

Android Instant Apps

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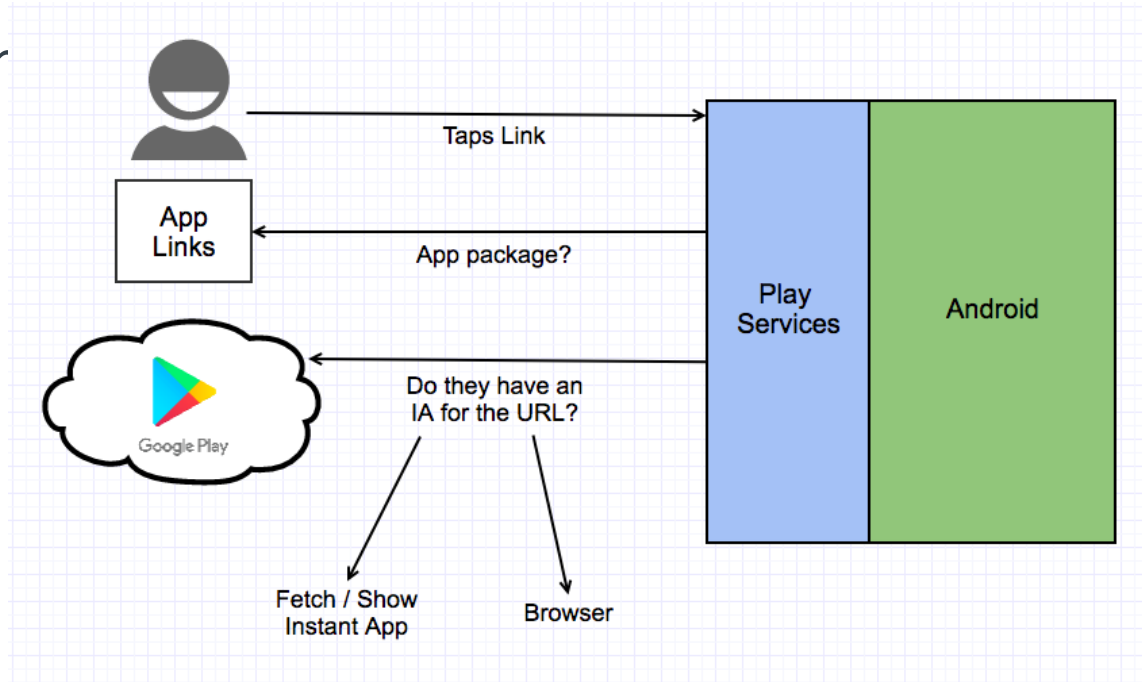


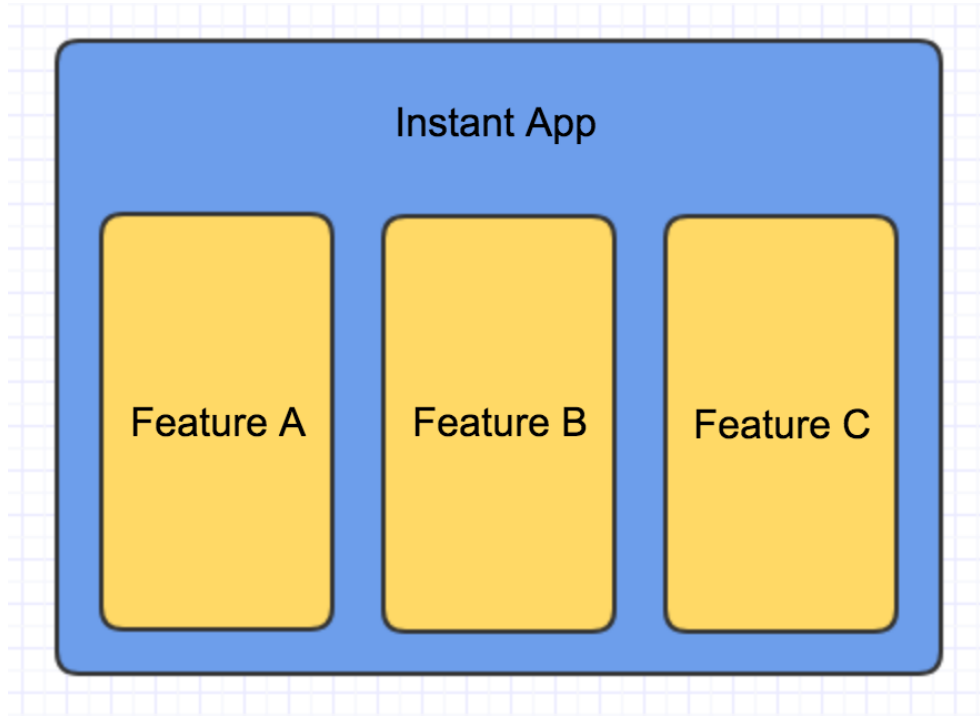
REAGroup

- Uplift user experience
- Increase product performance KPIs
- Reduce app installation barrier

How do Instant Apps work?

