

triplelift + Time Inc.

GOOGLE AMP ADS CASE STUDY

TRIPLELIFT BOOSTS TIME INC'S REVENUE WITH AMP ADS

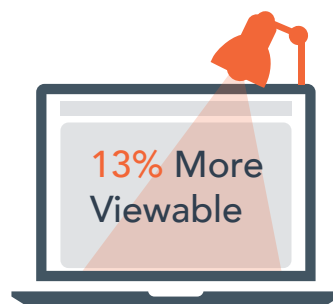
BACKGROUND

When Google launched the Accelerated Mobile Pages (AMP) Project in October 2015, TripleLift promptly enabled support for native ads on AMP pages. "We were very excited about the AMP Project because it aligns really well with the way we do business, our mission, and the vision of more respectful, integrated advertising," says Shaun Zacharia, TripleLift's co-founder.

So when the AMP Ads Initiative was announced, Triplelift was among the first ad tech platforms to join. AMP Ads applies the AMP framework and principles to advertising, making ads faster, lighter, and more secure.



6x Faster
than standard ads



13% More Viewable



53% of all visits are abandoned if a mobile page takes longer than 3 seconds to load¹

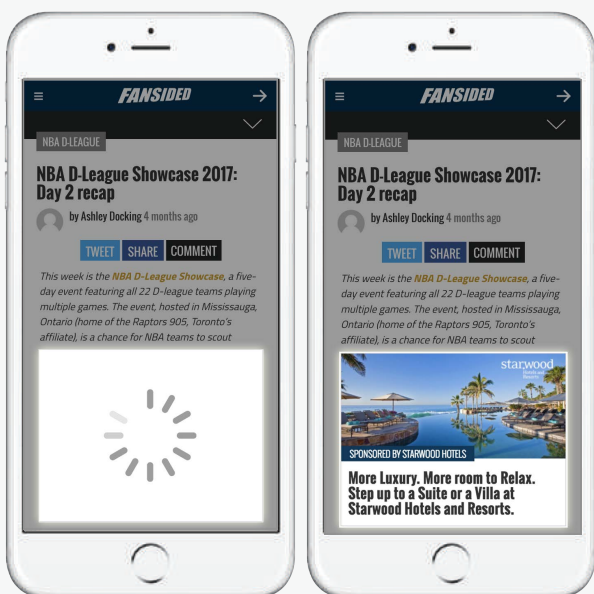


A one second delay in mobile page load can **decrease conversions up to 20%**²

Source

¹ "The Need for Mobile Speed", DoubleClick, September 2016

² "State of Online Retail Performance", Akamai, April 2017



INCREASE IN KPIS ACROSS THE BOARD

TripleLift conducted tests with Time Inc. to measure the impact of AMP Ads on performance and profitability. The results were impressive: AMP Ads ran **6 times faster** than standard ads on Time Inc. sites such as People.com, Time.com, and Fansided.com. In addition, when compared to standard ads, the AMP Ads led to a **13% lift** in user engagement rates and revenue.

From a user's perspective, AMP Ads are a major improvement over standard ads. "They load way faster," says TripleLift's Zacharia. "Users pick up on every small delay, and when the ads load fast, this has a very positive impact on their perception and advertiser performance."