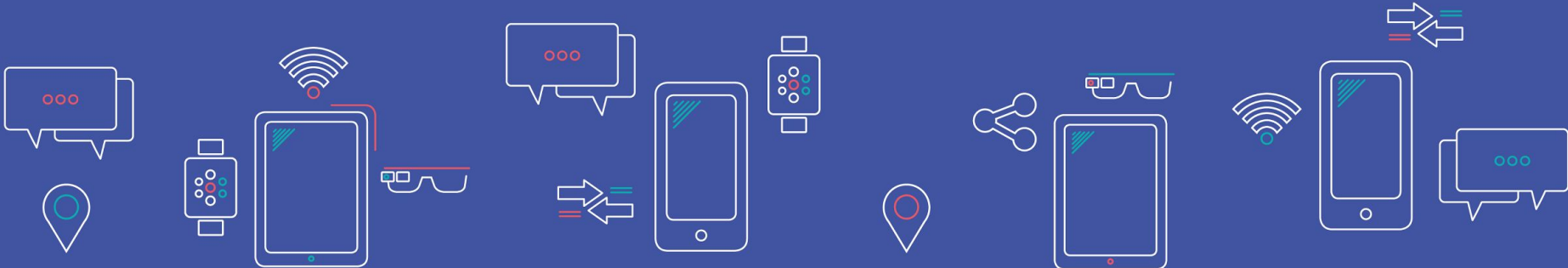
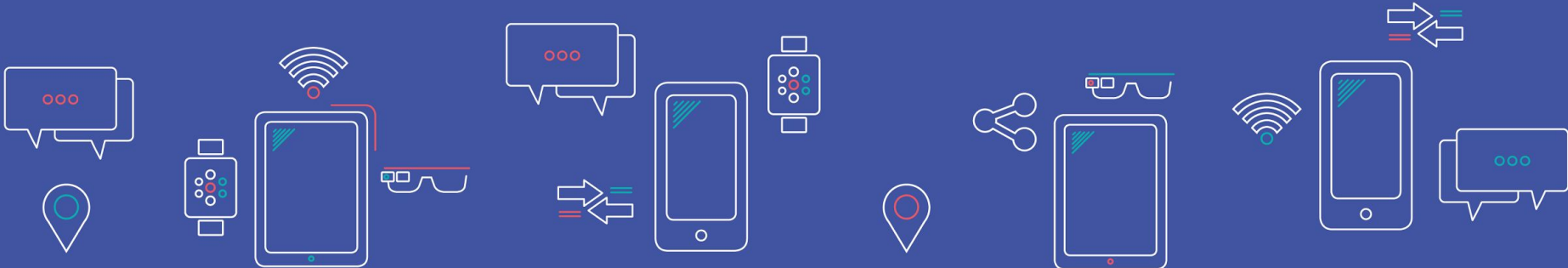


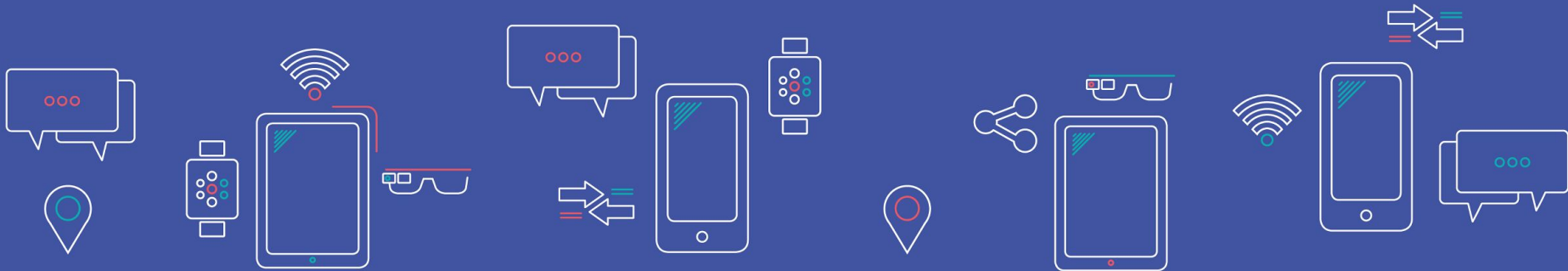
Welcome



Questions



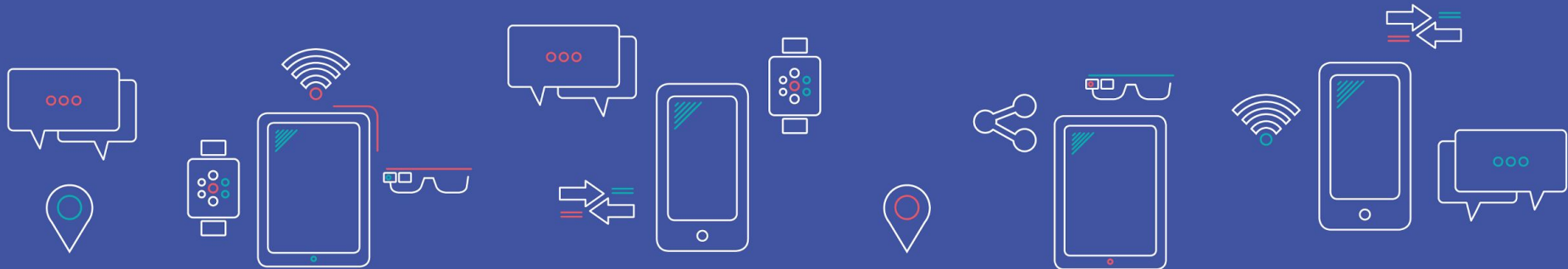
Are you a *mobile-first* company?



