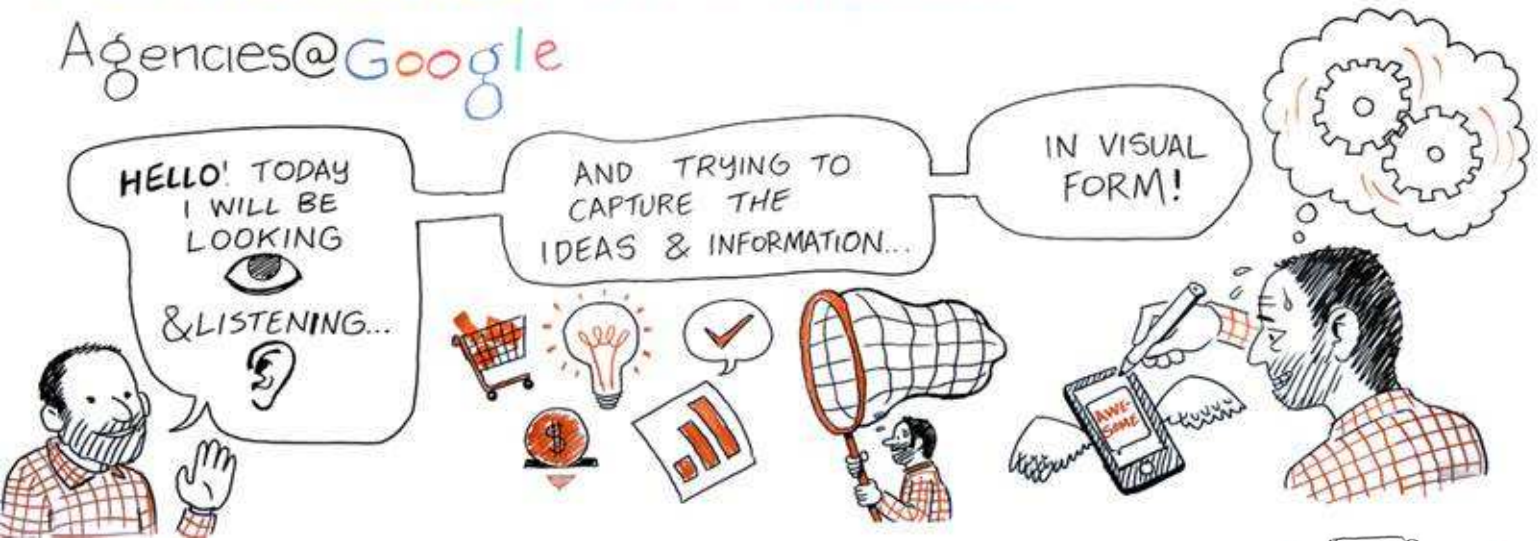


ACCELERATE PERFORMANCE

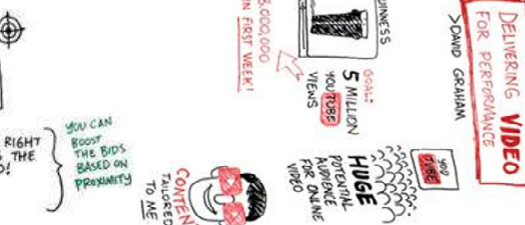
Agencies@Google



EFFECTIVE MULTI-SCREEN STRATEGIES

> FUEN CLEMARES
> HELEN FALEY

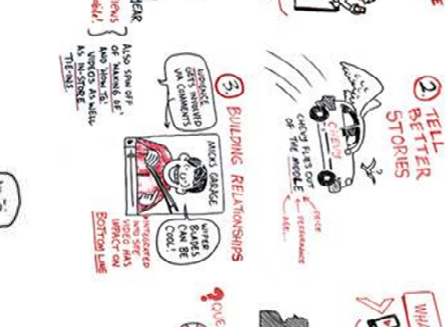
2015
1 BILLION SMARTPHONES SOLD
WORLDWIDE
AVG 25 HOURS PER DAY



MEASUREMENT 2.0: Addressing the off line landscape

> PAWEŁ MATKOWSKI
> OLIVER BORM

EVERYONE WANTS TO MEASURE THE FULL JOURNEY



EXPORT: New Growth Opportunities

> DAVID SNEEDON
> FEOR BASHIN
> GUILIA PERANGELI

