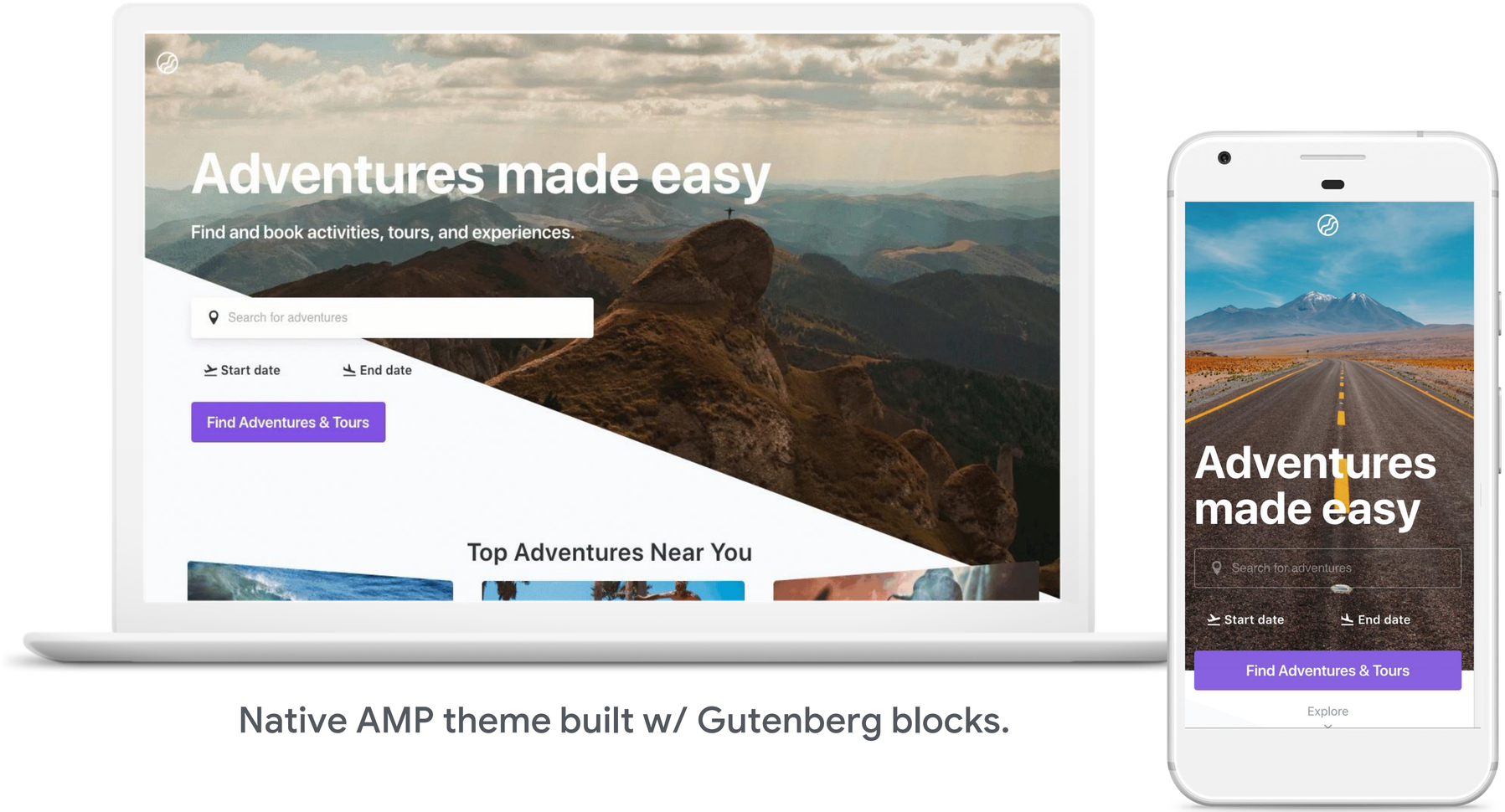
Next: Themes, plugins, beautiful reference examples



Native AMP theme built w/ Gutenberg blocks.

https://amp-travel.xwp.io/

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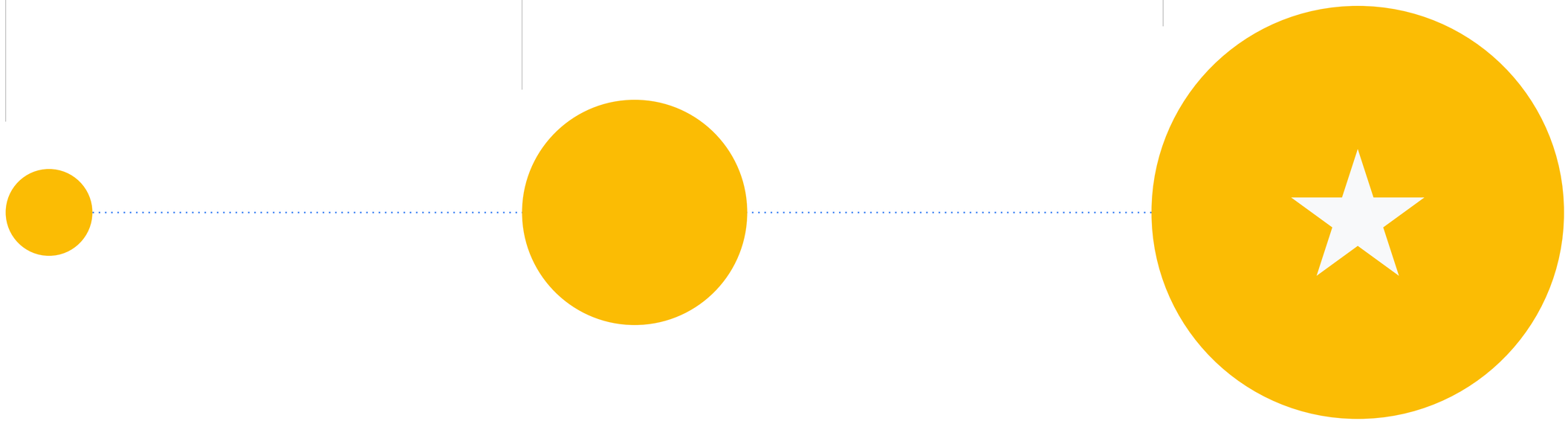
Fixing the web only works at scale

Your site is awesome...

Most sites are awesome...

Consumers, advertisers and publishers choose the web.



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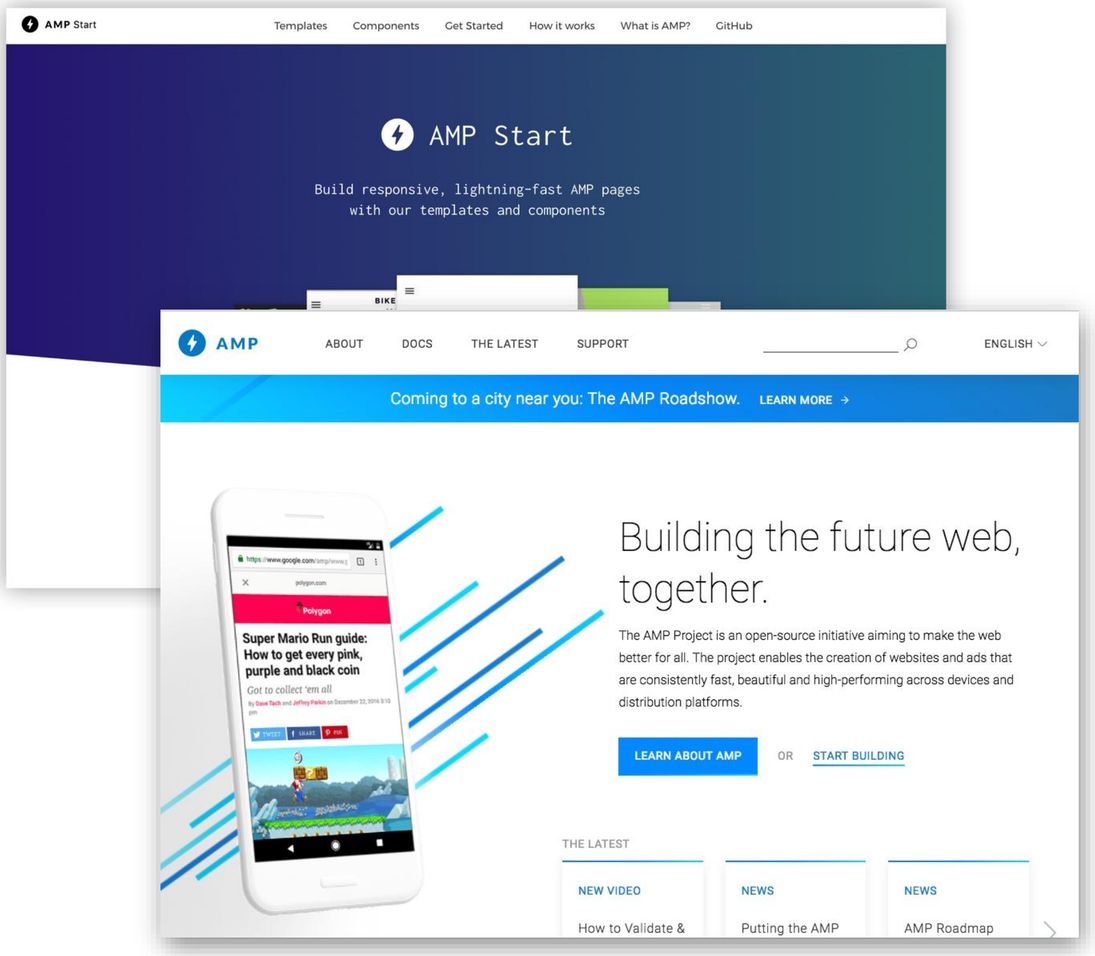

ampproject.org

ampstart.com

ampbyexample.com

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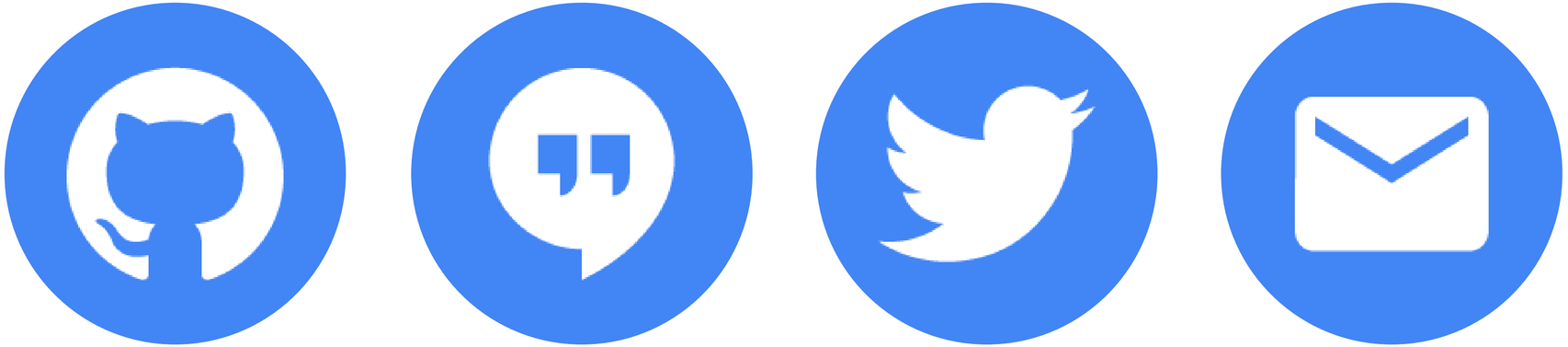

github.com/ampproject/amphtml

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Thank you!

@staciechan

Scaling Performance

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BLOG | MARCH 8, 2018

Standardizing lessons learned from AMP

By Malte Ubl

TECH LEAD FOR THE AMP PROJECT AT GOOGLE.

For over two years, AMP has been a leading format for creating consistently excellent user experiences on the web, and Google continues to invest strongly in it as our well-lit path to achieving a user-first web. We've long believed that the goal of a user-first web can be built in many ways, but, until we began working on AMP, knowing exactly what that meant and how it could be verified was a challenge. Based on what we learned from AMP, **we now feel ready to take the next step and work to support more instant-loading content not based on AMP technology in areas of Google Search designed for this, like the Top Stories carousel.** This content will need to follow a set of future web standards and meet a set of objective performance and user experience criteria to be eligible.

AMP Plugin v1.0

- Choose paired or native mode.
- Helps developers convert themes for visual consistency.
- Granular controls to selectively enable AMP for certain sections of a site.
- AMP support for default WP themes, core widgets and Gutenberg blocks.
- Validation workflow with detailed feedback and settings.
- Stabilization work in progress. Download v1.0 beta from Github (link at XWP.co).

V1.0-alpha1 release notes | v1.0-beta1 release notes

make.xwp.co

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AMP Plugin Release v1.0-beta1

Leo Postovoit

Happy 6th of July! We appreciated the community support and feedback at WordCamp Europe in Belgrade, and have been hard at work to refine the plugin since our v1.0-alpha release last month.

For this v1.0-beta1 release, XWP, Google and Automattic have added a few usability features and made a host of little fixes and enhancements. We hope you can provide feedback to help us polish up the plugin ahead of the formal v1.0 release in a few weeks.

👉 You can view the visually-identical AMP version of this post using 1.0-beta here right now!

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What will motivate change?

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Courage. (Yes, courage.)

- To think of your website as a loyalty funnel.
- To risk short-term hits.
- To treat performance like a product.
- To stand up for performance internally.

> "Take your mobile page speed. Are you delivering your content fast enough? If not, you risk missing table-stakes on the path to earning loyalty."

Nick Ascheim, SVP NBC News Digital
Why loyalty, not viewer count, should be your new North Star

Quantify the opportunity

- What's the value of a xx% increase in engagement?
- In ad revenue?
- In subscription conversions?
- Over months or years - think customer lifetime value.