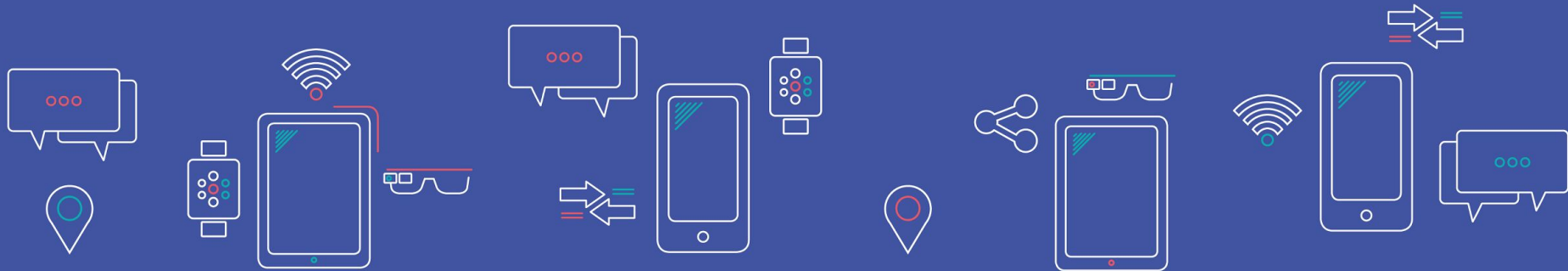
Are you a *customer-first* company?



Do you put yourself in your customer's shoes every week using your *mobile*?



Beyond the specifics you will learn in Mobile Academy, the only long-term sustainable strategy is to always *learn* things faster than the world changes around you and translate that to meaningful *innovation*



A world map where different regions are colored based on their relative IPv4 utilization. North America is shown in green and yellow, Europe in blue and cyan, and South America in orange and red. Other regions like Africa, Asia, and Australia are mostly dark, indicating lower utilization. The map is set against a black background with faint white outlines of continents.

What characterises our world today?

The 3 Fundamentals



101010101010101
010101010101010
101010101010101
010101010101010

ABUNDANCE OF DATA

The volume of data is rapidly increasing and is creating new opportunities to leverage data in more intelligent ways



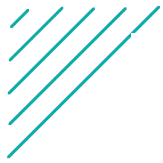
FULL CONNECTIVITY

As users across the world are becoming digitally connected, there's a need for companies to adapt and create value across devices and channels

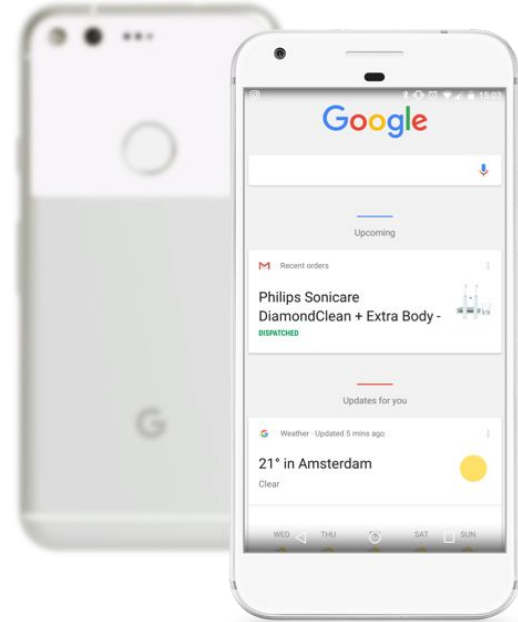


RADICAL TECHNOLOGY

The pace of development in technology is allowing companies to make giant leaps across a range of business areas