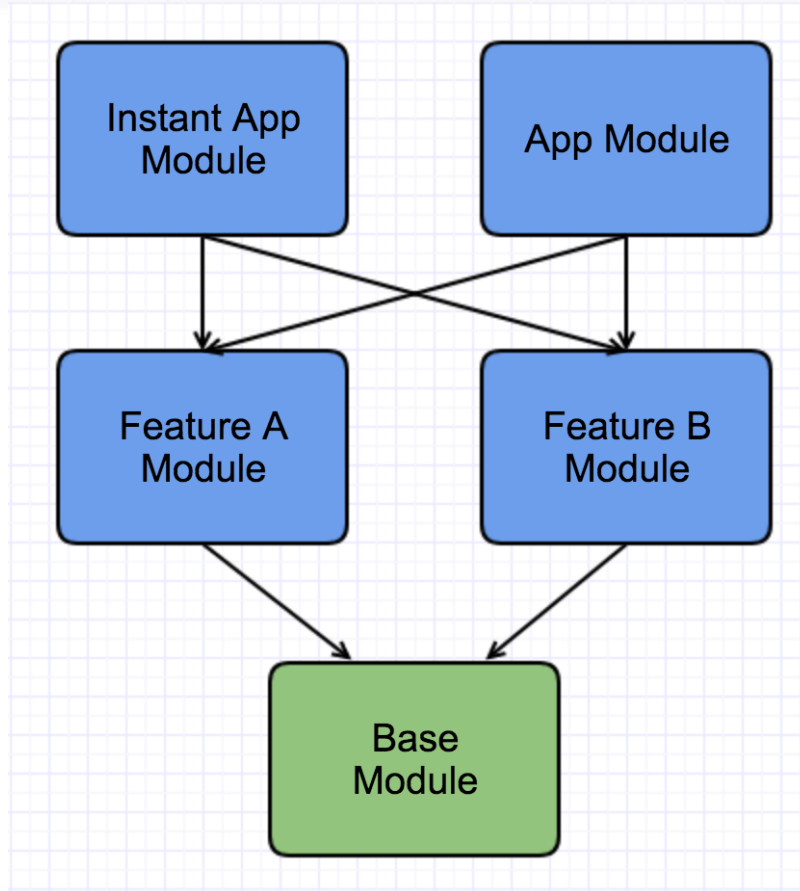
- Android Instant Apps are a new response to a URL
- Google Play Services handle the Intent.





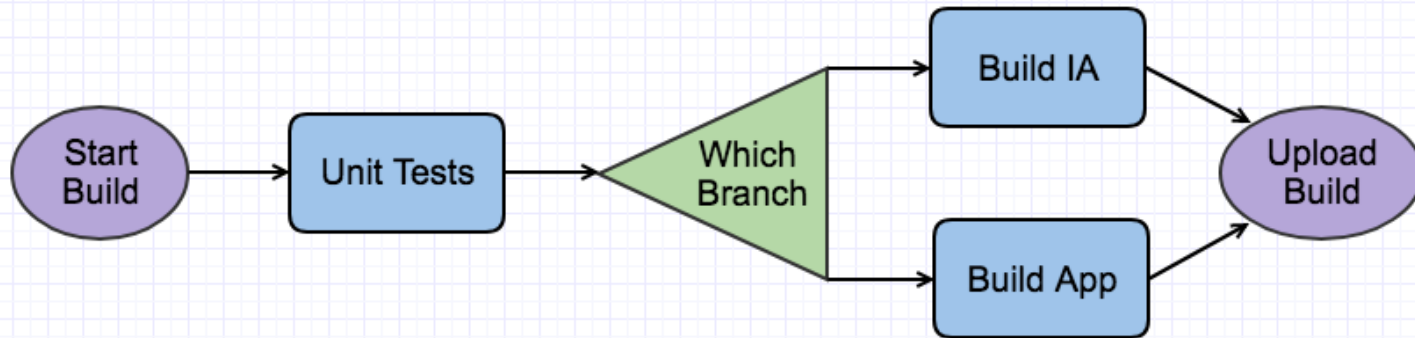
- Features run in special IA process.
- Additional features can be downloaded as required.