Revenue Impact Calculator (eComm)

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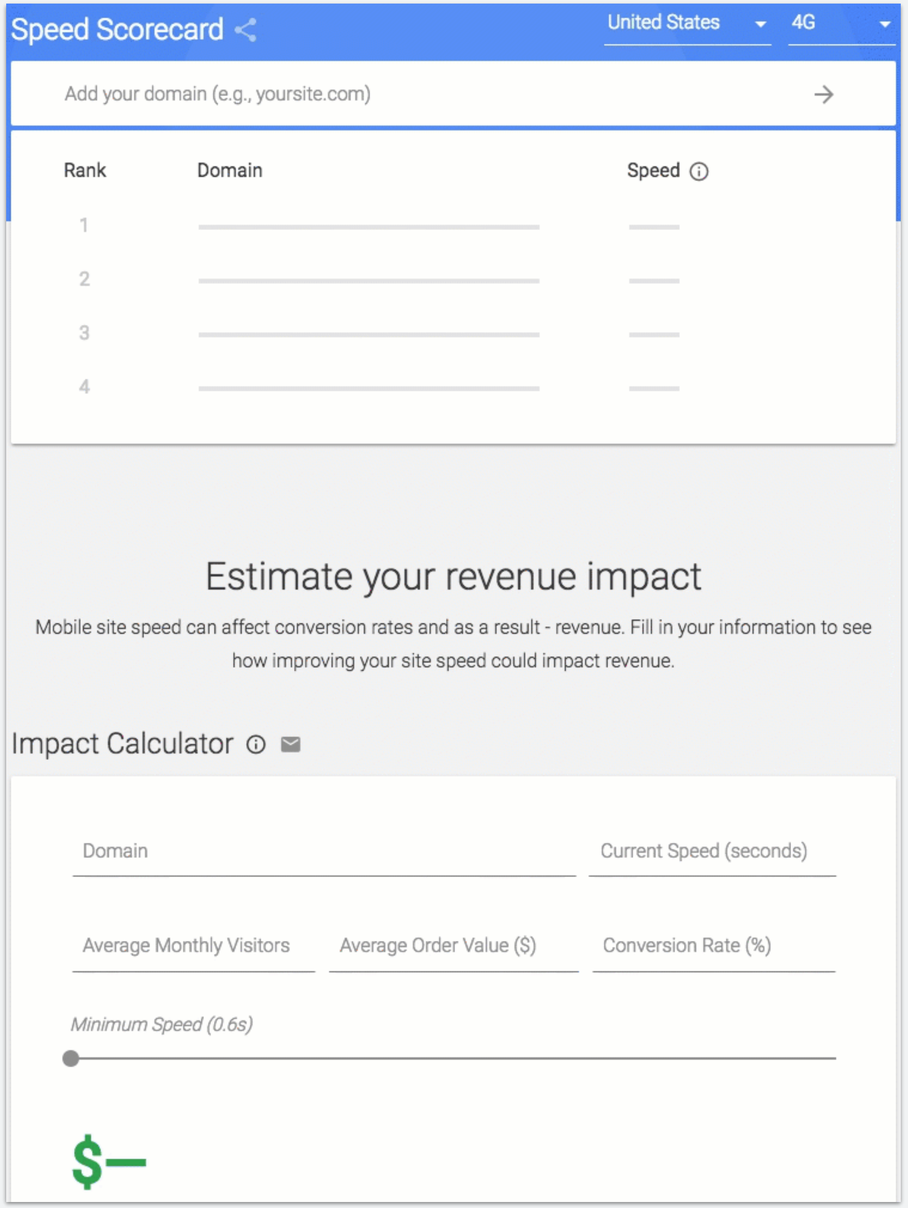

Speed Scorecard and Revenue Impact Calculator, Think With Google

Ecosystem forces at work

Ad standards align with quality UX.

- Top buyers demand 100% viewability.
- Buyers and pubs support better ad experiences.

Google search looks at mobile speed.

- Mar 2018: Mobile-first indexing.
- Jul 2018: Speed in mobile search ranking.

An Industry Group May Consider Tougher 100% Standard For Digital Ad Viewability, AdAge Jul 2017
The Browser For A Web Worth Protecting, Chrome Blog Feb 2018
Rolling Out Mobile-First Indexing, Google Webmaster Central Blog Mar 2018
Using Page Speed In Mobile Search Ranking, Google Webmaster Central Blog Updated Jul 2018

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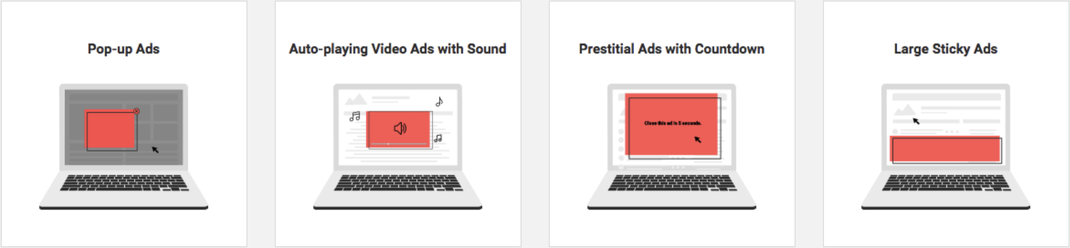
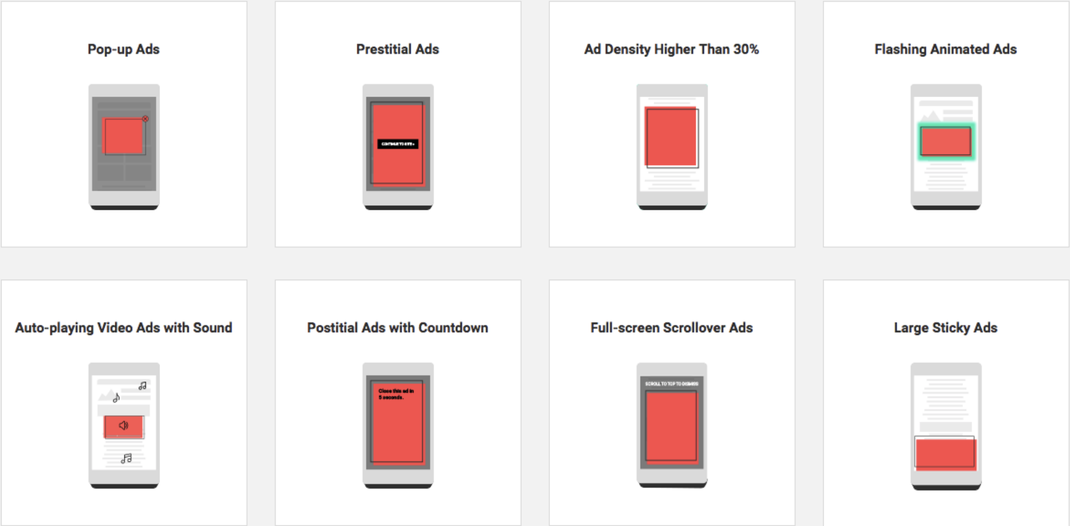
Coalition for Better Ads - Intrusive Formats

Desktop Web Experiences



Mobile Web Experiences

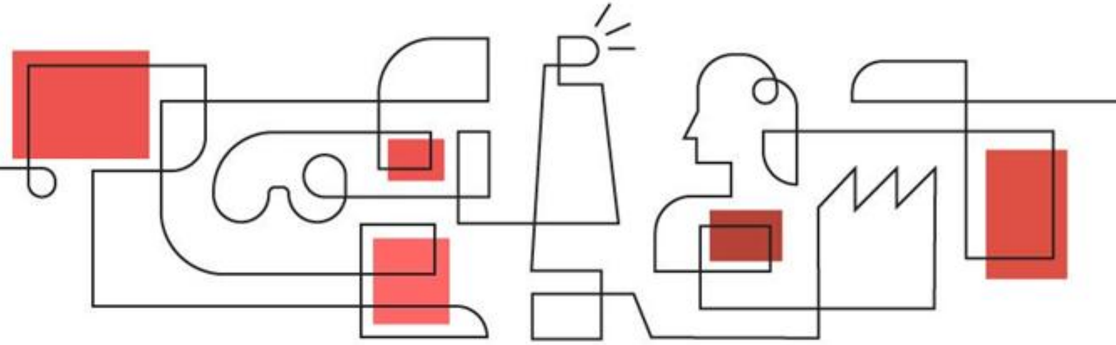


Source: Coalition for Better Ads

Google

AMP After 2 Years…
What’s Next?

Stacie Chan
@staciechan

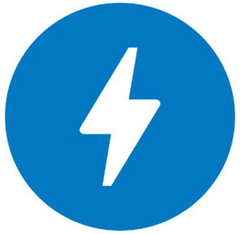


Houston, Texas

Toolbox for Modern E-commerce

Web Authentication

Autofill



Sign in with Google

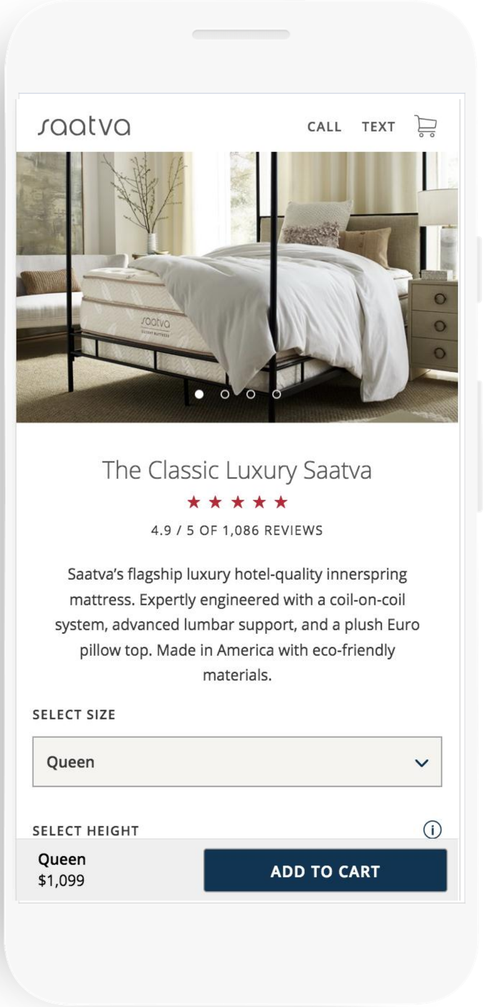
Buy with Pay

Focus on the User

How is the Solution **Improving** the User's Journey?

saatva

Testing AMP for a Faster Shopping Experience



1st Iteration

AMP → PDP → Cart

2nd Iteration

AMP → Cart
Inside AMP

50%
Conversions Uplift

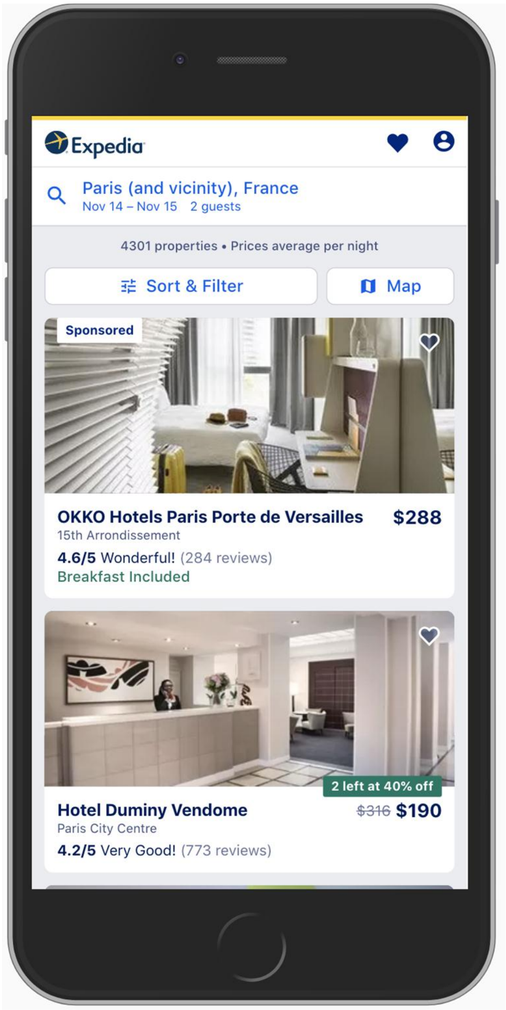
3X
First Step of Checkout

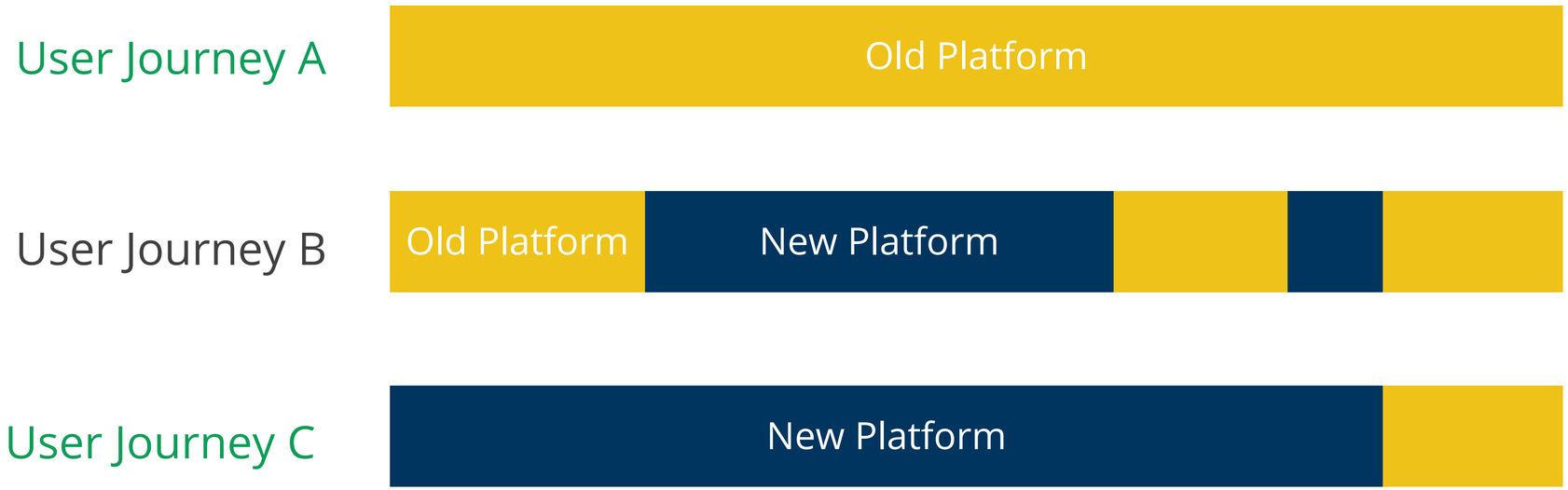
Speed is significantly faster...[now that] we essentially have the whole hotel brand on the Progressive Web App. ***Speed benefits deliver conversion benefits****... [and] we're just scratching the surface.*

Mark Okerstrom

President and Chief Executive Officer, Expedia Group, Inc.

Testing a 4x Faster Front-end Platform





Finding: Users Value **Consistent** Journeys

Actually
Reduce Friction

Warning! Challenges Ahead!