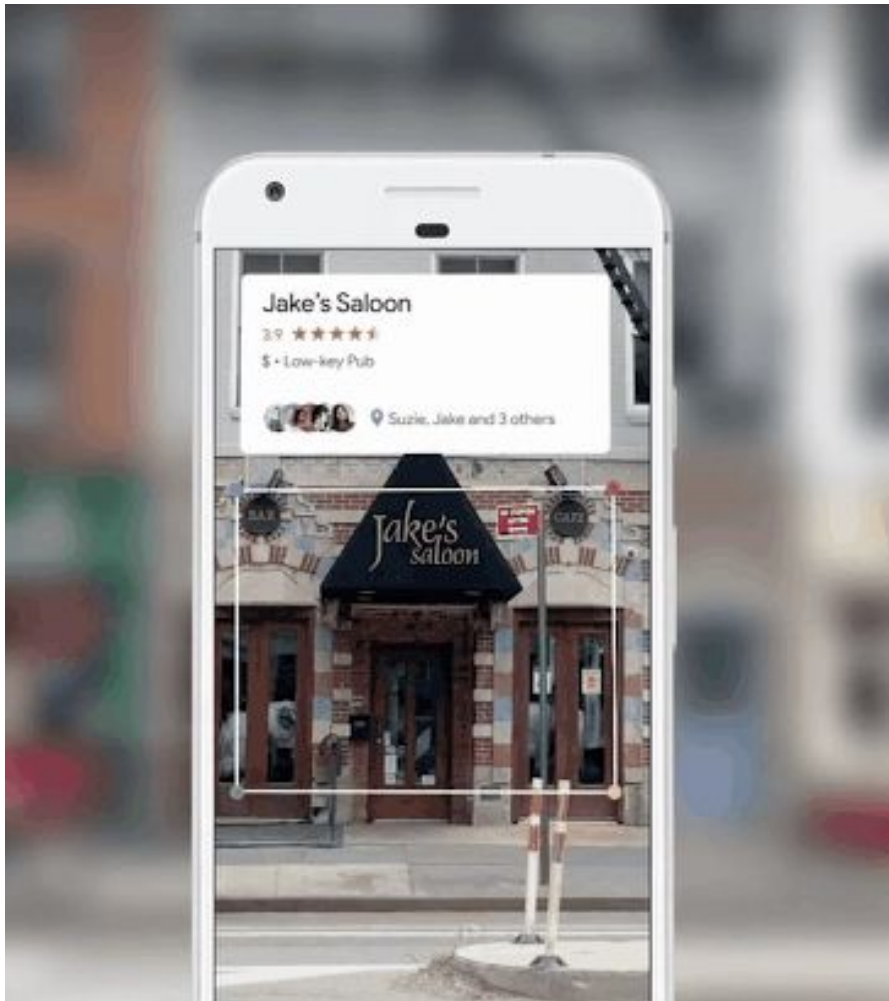


1993

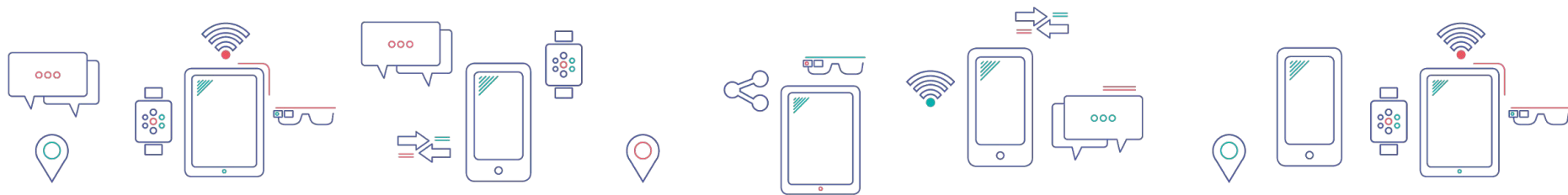


2017

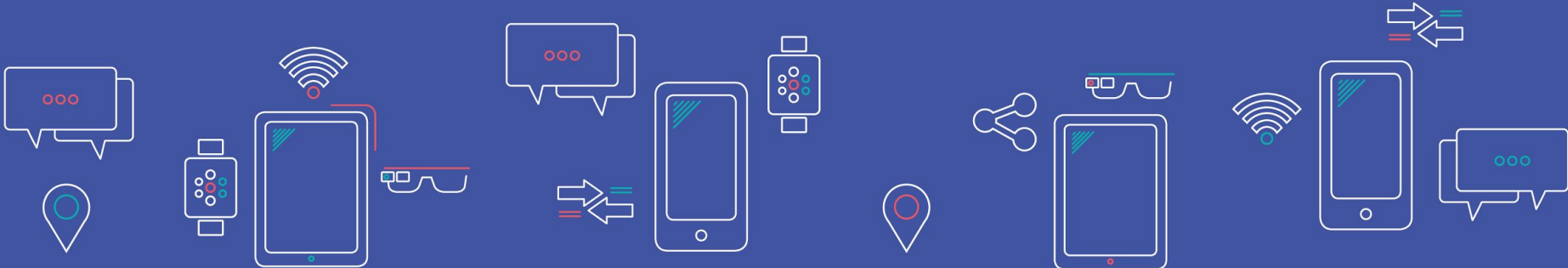




Mobile Academy 17



(Mobile) Marketing in the Digital Age



Google

How do you open a parachute?