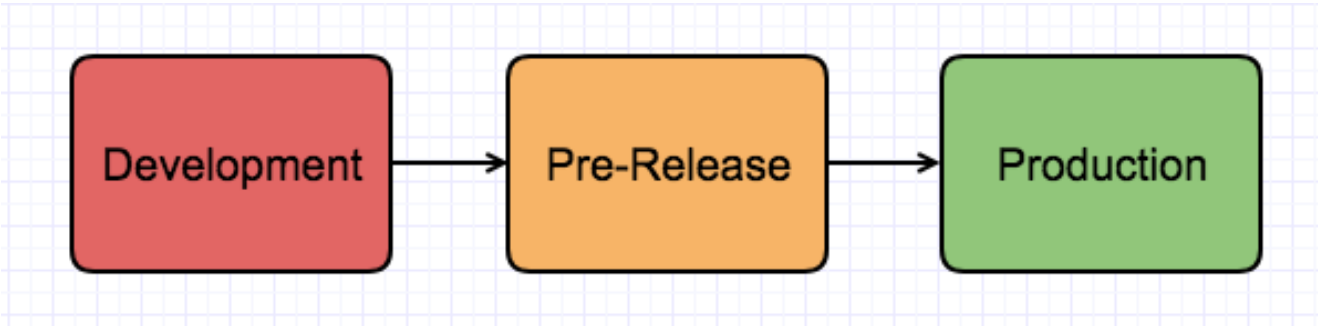
Instant App structure



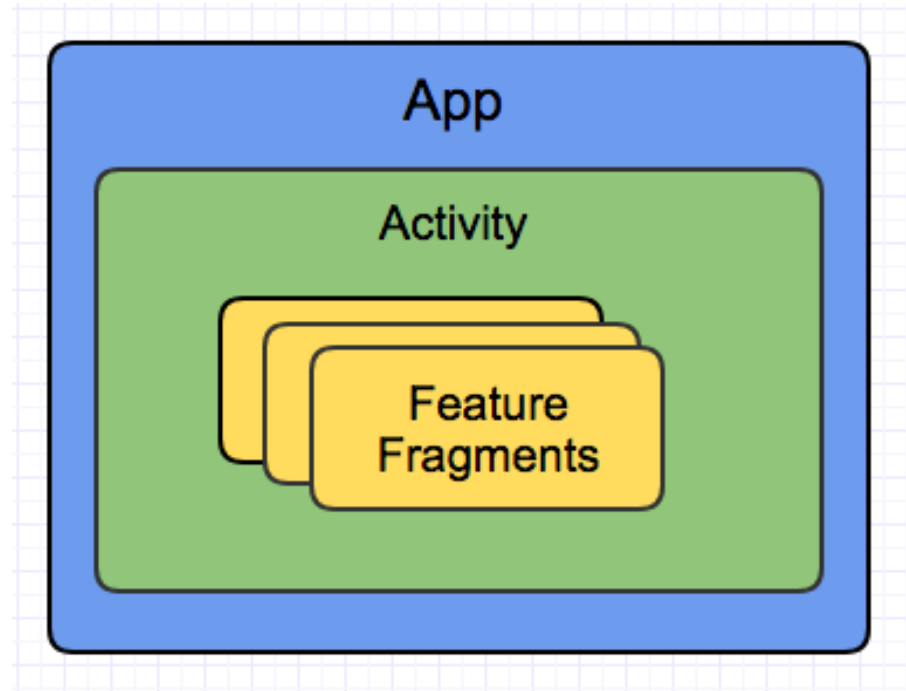
- Android Studio 3
- Android SDK 6.0+
- Android SDK Build Tools 26.x or later
- Android SDK Tools 25.x or later
- Android SDK Platform Tools 25.x or later

- 4 MB feature size limit
- Permissions
- No background processing
- Advertising Id