Organizational Alignment

Technical Approach

Measurement

Organizational Alignment

Cross-functional Buy-in is Key to the Success of Performance Initiatives

Performance is Not Just an **Engineering Priority**

Two Approaches to Organizational Alignment

1·800 flowers.com

justfly.com

1·800 flowers.com

> *The modern marketing department is really* ***marketing + technology***

Sumantro Das

Director, Product Innovation and Growth, 1800flowers.com

1-800 flowers.com

AMP A2HS Push Payment

- Cross-functional unit led by CMO
- Product, marketing, analytics, design, and development
- Invest in emerging product experiences

50%
conversions uplift

3X
Improvement in TTI

justfly.com

> *It took **actionable bite-sized proof of concepts and experiments** to convince the organization to support the PWA Migration.*

Eder Arsenio
Product Manager, justfly.com

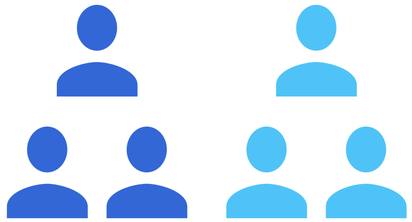
justfly.com

Goal

Effortless Booking Experience

Data

Uplift from Experiments



Buy-in

Product and Marketing

+35% Bookings

2x Retention

-70% Speed Index

For Users that Installed the justfly WebApp

Organizational Alignment

Cross-functional Buy-in is Key to the Success of Performance Initiatives

Technical Approach

Balance Long-term Visions With

Achievable Short-term Goals

Sagrada Família, Barcelona

Have a **Long-term** Vision

Plan for **Short-term** Goals

Have a **Long-term** Vision

Plan for **Short-term** Goals

1 Have a **Long-term** Vision

2 Plan for **Short-term** Goals

3 **Align Goals** Against the Long-term Vision

Improve "Speed" by Focusing on **User Navigations**

"Transitions should feel snappy as you tap around, even on a slow network, a key to perceived performance." - PWA Checklist

Read More at: developers.google.com/web/progressive-web-apps/checklist

Full Page Load

Client-Side Routing

Walmart

ebay

airbnb

Walmart

Define a Vision Then **Iterate.**

Long-term Goal

Reduce Time to Interactive by

70%

Removed JS by 500KB, CSS by 40KB

25%

Improvement on Some Pages

TIZIANO
SCULTURE
I SIGNORI DELLO STILE
MILLENNIUM
ITALIAN DESIGN
SMALL

Walmart

Define a Vision Then **Iterate**

AND

Don't be Afraid to **Explore New Paths**

Predictive Prefetching of Listing Pages

Prefetch first 5 items of Search Results for a likely future navigation

airbnb

Moving to Client-Side Routing

7-8x

Speed Improvement

88%

Search Result "Loads"
are Client-side Rendered

Technical Approach

Balance Long-term Visions With

Achievable Short-term Goals

Measurement

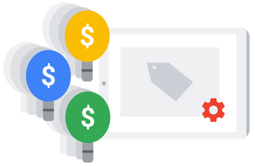
chrome dev summit 2018

Create a Measurement Strategy that is Shared, Automated, and Actionable

Measurement Strategy

Shared Metrics

Automated Tools



Actionable Next Steps

Common Goals Tied to Specific Metrics

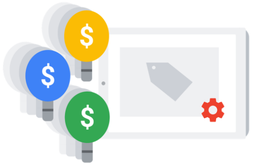
Shared Metrics

	GOALS →	METRICS
Acquisition	More pageviews	SpeedIndex < 3s
Engagement	More pages/session	Meaningful paint < 2s
Conversion	Seamless checkout	Time to checkout < 30s
Re-engagement	Personalization	3P TTFB < 400ms

Measurement Strategy

Shared Metrics

Automated Tools



Actionable Next Steps

PERFORMANCE BUDGET

Cdiscount

N'ÉCONOMISEZ PAS VOTRE PLAISIR.

carousell

wayfair®

Cdiscount

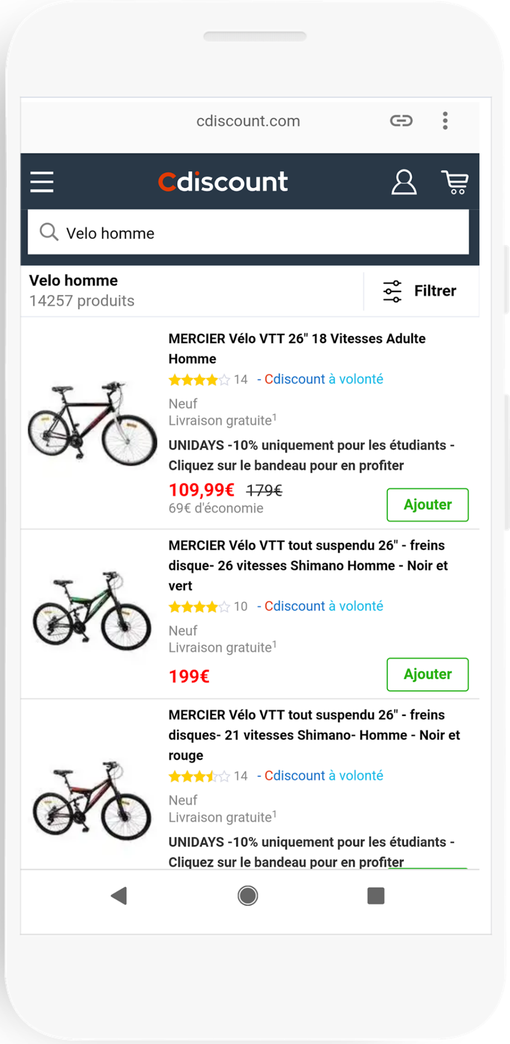
N'ÉCONOMISEZ PAS VOTRE PLAISIR.

60% Mobile Audience ——— Low Share of Sales

Marketing Analysis + Shared Best Practices

SpeedCurve + Slack Alerts

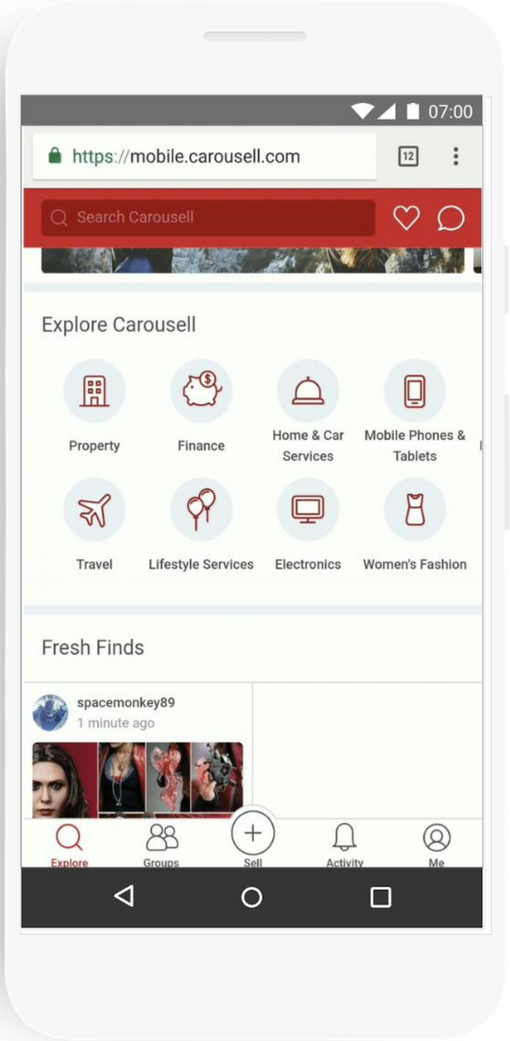
mWeb CvR **50%** > Native App CvR



carousell

Performance Budget

Critical-path Resources	120KB
First Contentful Paint	2s
Time-to-Interactive	5s
Lighthouse Performance Score	> 85



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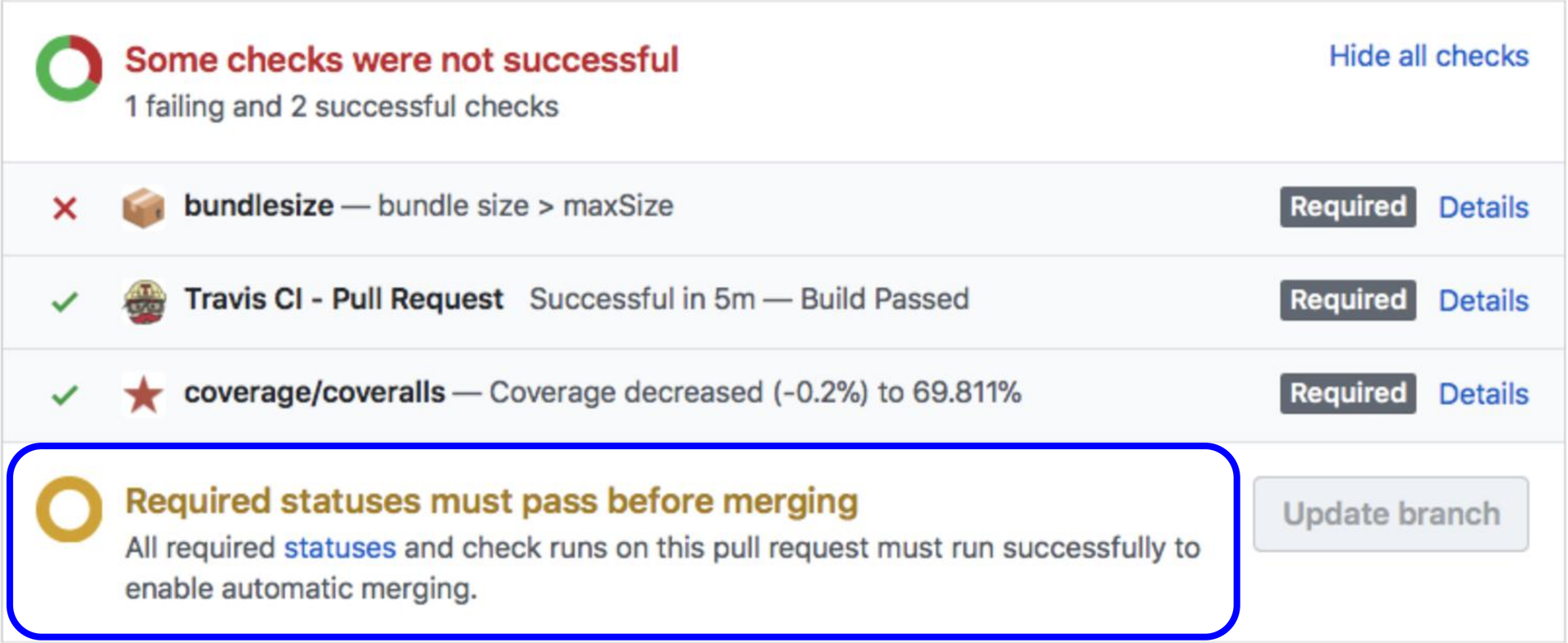
Bundle Size Checks in Continuous Integration Process



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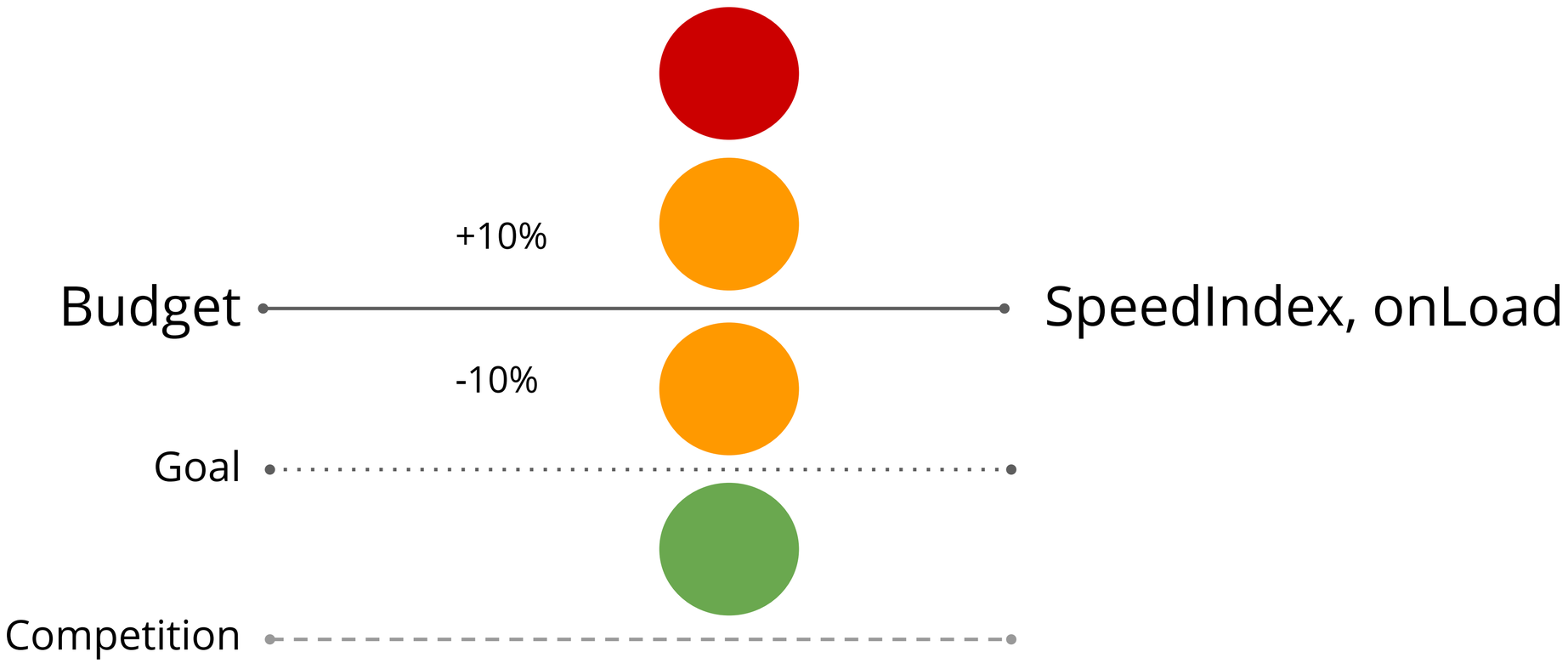
65%
Reduction in Page Load Time