BE RELEVANT

BE CONVENIENT

BE FAST

BE RELEVANT

Google

Restaurants



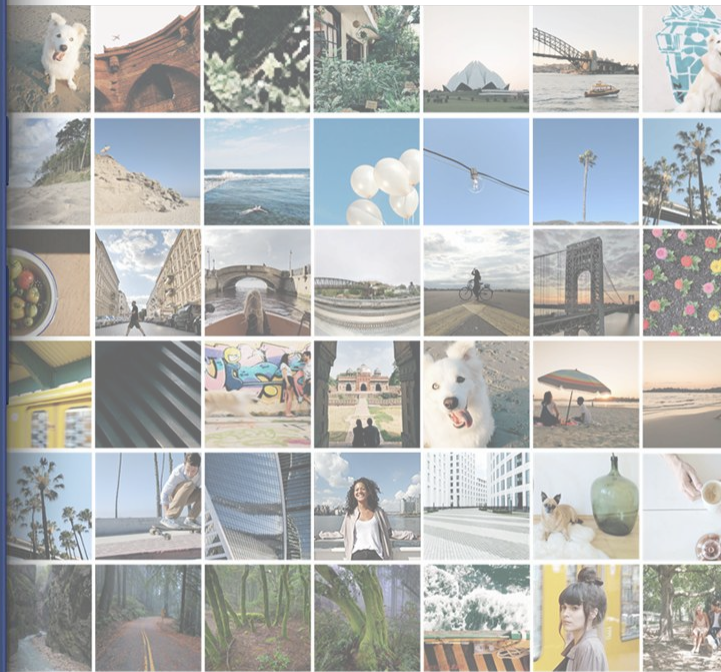
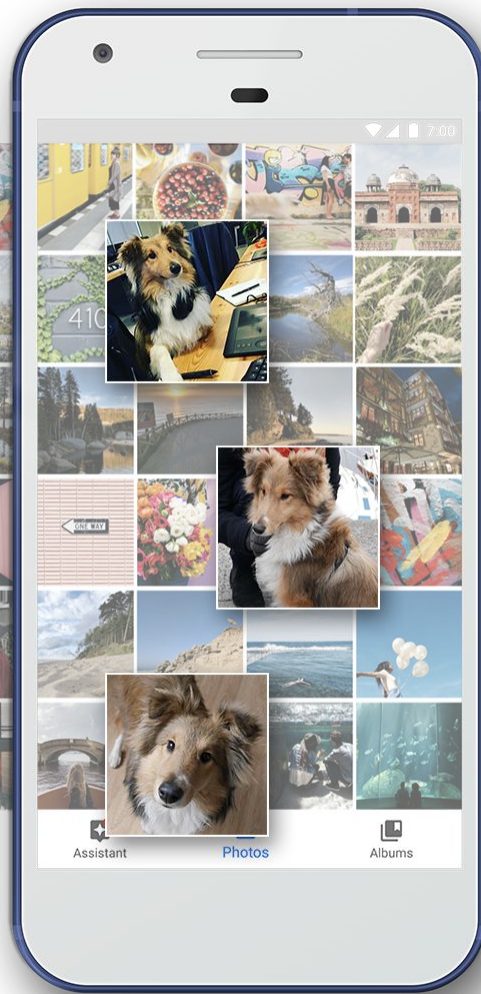
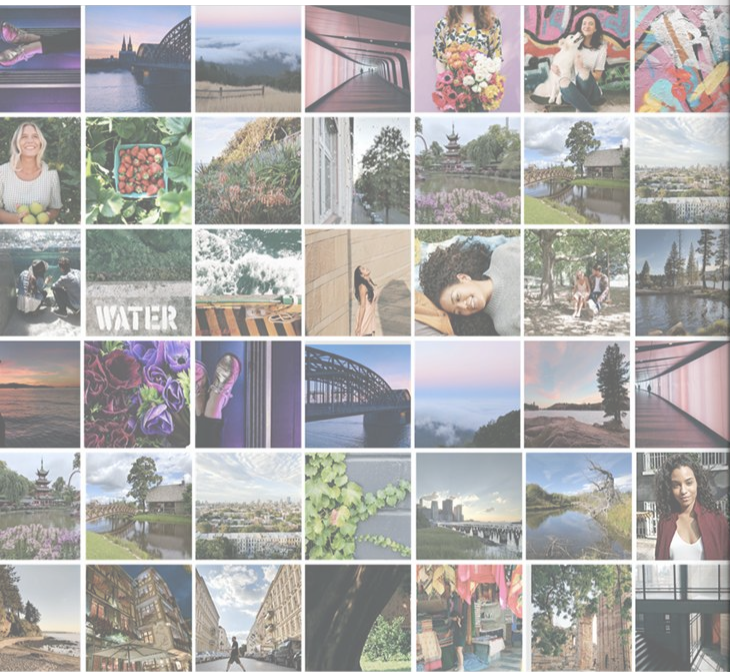
Buy running shoes



