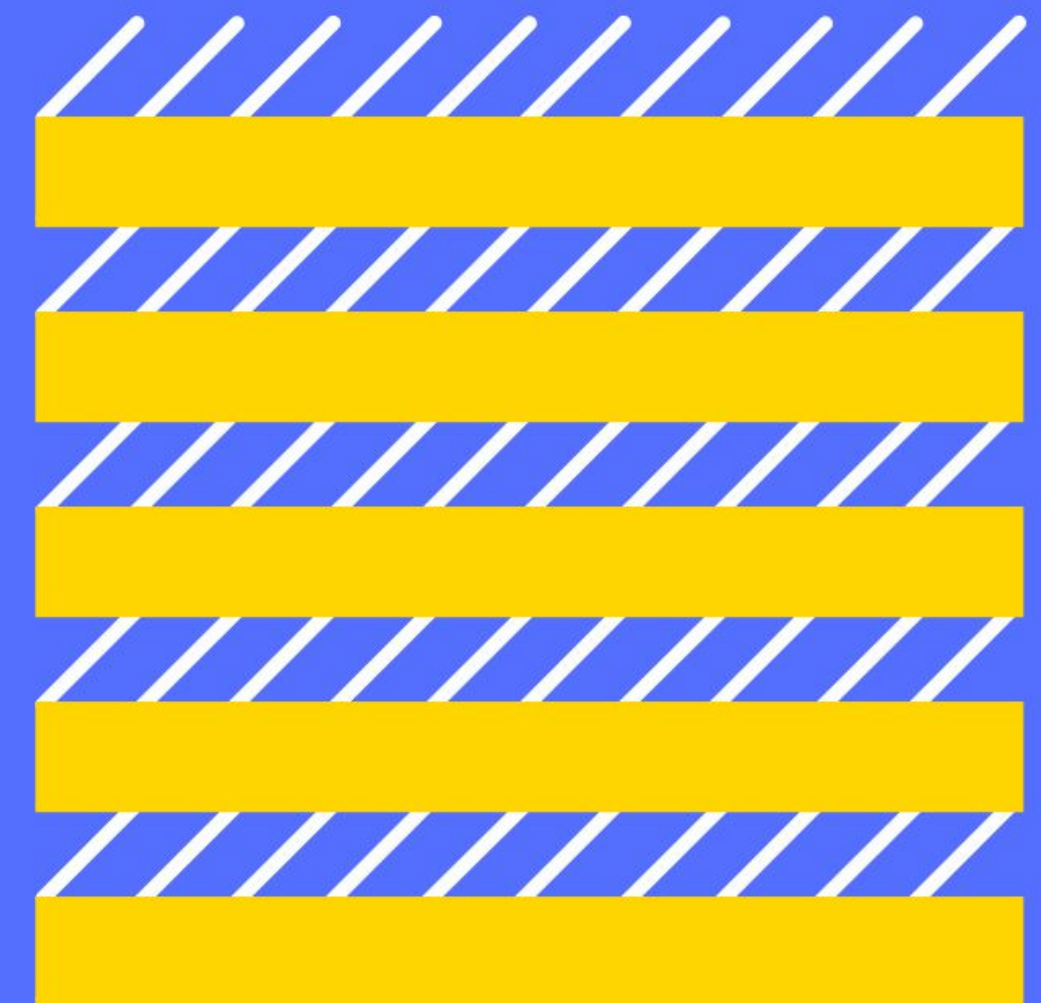


Built for the Web

things you can quickly implement on your website right now to transform it into a **progressive web app**



Add to HomeScreen (A2HS)

Tech: [.webmanifest](#) + [Service Worker](#)

Benefits:

- Increased re-engagement
- Entry point from any web-enabled platform

Documentation:

- Add to Home Screen (on /web): <https://goo.gl/EBtEFC>
- WebAPKs on Android: <https://goo.gl/T2Sgnf>
- Add to Home screen (on MDN): <https://goo.gl/9D86xN>
- Codelab: <https://goo.gl/R91G8g>

Add to HomeScreen (A2HS)

Results (<https://goo.gl/F35uWr>)

George.com

- **28%** longer **average time on site** for visits from Home screen

5miles

- **30%** better **conversion** for users who arrived via Add to Home screen

Flipkart

- **70%** greater **conversion** rate among those arriving via Add to Homescreen

Alibaba

- **4X** higher **interaction** rate from Add to Homescreen

Caching (potential for Offline)

Tech: Service Worker

Benefits:

- Increased engagement
- Lower drop-off due to speed or network

Documentation:

- Service Workers: an Introduction: <https://goo.gl/e7Fbd2>
- Make use of long-term caching: <https://goo.gl/gfyC16>
- Codelab: <https://goo.gl/m1UuJd>

Caching (potential for Offline)

Results (<https://goo.gl/C88eNw>)

Housing.com

- **38% more conversions**
- **40% lower bounce rate**
- **10% longer average session**

Alibaba

- **76% higher conversions**
- **30% more monthly active users**

Flipkart

- **3x more time spent on site**
- **40% higher re-engagement rate**

BookMyShow

- **80% increase in conversion rates**

Push Notifications (PN)

Tech: HTML + Service Worker

Benefits:

- Increased re-engagement
- Real-time communication

Documentation:

- Web Push Notifications: <https://goo.gl/9fzyYV>
- Permission UX: <https://goo.gl/4Spxxk>
- Codelab: <https://goo.gl/RUJLgC>

Push Notifications (PN)

Results (<https://goo.gl/ZYV1tu>)

Beyond the Rack

- **26%** increase in **spend**
- **20%** **click through rate**
- **72%** more **time spent** on the site

eXtra Electronics

- **12%** **click-through rate**
- **100%** more **sales**
- **4x** increase in **re-engagement**

Jumia

- **38%** **click-through rate**
- **9x** more **conversions** on previously abandoned carts
- **7.85%** **conversion rate** on previously abandoned carts from **web push** users, **vs. 4.5%** for **native app**

Carnival Cruise Line

- **24%** **opt-in** (16% on desktop, 32% on mobile)
- **42%** **click-through rate**

One-tap Sign-up

Tech: One-tap Sign-up and Auto Login API

Benefits:

- Simplified personalization
- Higher quality secure accounts

Documentation:

- One tap sign-up: <https://goo.gl/y7uBYP>
- Enable automatic sign-in across apps and websites: <https://goo.gl/781iu5>
- Codelab (CM API, login only): <https://goo.gl/9wRRmY>

One-tap Sign-up

Results (<https://goo.gl/AqzwZK>)

Hipmunk

- **118%** more registered users **sign in**
- **115%** more new users **sign up**

Cifra Club, Letras, and Palco MP3

- **43x** more users **sign up**
- **50%** improvement in **engagement**

Jobtome

- **21%** increase in **subscriptions** to email
- **15%** increase in **email engagement** rate

Wego

- **2x** rate of **new user registrations**
- **1200%** more **daily signed-in** users

Appendix

Feature adoption by browsers

Service Worker Support



Firefox



Opera



Chrome



Samsung
Internet



Safari



UC Browser



Baidu
Mobile App



360 Browser



Edge



Chrome



Firefox



Edge



Opera



Safari



Samsung



UC Browser

Add to Home Screen



Service Workers



Web Push & Notifications



Credential Management API



Payment Request API



Meta Theme Color



Supported



Beta or partial support



In development