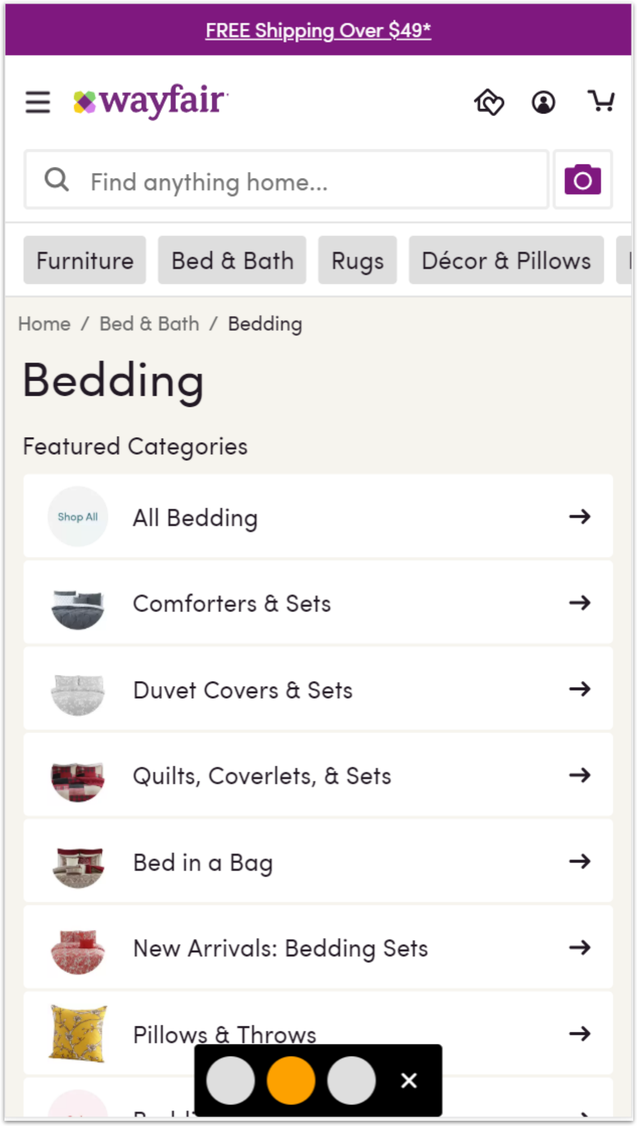
63%
Increase in Organic Traffic

3x
Increase in Ads CTR

46%
Increase in First-time Chatters

Performance Budget Indicators

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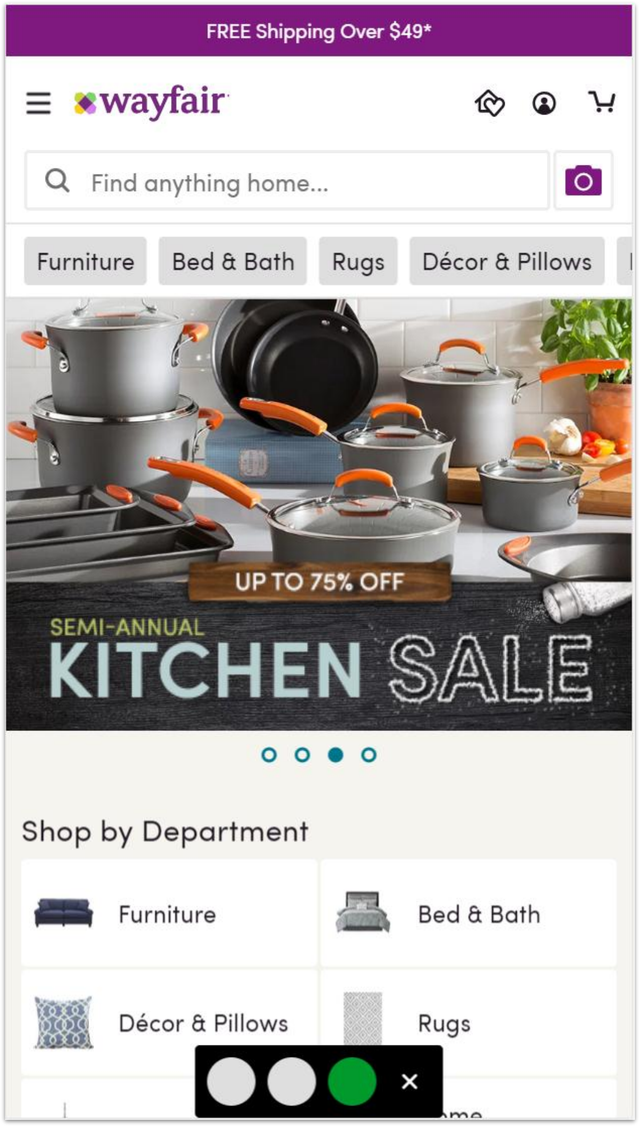
Find anything home...
Furniture
Bed & Bath
Rugs
Décor & Pillows
Home / Bed & Bath / Bedding
Bedding
Featured Categories
Shop All
All Bedding
Comforters & Sets
Duvet Covers & Sets
Quilts, Coverlets, & Sets
Bed in a Bag
New Arrivals: Bedding Sets
Pillows & Throws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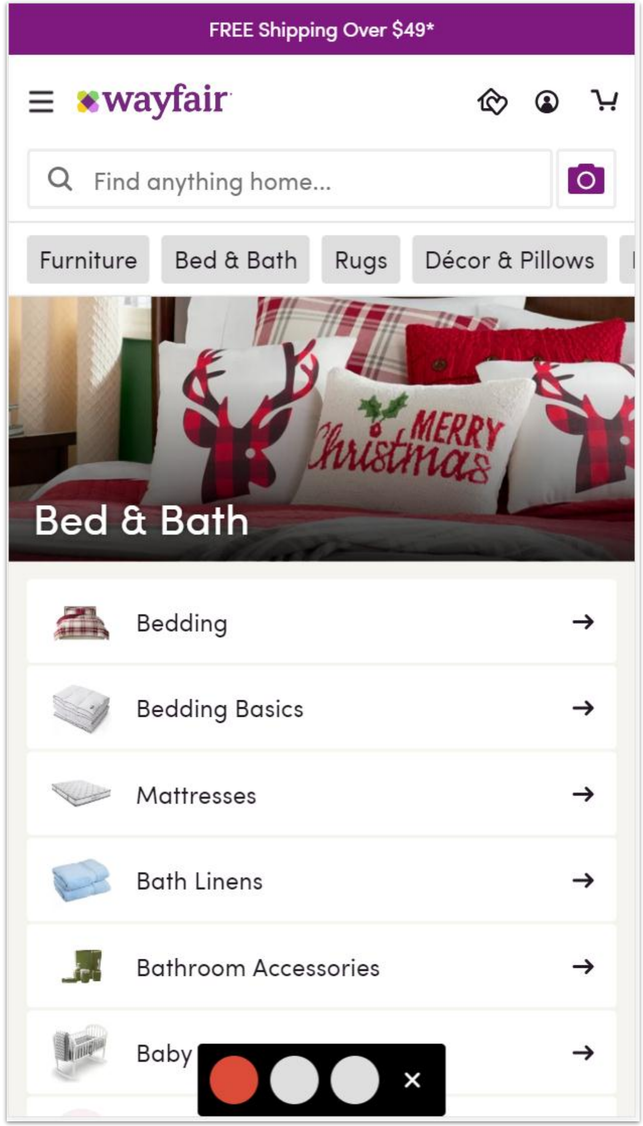
Bed & Bath
Rugs
Décor & Pillows
UP TO 75% OFF
SEMI-ANNUAL
KITCHEN SALE
Shop by Department
Furniture
Bed & Bath
Décor & Pillows
Rugs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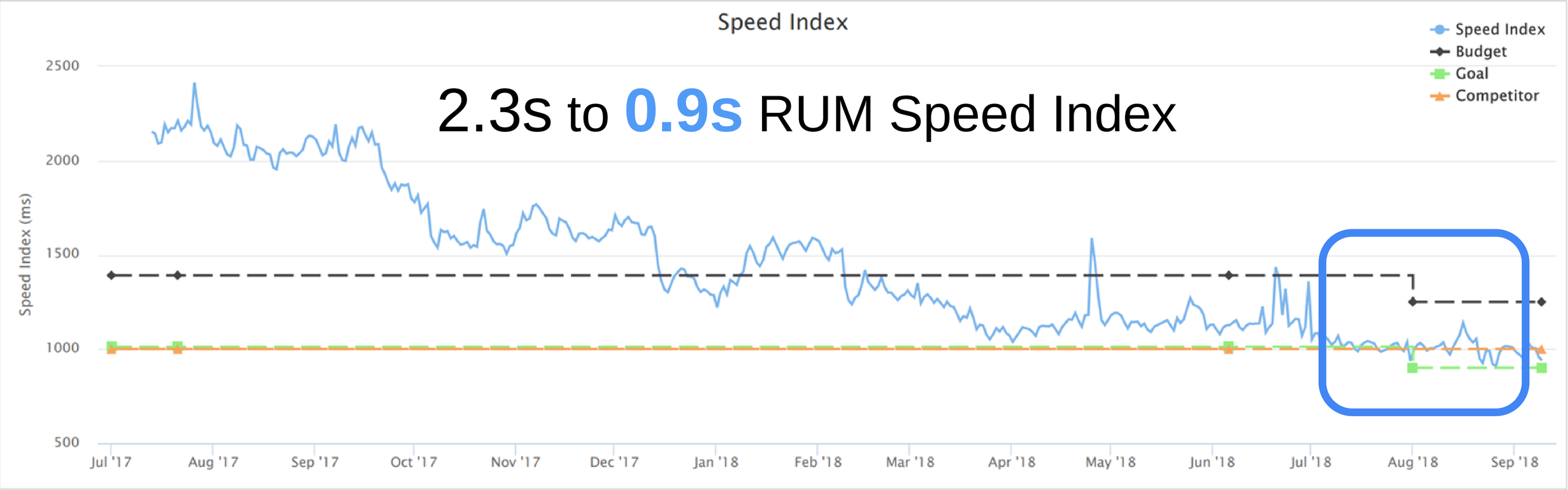
Furniture
Bed & Bath
Rugs
Décor & Pillows
MERRY Christmas
Bed & Bath
Bedding
Bedding Basics
Mattresses
Bath Linens
Bathroom Accessories
Baby

Speed Index

- **Good** this is at least 10% below budget
- Speed Index is our most important metric and is the average time at which visible parts of the page are displayed
- For page specific tips on improving this metric reach out to #sf-performance on slack or email us at ---@wayfair.com

wayfair

View more detail in WARP



Performance Portal

wayfair

Page Type	Data Center	Platform	Store
HOMEPAGE	Boston	Mobile Site	Wayfair

View more detail in WARP

Page Rating	Speed Index	Page Load Time
●	●	●

Page Speed is increasingly important to our customers and significantly affects conversion across our brands. This portal is designed to help you understand where this page stacks versus expectations and how it can be improved. Our performance data is collected from every user that visits our site (RUM data).

● Page Rating

- Good all metrics are 10% or more below budget
- For page specific tips on improving this metric reach out to #sf-performance on slack or email us at ---@wayfair.com

● Speed Index

- Good this is at least 10% below budget
- Speed Index is our most important metric and is the average time at which visible parts of the page are displayed
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View more detail in WARP

Performance Portal

Automated Tool

wayfair

Page Type: HOMEPAGE
Data Center: Boston
Platform: Mobile Site
Store: Wayfair

View more detail in WARP

Page Rating	Speed Index	Page Load Time
●	●	●

Shared Metrics

Page Speed is increasingly important to our customers and significantly affects conversion across our brands. This portal is designed to help you understand where this page stacks versus expectations and how it can be improved. Our performance data is collected from every user that visits our site (RUM data).

Page Rating

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Speed Index

- Good this is at least 10% below budget
- Sp
- Fo

Actionable Next Steps

reach out to #sf-performance on slack or email us at ---@wayfair.com

View more detail in WARP

Measurement

chrome dev summit 2018

Create a Measurement Strategy that is Shared, Automated, and Actionable

Crafting a Modern E-commerce User Journey

Organizational Alignment

Technical Approach

Measurement

- Cross-functional buy-in is key to the success of performance initiatives
- Balance long-term visions with achievable short-term goals
- Create a measurement strategy that is shared, automated and actionable

Special Thanks To:

Expedia

saatva

Walmart

Cdiscount
N'ÉCONOMISEZ PAS VOTRE PLAISIR.

1-800 flowers.com

ebay

carousell

justfly.com

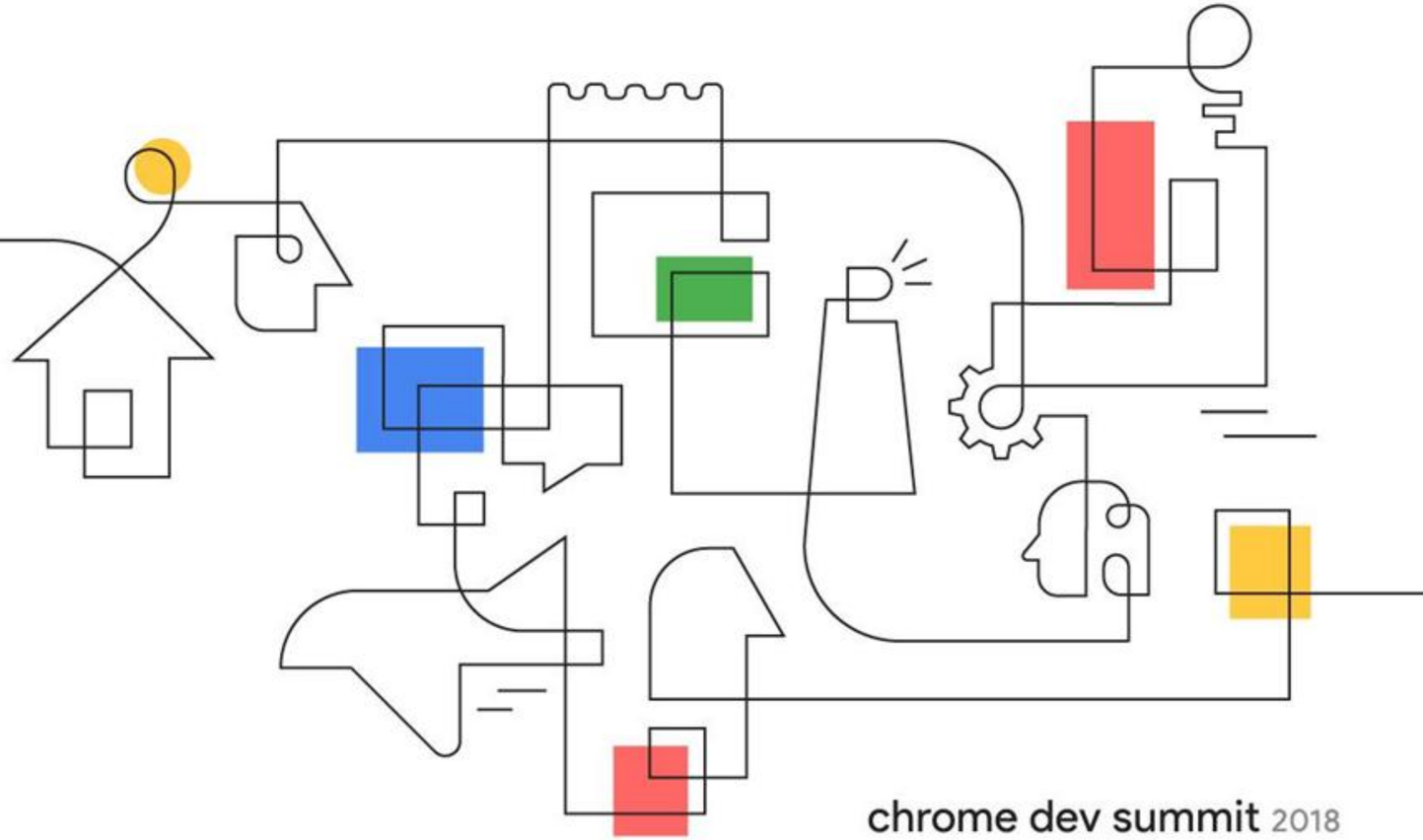
airbnb

wayfair

Thank You!