Best house heating



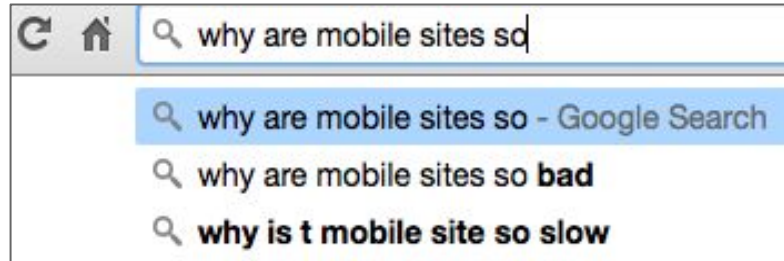
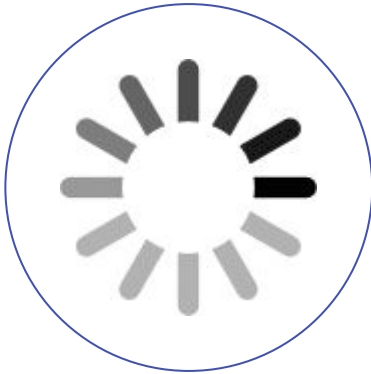
BE CONVENIENT



Google

A cheetah is running across a savanna landscape. The cheetah is in the center of the frame, moving towards the right. The background is a blurred expanse of dry grass and low-lying vegetation, suggesting a natural habitat. The overall color palette is warm and golden, typical of a savanna at sunrise or sunset.

BE FAST



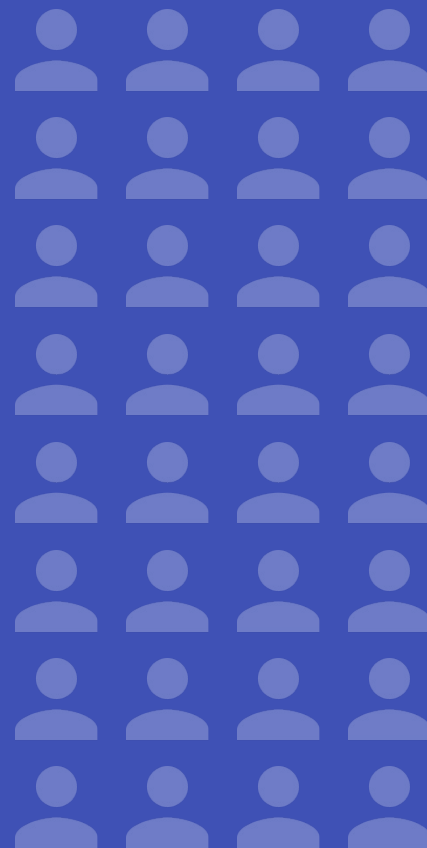


For every
one second
delay
conversions
can fall by
up to

20%



One step
Or one second



3 Seconds



A woman with dark hair in a ponytail, wearing a red turtleneck sweater, is sitting in a vehicle and looking down at her smartphone. The background shows a blurred cityscape through a window. The text '53%' is overlaid in large red font on the left side of the image.

53%

of consumers will
abandon a mobile site
if it takes more than
3 seconds to load.



150 TIMES

The challenge

Google



Relevant

What would it take to make things personal at scale?



Convenient

What would it take to make things friction-free?



Fast

What would it take to make things instant?

2017-Mobile Academy Program

Module 1

Mobile Wake Up

October 10/11



Module 2

Mobile Masterclass Speed Hackathon Conversion Workshop

November 7: Speed Hackathon

November 8: Conversion Workshop

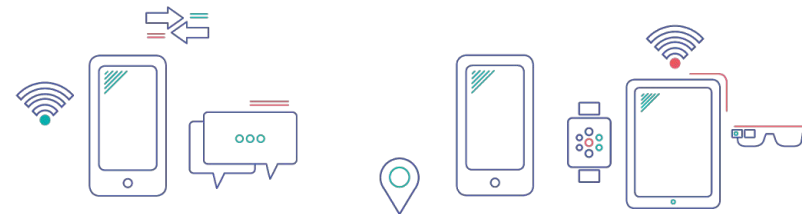
November 9/10: Mobile Masterclass



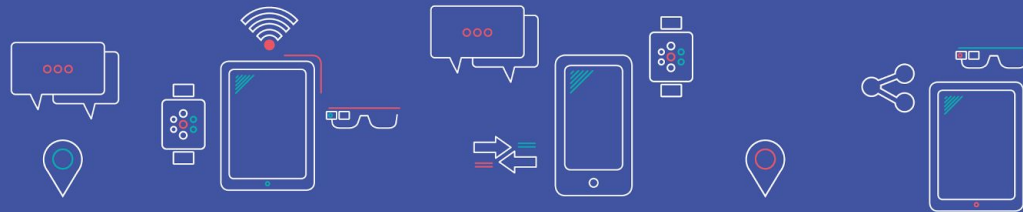
Module 3

Mobile: Build for the future

December 6/6



Loading Time Machine
Final Destination
Search Challenge
Experience Machine
Test my site



Ready?

Loading Time Machine (Bike)

Final Destination (Aquarium)

Search Challenge (VR)

Experience Machine (Rube Goldberg)

Test my site

Go!