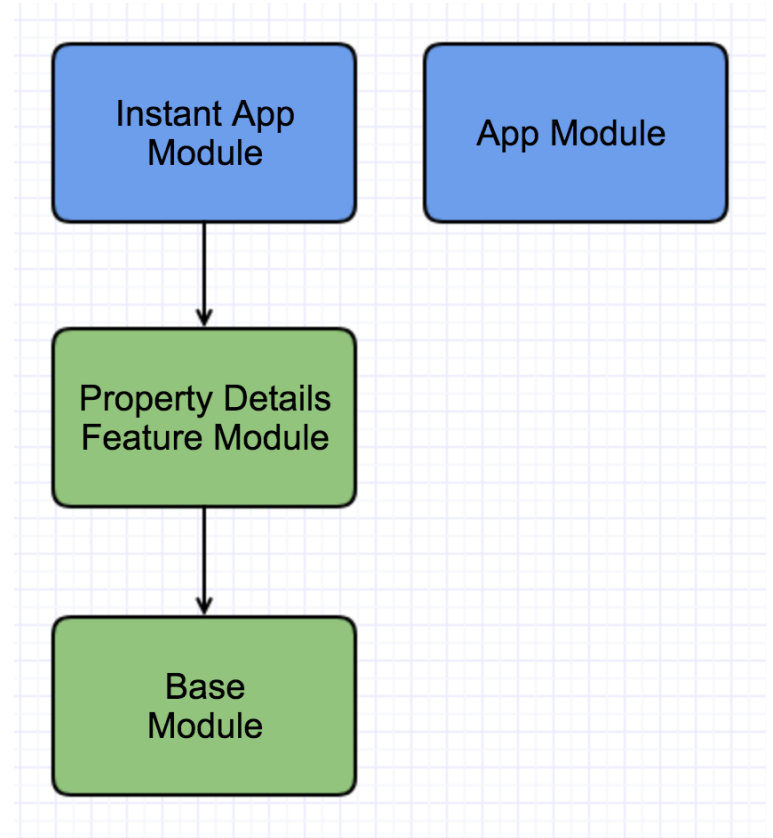


- Single Activity
- About 12MB
- Deeplink Router

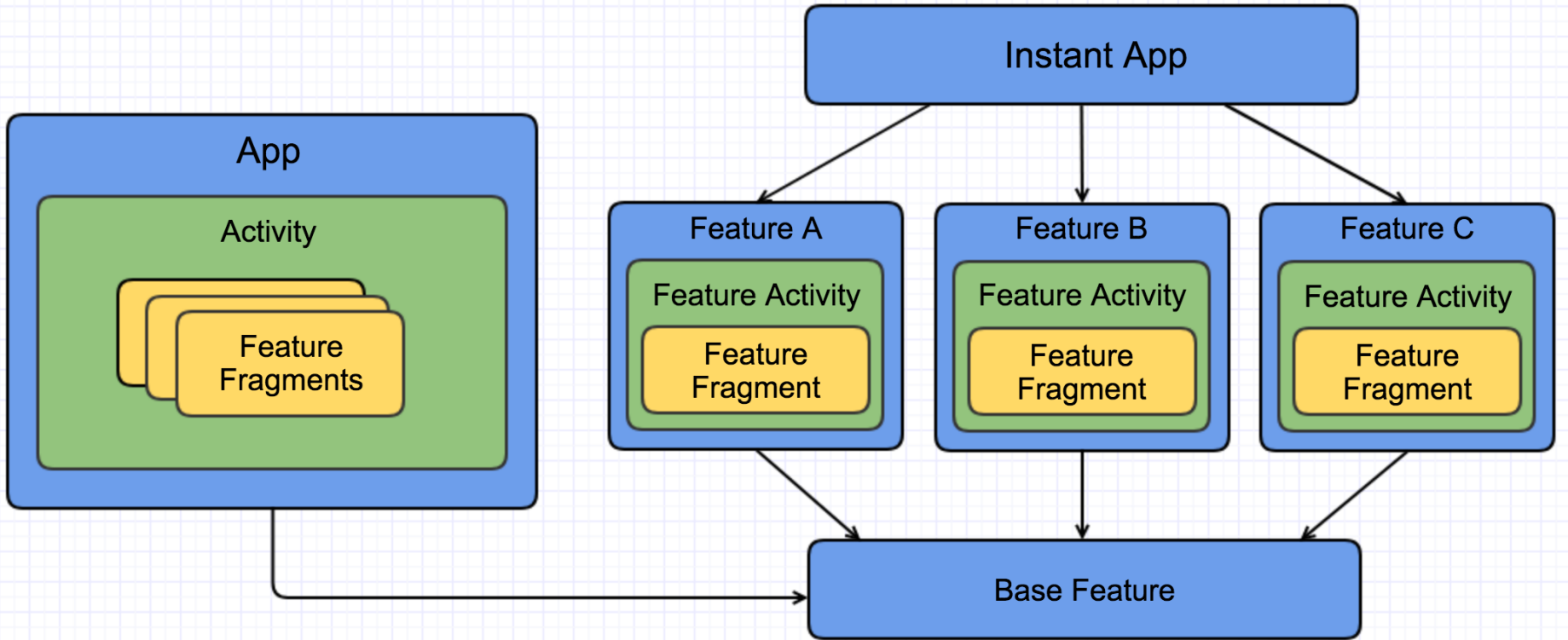


Our solution

- Property Details Module
- Package size
- Tech debt



The future



- Our IA provides the best possible experience to Android users
- It drives more engagement than its mobile web counterpart
- It is a channel for significant app installs

- The constraints around IAs will be relaxed
- The differences between IAs and installed apps will erode
- An on-demand “native web” may be available to mobile users

Thanks! Questions?

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