Cheney Tsai
@cheneytsai

Ramya Raghavan
@ramyaaraghavan



chrome dev summit 2018

Template Slides

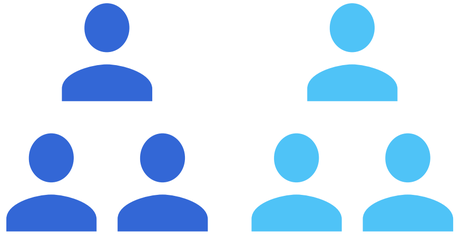
Common goals tied to specific metrics

Shared Metrics

GOALS → METRICS

mobile.carousell.com

Run experiments towards visible success



Goal

Define a larger goal for the pilot

Data

Gather the data to develop a business case

Visibility

Share the results to gain visibility and momentum

Different stakeholders impact your sites

Content

Marketing

Design

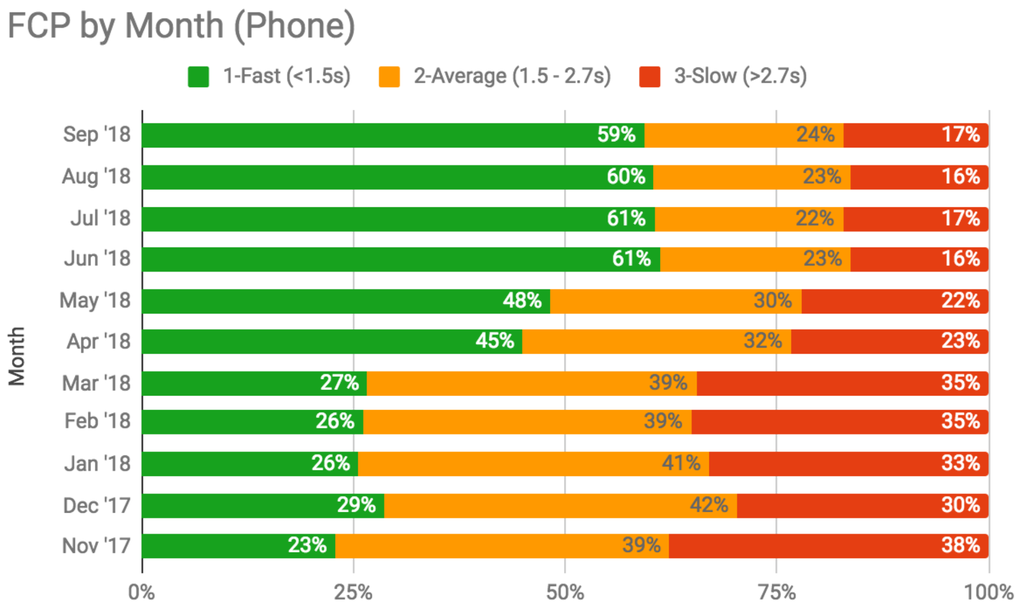
Casper

> Identifying the correct metrics and tools to measure helped the velocity of decision-making and make performance optimization a key project among other competing priorities

Cheston Lee

Engineering Manager, Casper

83% users now see FCP under 2.7s



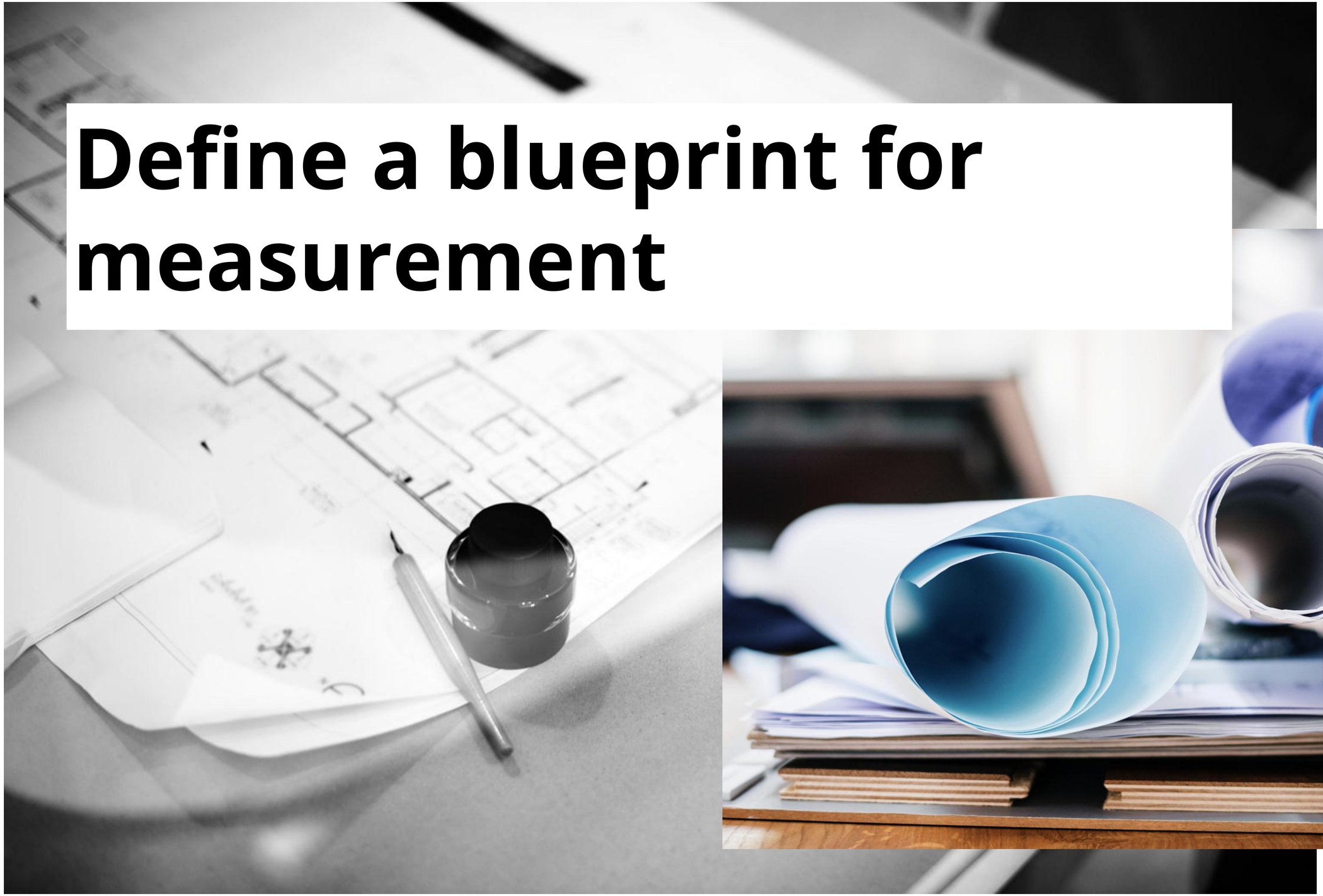
Mobile bounce rate improved 50% in critical landing pages

1-800 Flowers

PWA considerations and approaches

- Framework selection: tried Polymer-based and, Angular-based PWAs
- Invested in backend infrastructure with REST APIs support
- <Metaphor about cleaning out your house. Vs. moving to a new house>
- Tried the incremental approach with their mobile site which improved performance significantly but also created a PWA from scratch which performed better than the former mSite and eventually replaced their mSite.

Define a blueprint for measurement



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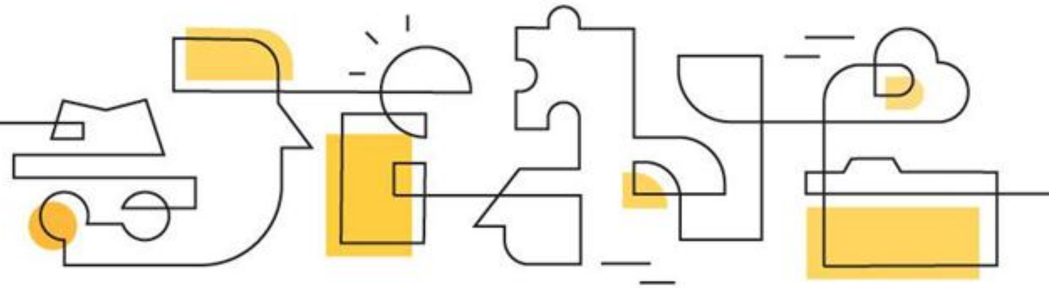

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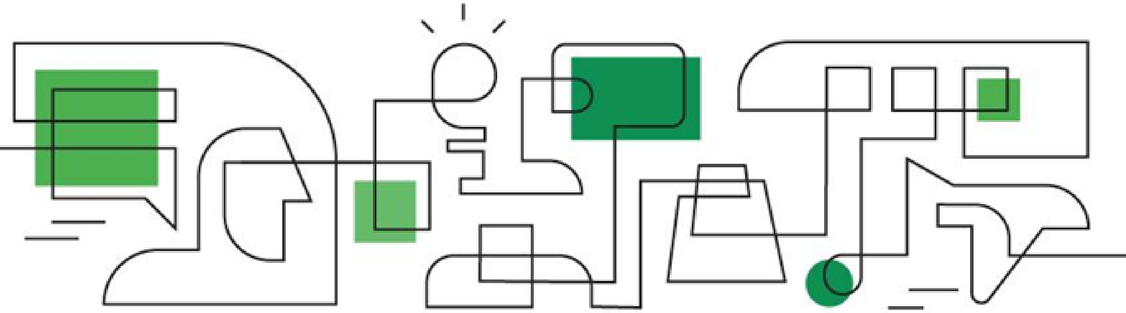

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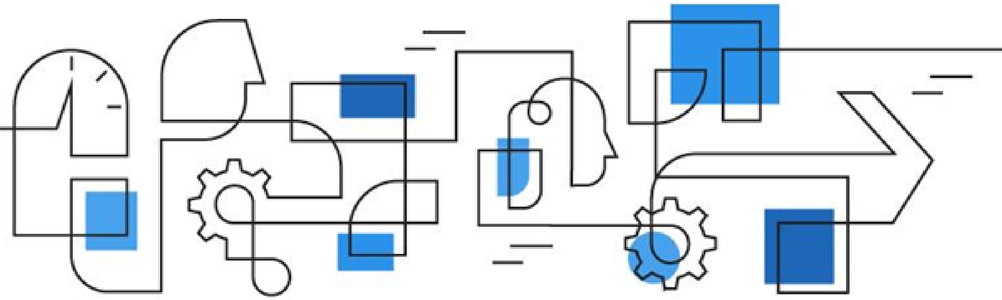