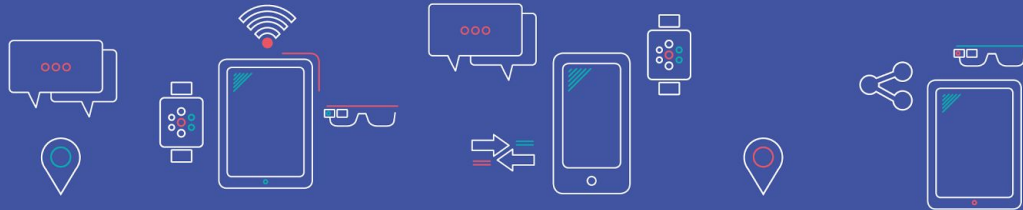
Google

Saxo Bank

Mobile Life

Novasol

Saxo



Ready?

Loading Time Machine (Bike)

Final Destination (Aquarium)

Search Challenge (VR)

Experience Machine (Rube Goldberg)

Test my site

Go!

Google

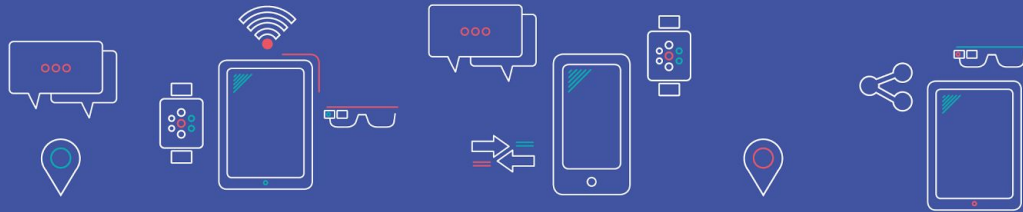
Lead Supply

Renault

ALKA

Telenor

Visit Denmark



Ready?

Loading Time Machine (Bike)

Final Destination (Aquarium)

Search Challenge (VR)

Experience Machine (Rube Goldberg)

Test my site

Go!

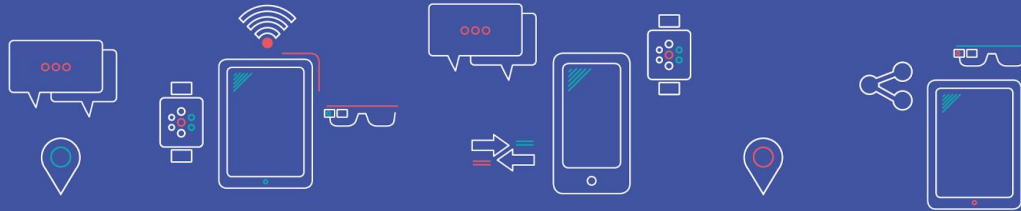
Google

Boozt

Dancercenter

Egmont

Pandora



Ready?

Loading Time Machine (Bike)

Final Destination (Aquarium)

Search Challenge (VR)

Experience Machine (Rube Goldberg)

Test my site

Go!