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```java
protected void onTryUpdate(int reason) throws RetryException {
    // Do some awesome stuff
    int foo = 15;
    publishArtwork(new Artwork.Builder()
            .title(photo.name)
            .imageUri(Uri.parse(photo.image_url))
            .viewIntent(new Intent(Intent.ACTION_VIEW,
                    Uri.parse("http://500px.com/photo/" + photo.id)))
            .build());
    scheduleUpdate(System.currentTimeMillis() + ROTATE_TIME_MILLIS);
}
```

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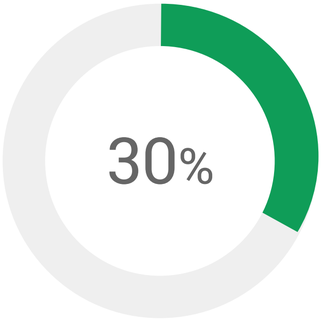

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“Anytime I’m involved with anything that’s well-received, it’s a surprise to me.”

- Larry David

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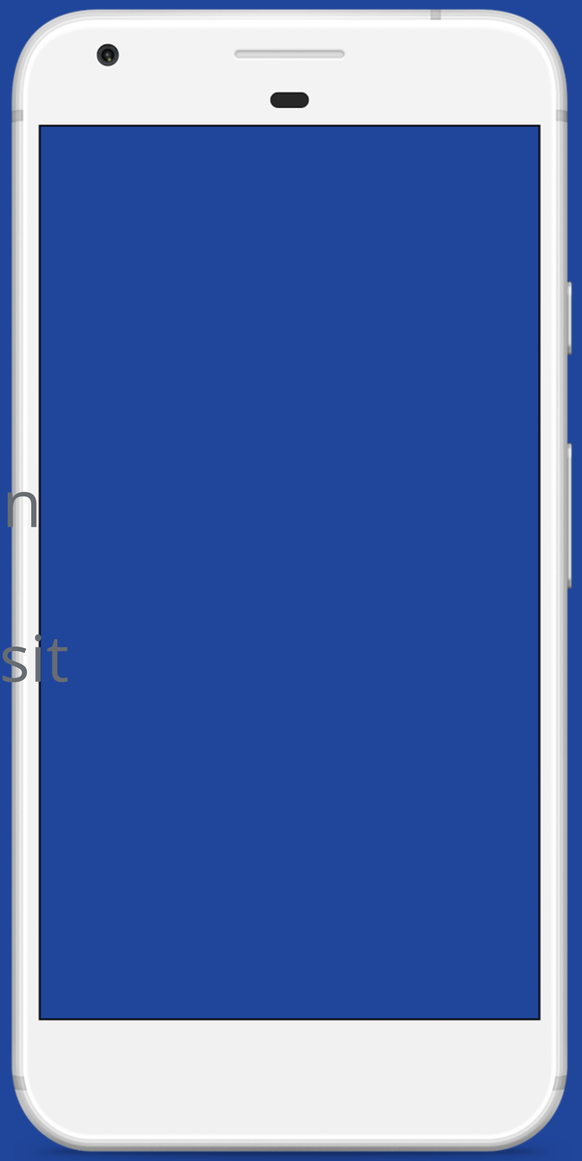

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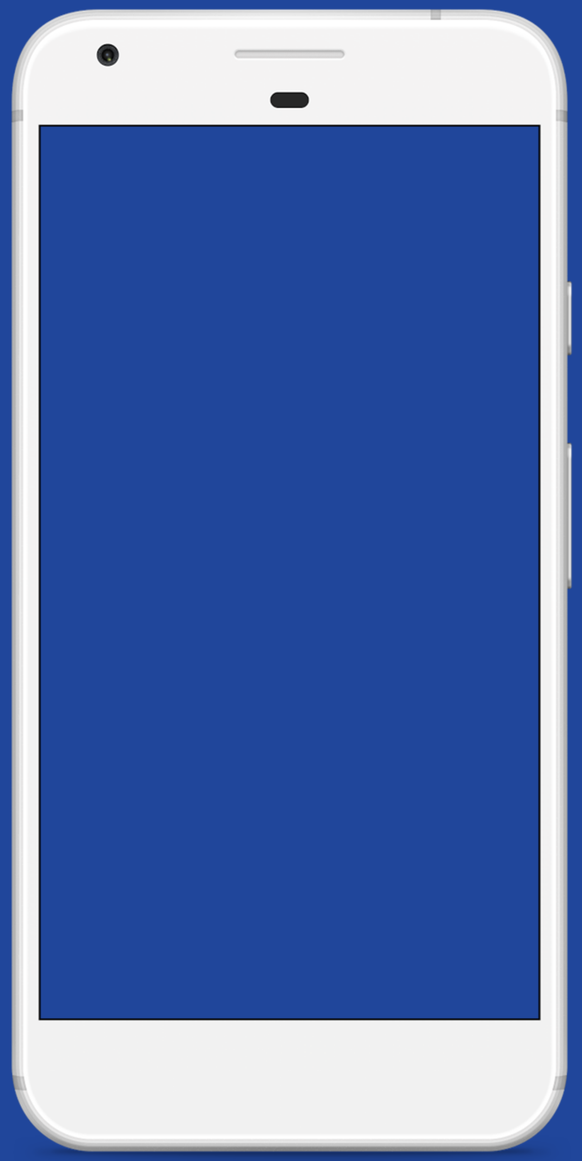

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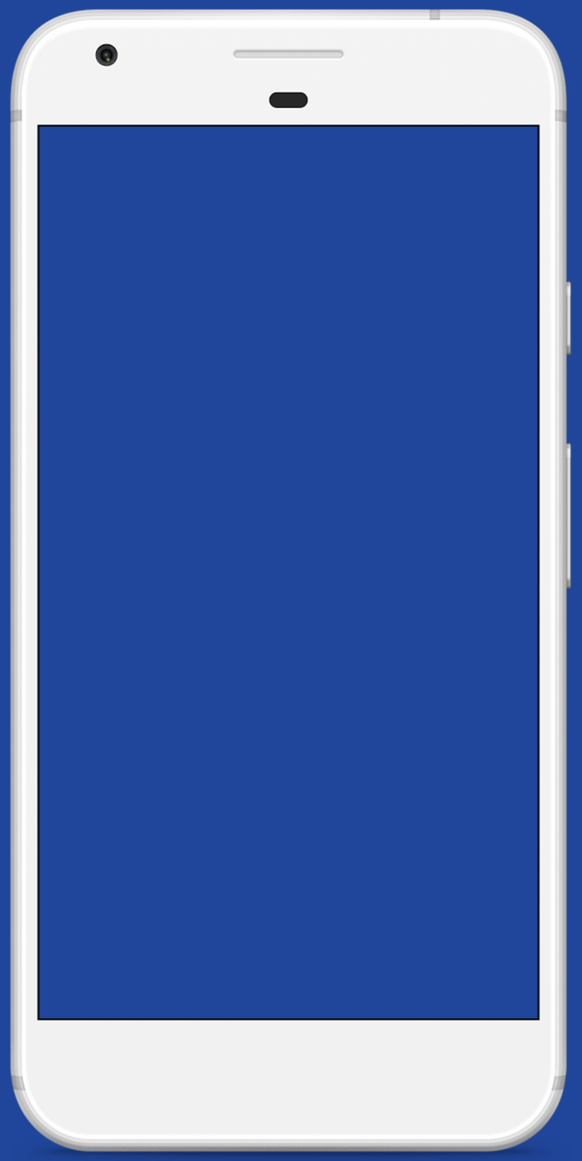

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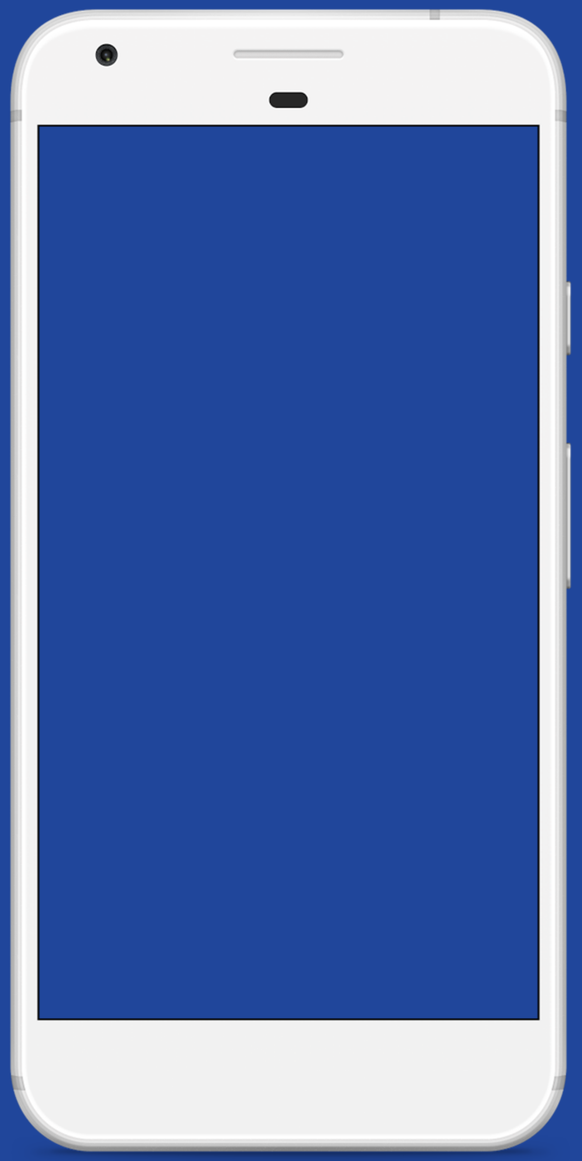

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Segue Slide

Subtitle

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Segue Slide

Subtitle

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Segue Slide

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Segue Slide

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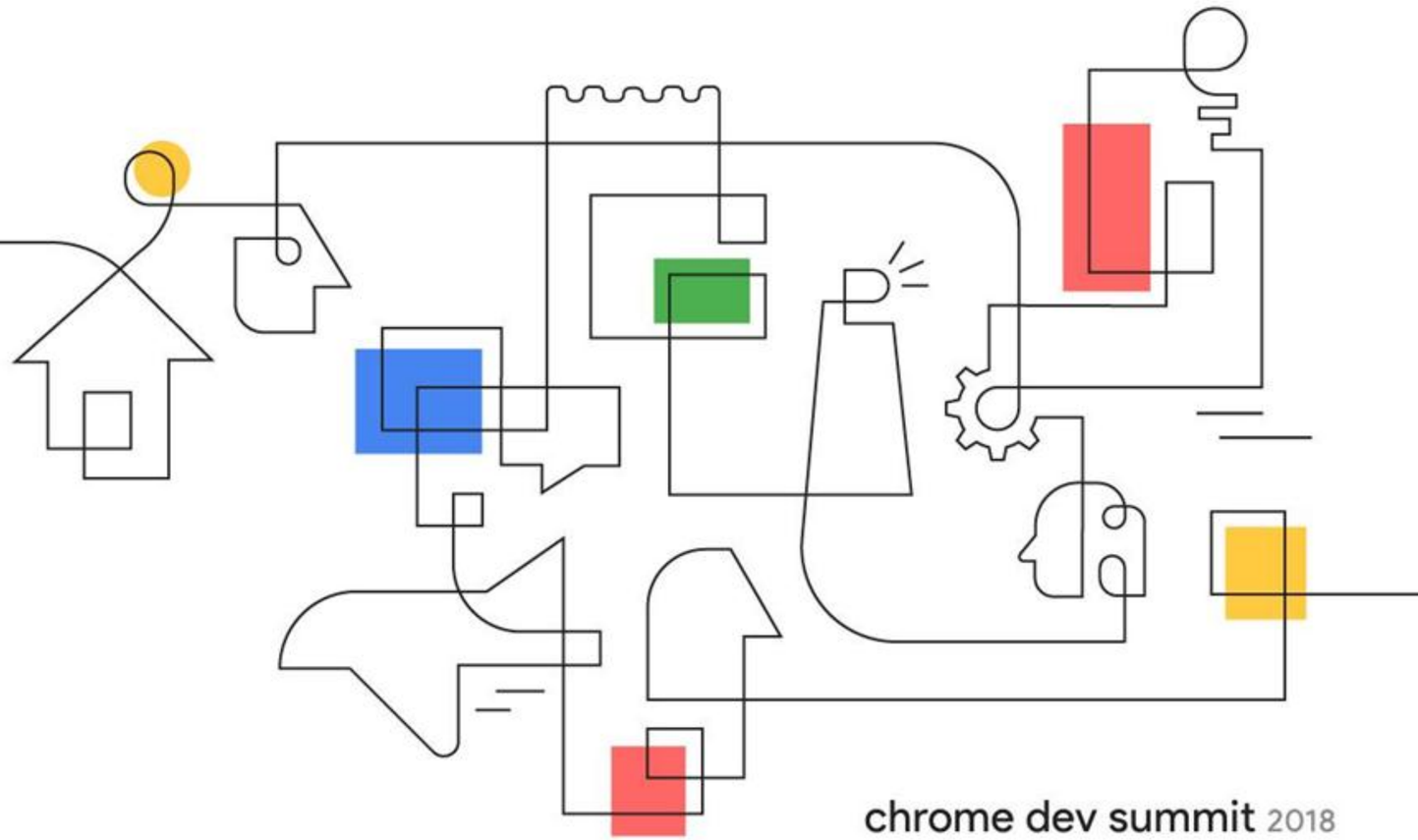