Google

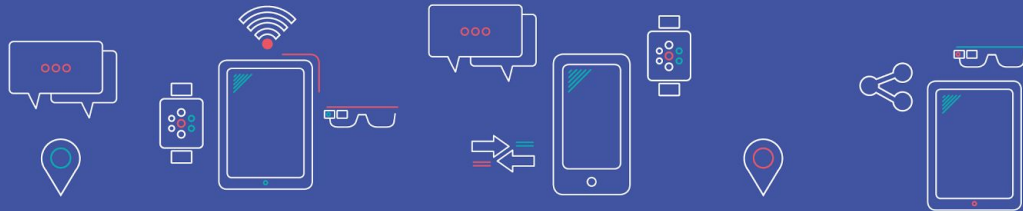
Sportmaster

Reckitt Benckiser Team 1

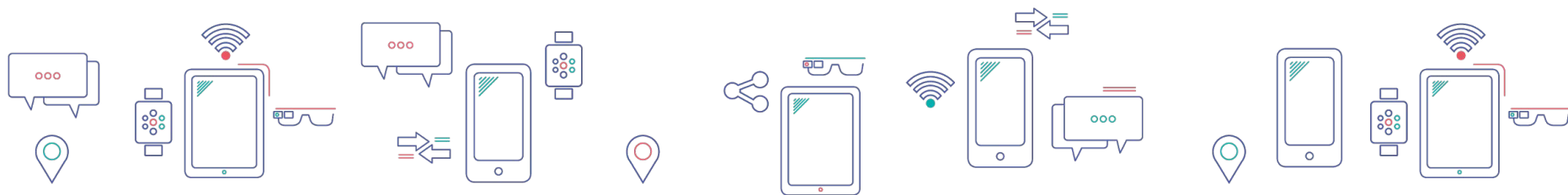
Top-Toy A/S

YouSee

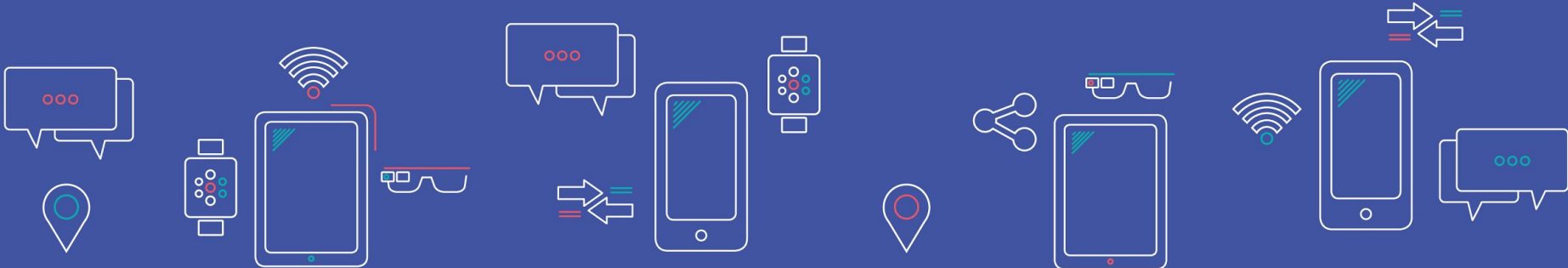
Reckitt Benckiser Team 2



Mobile Academy 17



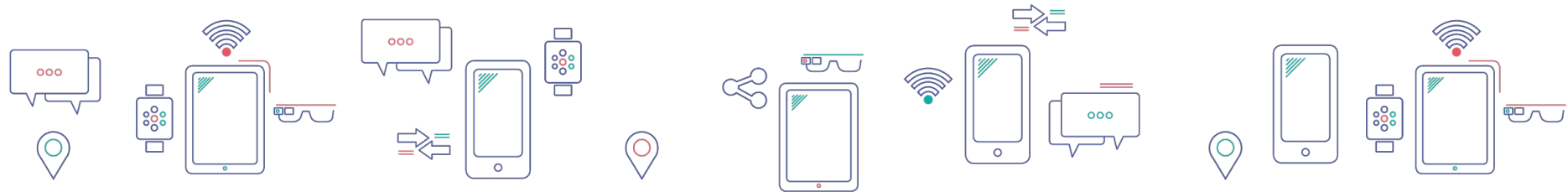
Welcome back!

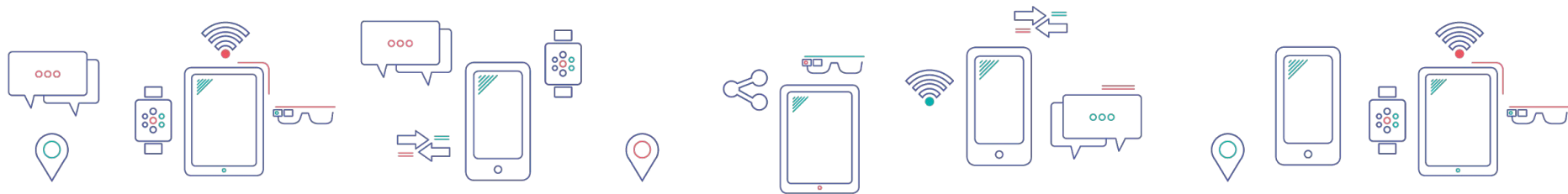
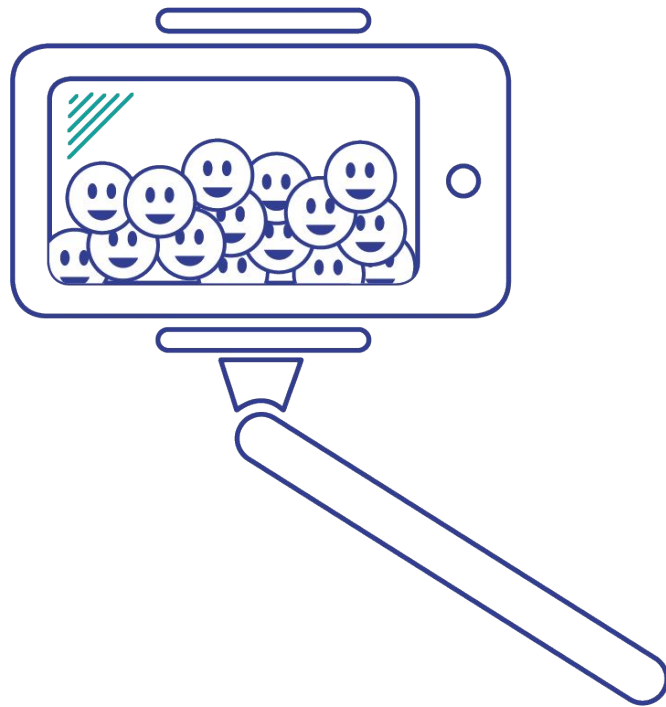


Let's get interactive!