Thank you!

Your Name
@socialhandle



Proprietary + Confidential

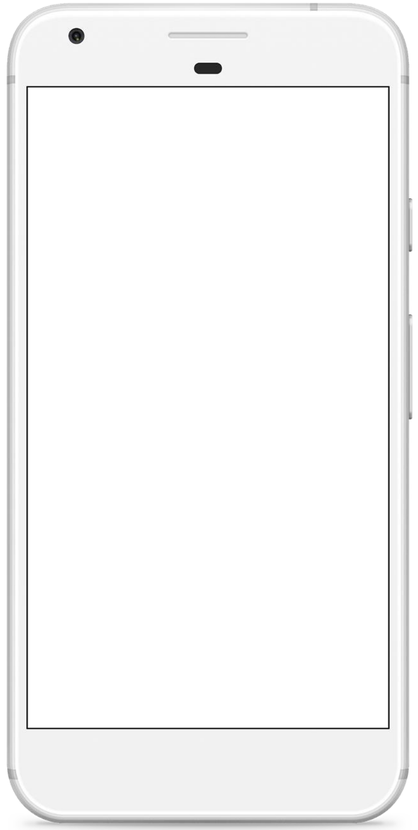
Graphics and Icons

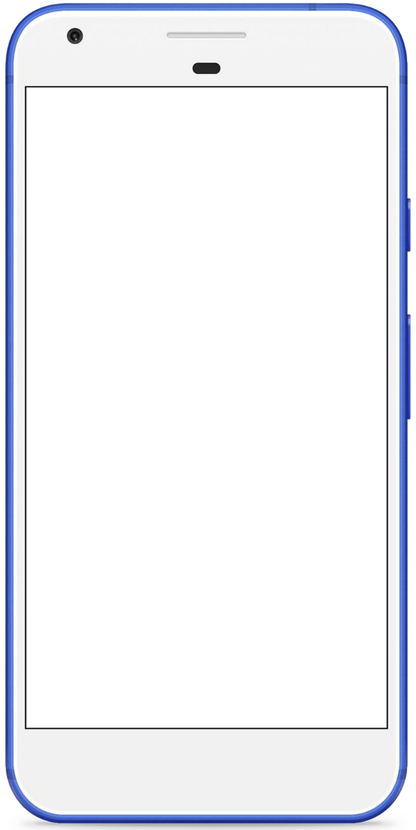
Proprietary + Confidential

Device Library

Proprietary + Confidential

Device Library





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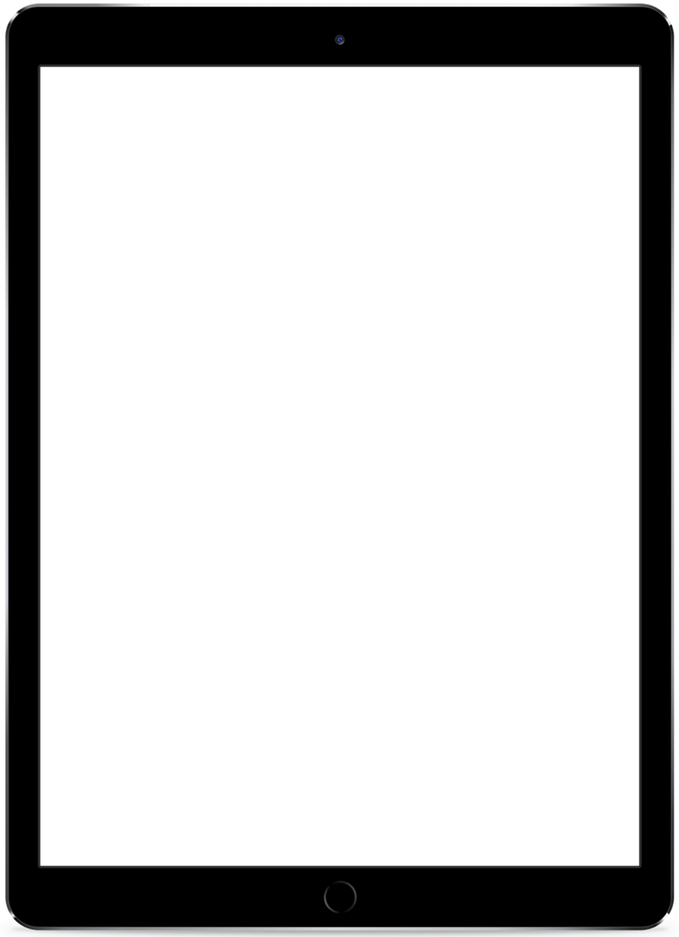
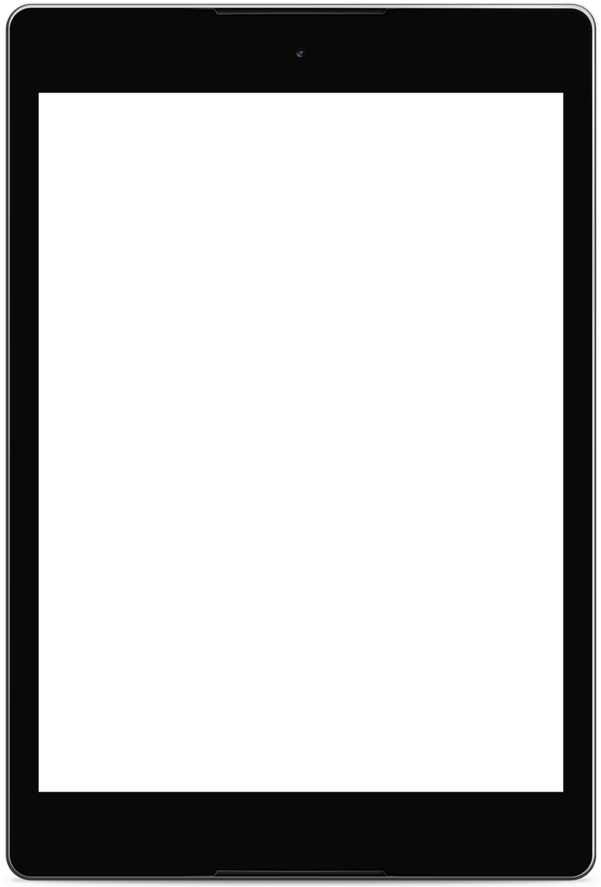
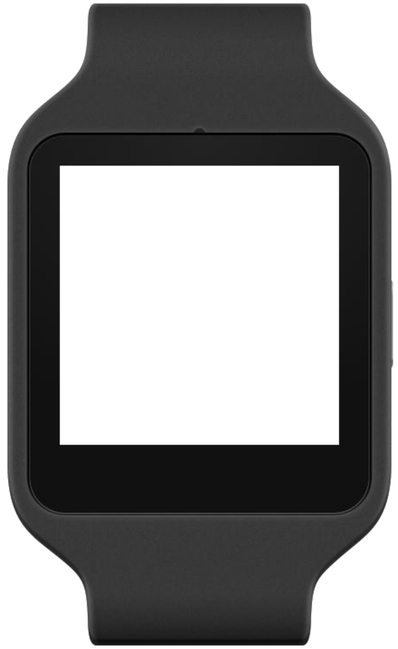
Device Library







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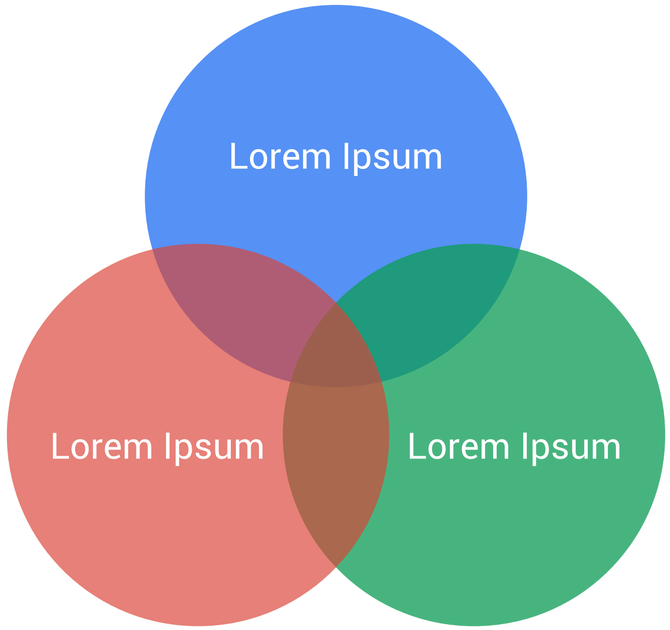

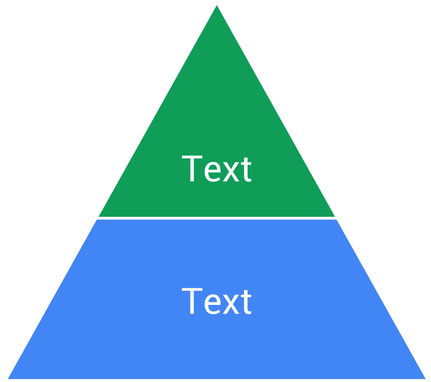

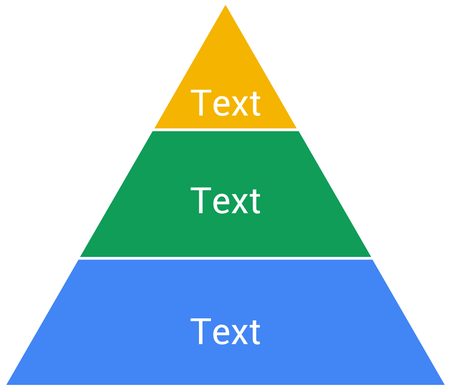

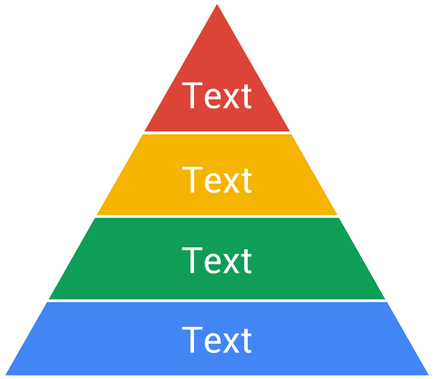

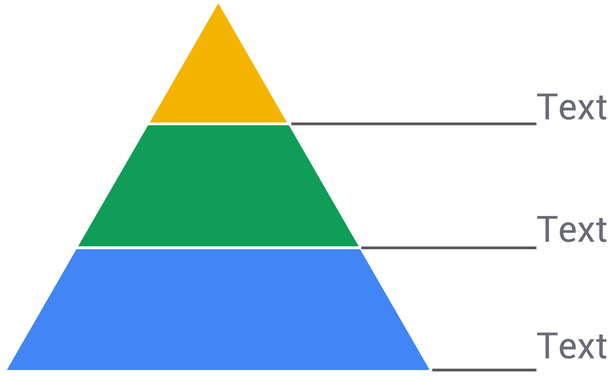

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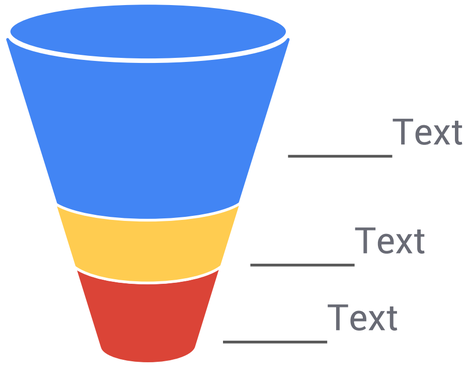

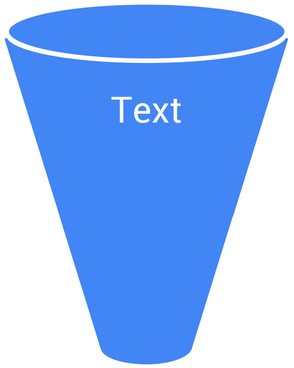

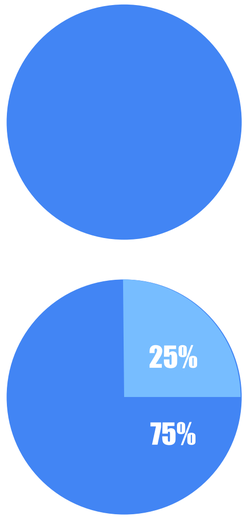

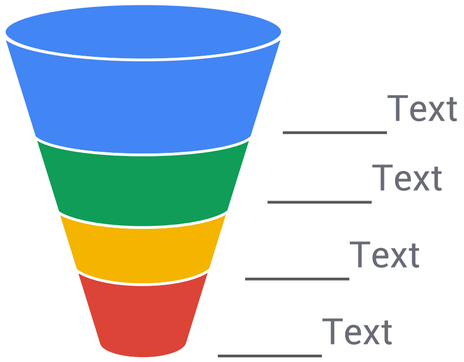

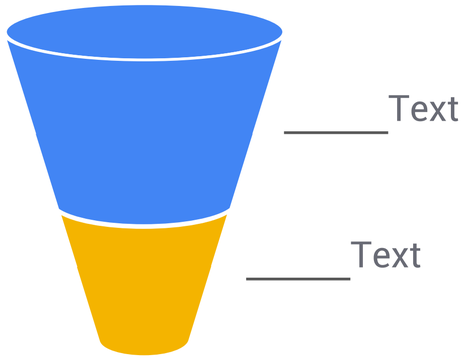

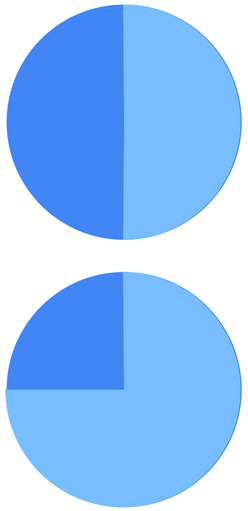

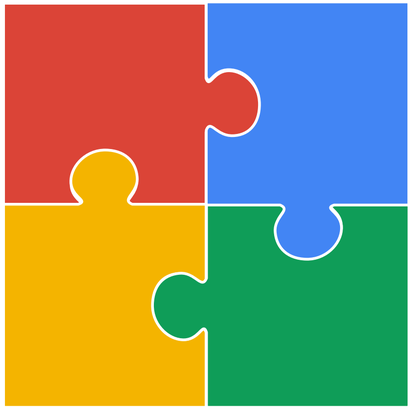

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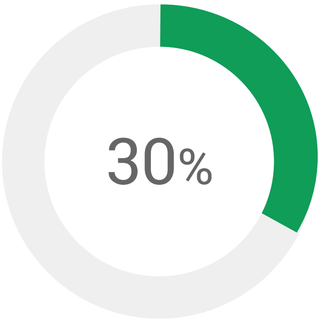

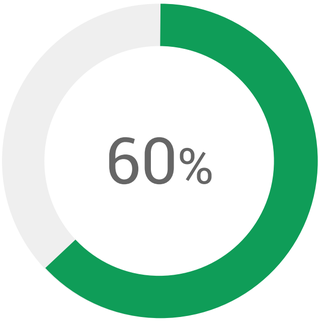

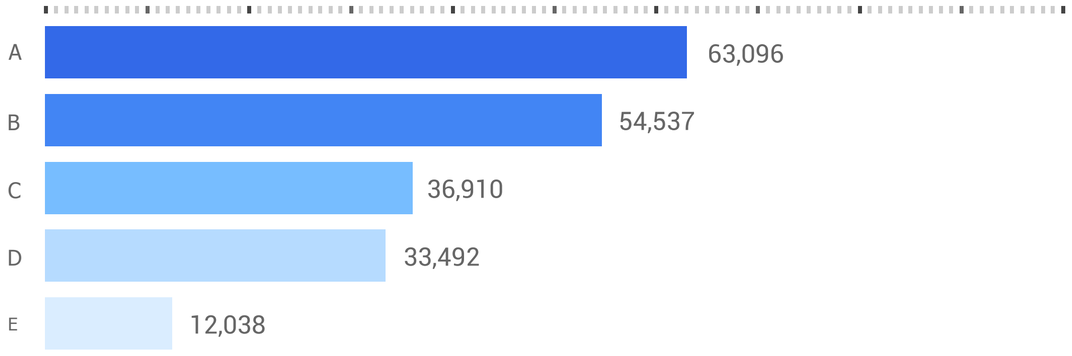

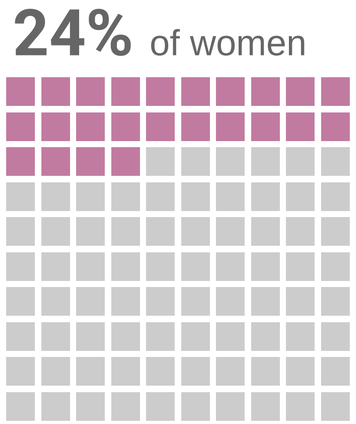

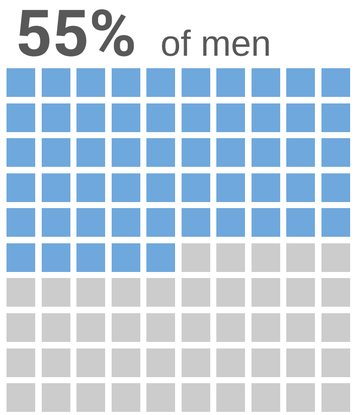

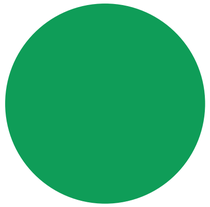

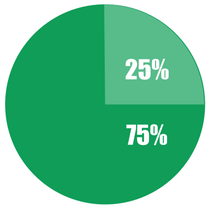

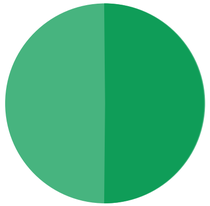