Go to: www.macademy17.com

Code: Class2017





2017-Mobile Academy Program

Module 1

Mobile Wake Up

October 10/11



Module 2

Mobile Masterclass Speed Hackathon Conversion Workshop

November 7: Speed Hackathon

November 8: Conversion Workshop

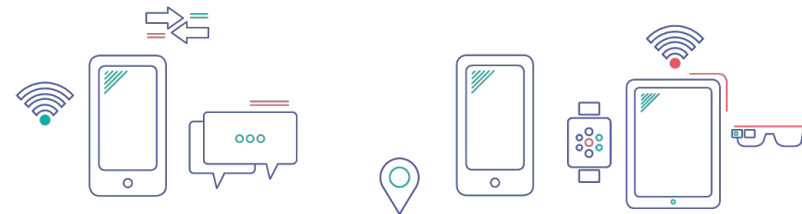
November 9/10: Mobile Masterclass



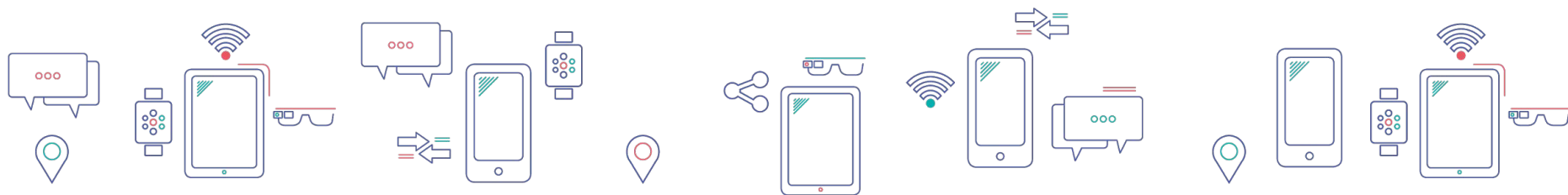
Module 3

Mobile: Build for the future

December 6/6



Mobile Academy 17

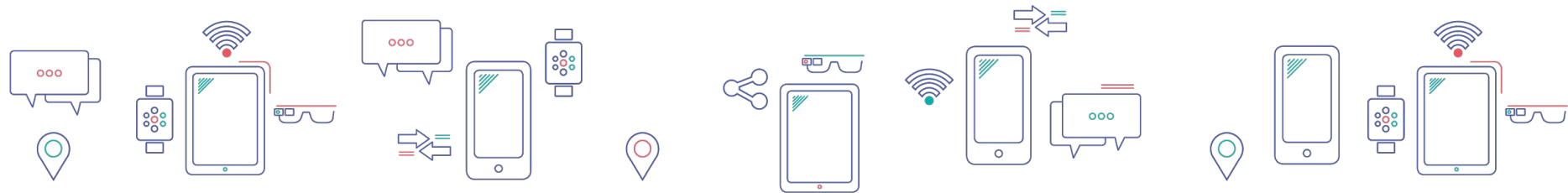


Let's get interactive!

Go to: www.macademy17.com

Code: Class2017

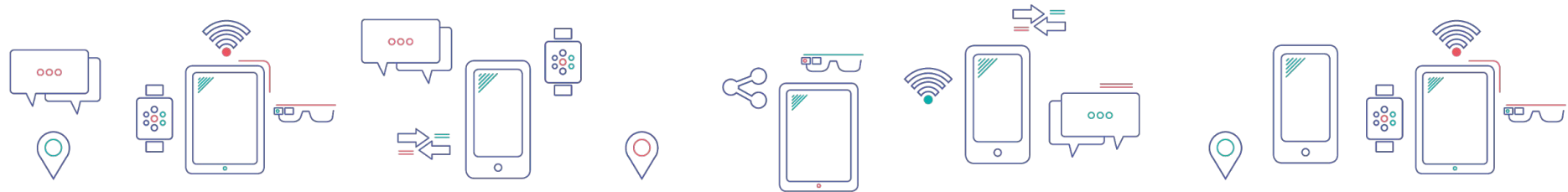
Click on: Survey



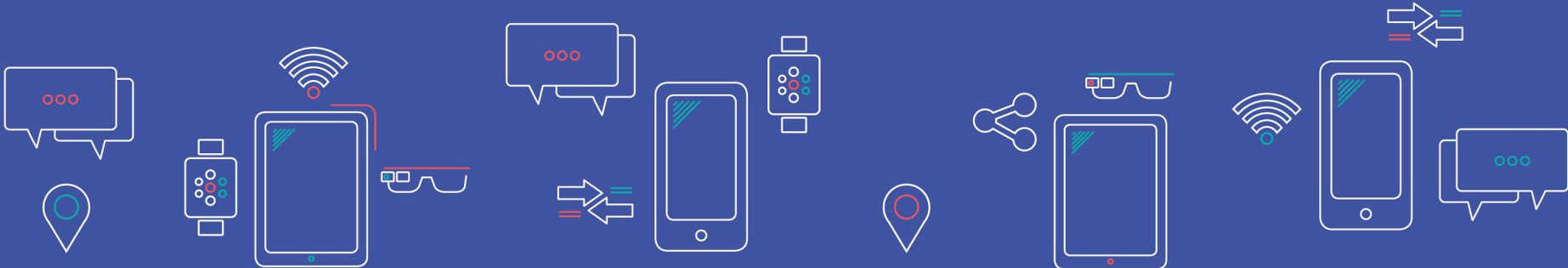
Let's get interactive!

Go to: www.macademy17.com

Code: Class2017



Mobile Wake Up



Over to you!