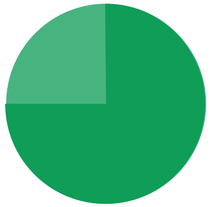

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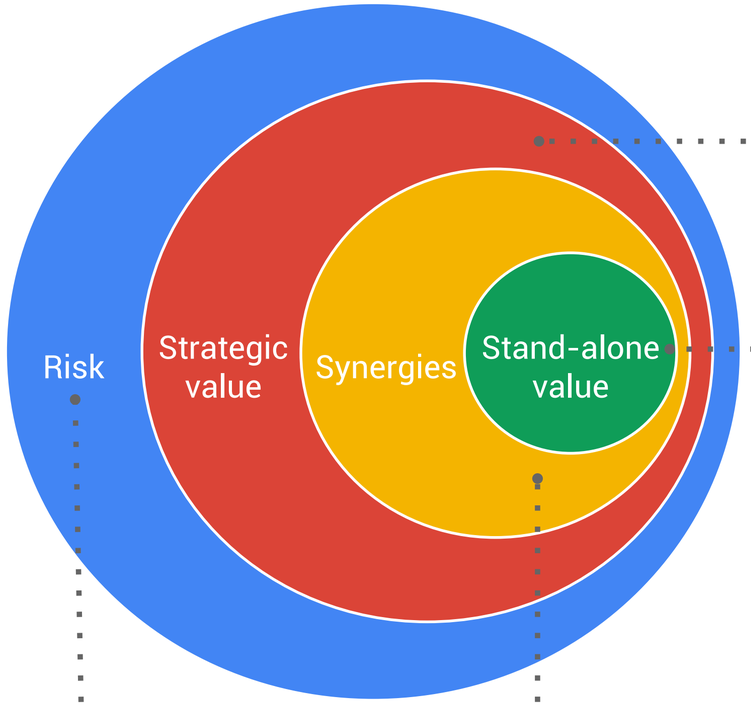

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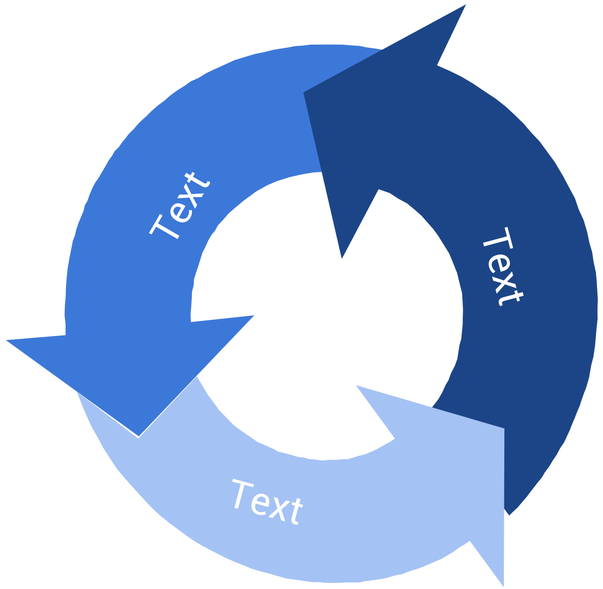

Charts and Maps

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Icon Library

Modify color of the country by clicking on the icon and select fill from the menu

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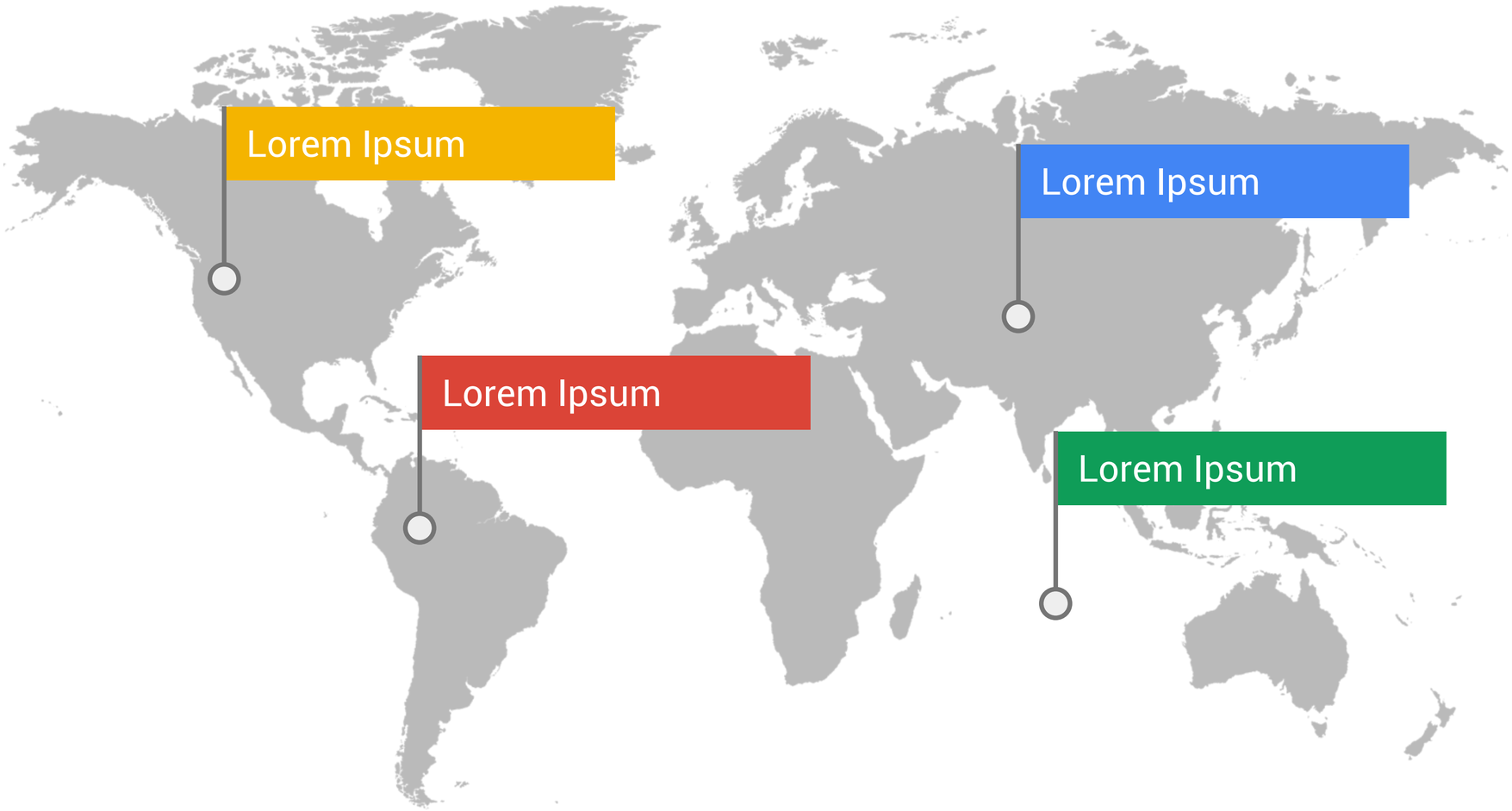
Icon Library

Modify color of the area by clicking on the icon and select fill from the menu



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Icon Library

Modify color of the country by clicking on the icon and select fill from the menu

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Icon Library

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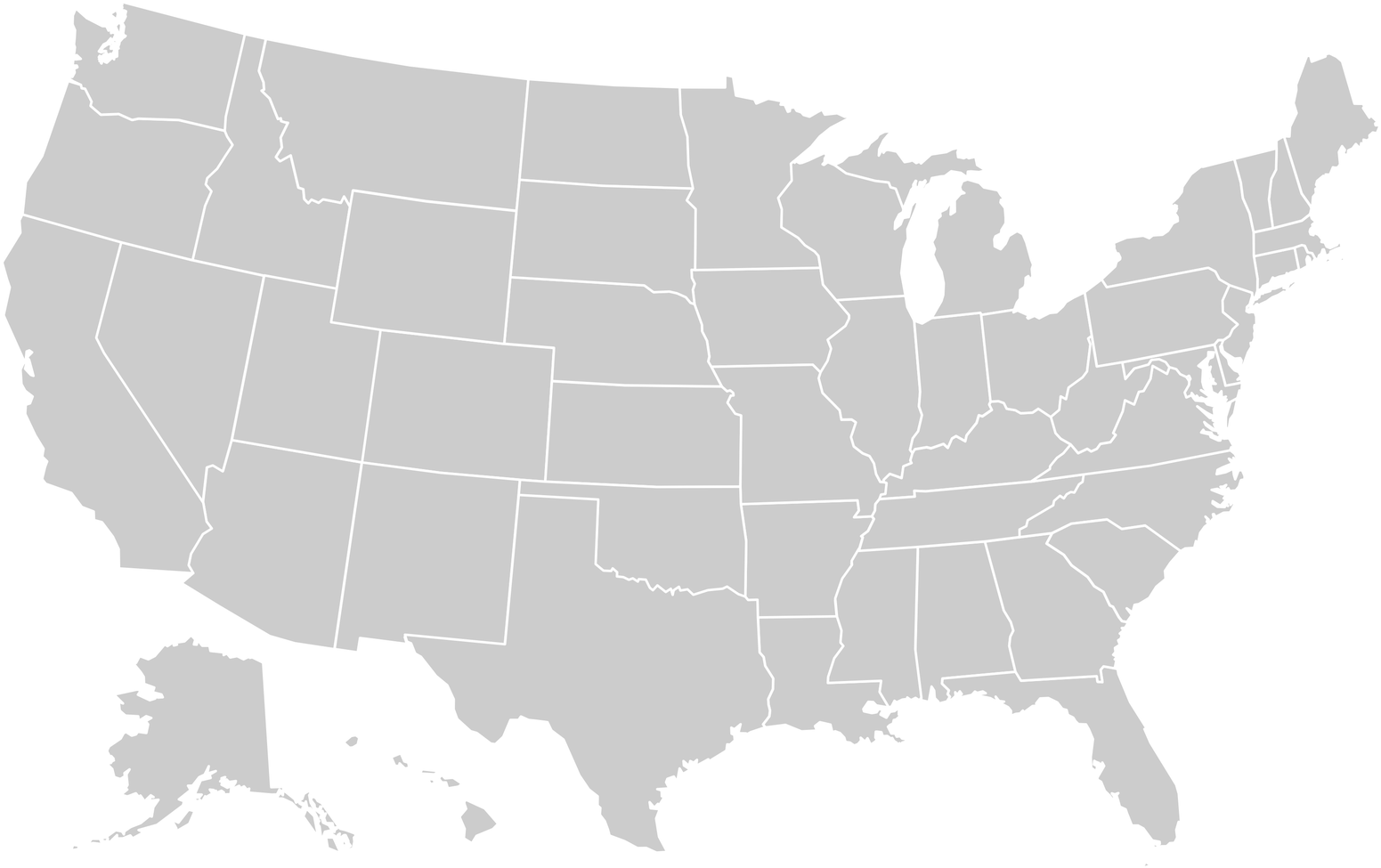

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Icon Library

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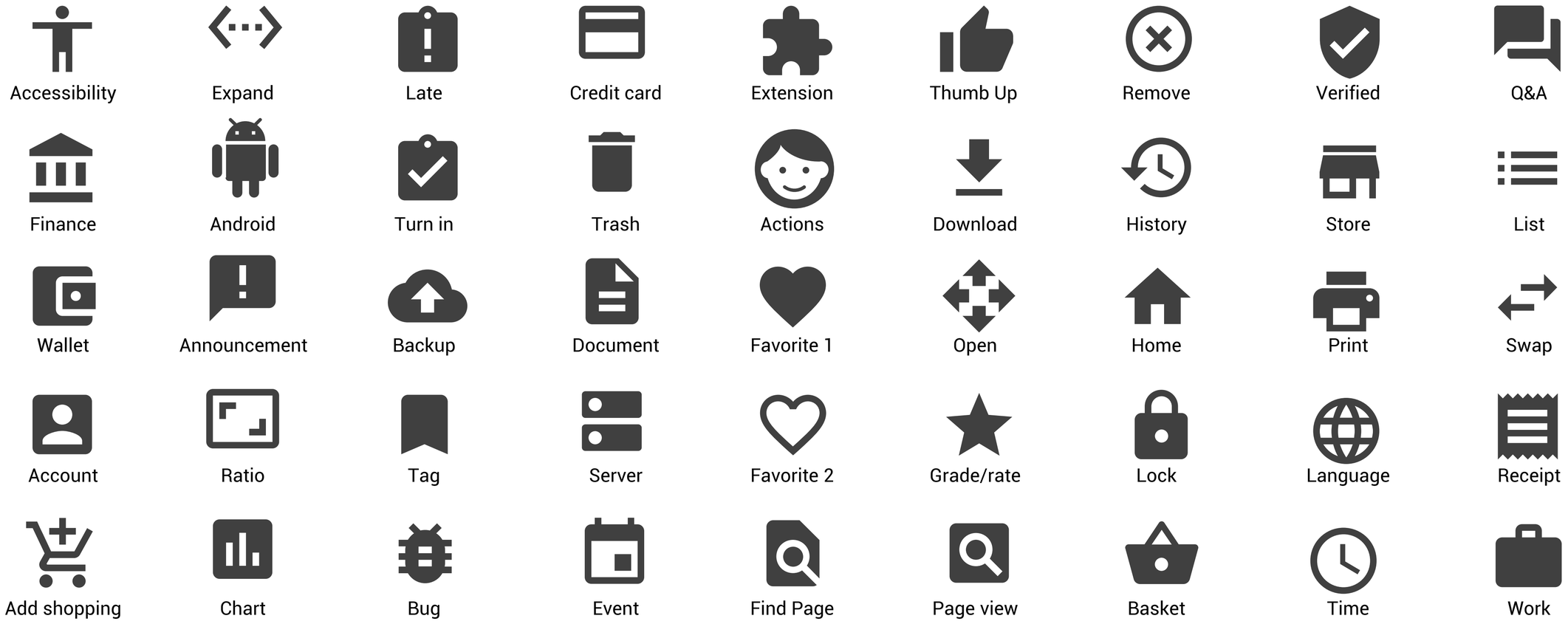

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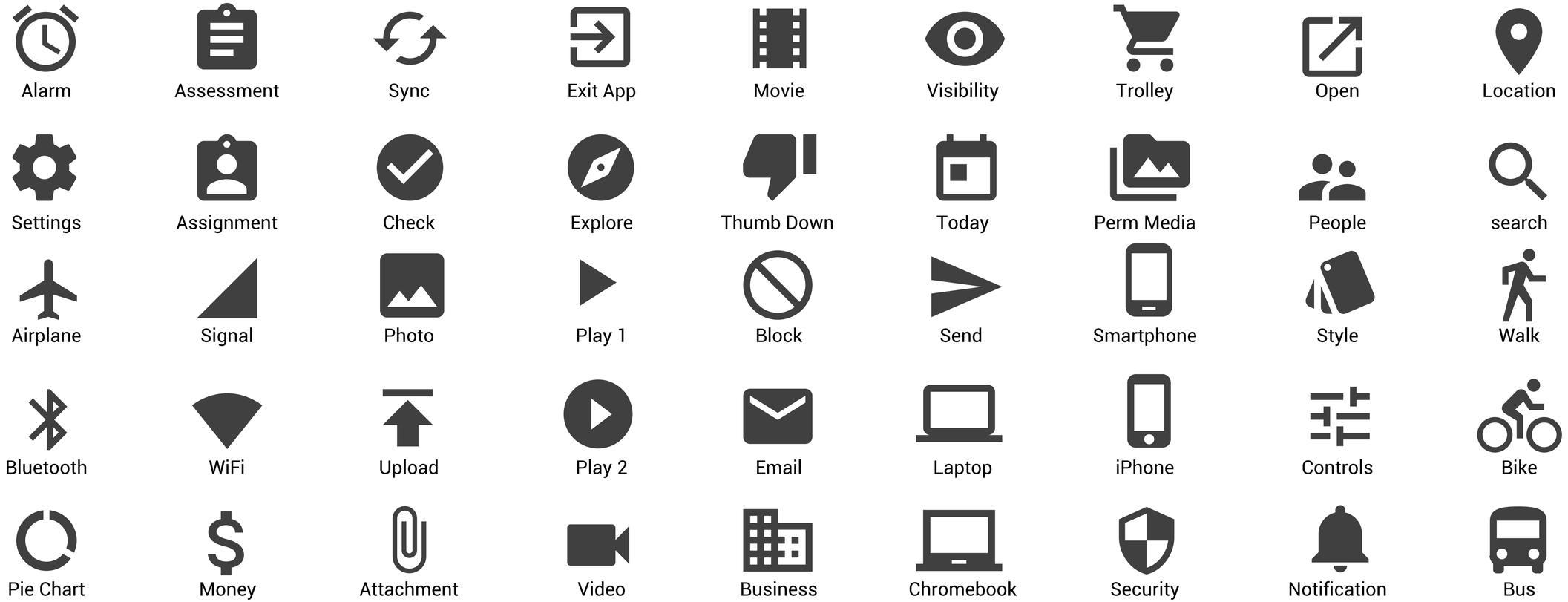

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Cafe

Theatre

Gaming

Florist

Restaurant

Gas

Delivery

Hospital

Taxi

Print

Radio

Stream

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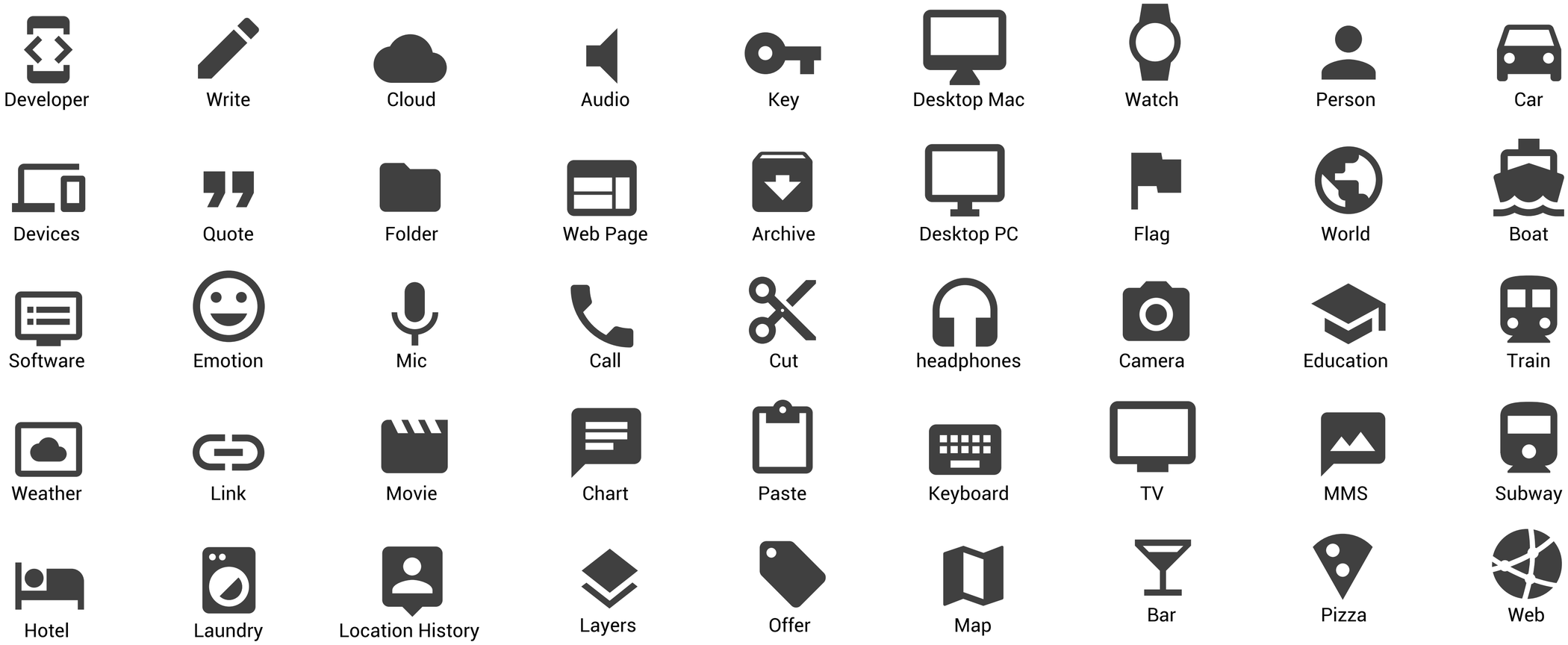
Icon Library

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- Icons can be scaled to any size