



KEYNOTE HELPS GOOGLE ANALYZE THE MOBILE WEB EXPERIENCE

Impact Highlights:

- Google wanted to evangelize the advantages of the mobile Web for businesses
- On behalf of Google, Mullen Advertising created an educational site www.howtogomo.com that includes an online tool that evaluates a website's mobile readiness
- Keynote Mobile Internet Testing Environment (MITE) provides the key functionality for the mobile readiness evaluation tool, called the GoMoMeter
- Google selected Keynote for the adaptability, scalability, and cost-effectiveness of the MITE solution
- With MITE, the GoMoMeter delivers its mobile site assessments in near real time on a consistent basis

COMPANY

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in Web search and advertising have made its website a top Internet destination and its brand one of the most recognized in the world.

Mullen Advertising is a full service advertising agency that integrates disciplines from creative to direct response, public relations, full-service media, social influence, digital production, and analytics.

CHALLENGE: EDUCATING BUSINESSES ABOUT MOBILE WEB EXPERIENCE

As part of an ongoing effort to enhance the mobile Web experience for every user, Google sought to help businesses improve their mobile efforts. Google engaged Mullen Advertising to develop an educational campaign promoting

mobility to these businesses and helping them to evaluate how well their sites currently serve mobile users.

Mullen worked with Google to develop www.howtogomo.com. The site provides a wealth of data and insights explaining how mobility can help a business improve its bottom line. The site also includes a tool called the GoMoMeter that allows businesspeople to evaluate the mobile user friendliness of their site. The tool is a key feature of the site as it allows users to type in their site's URL and see what the site actually looks like on a customer's mobile device.

The tool delivers information from the mobile device emulation (e.g. whether the text and images are visible without pinching or zooming) along with statistics (file loading time), and the answers to questions (e.g. whether buttons and links can

About Keynote

Keynote (NASDAQ: KEYN) is the global leader in Internet and mobile cloud monitoring. We provide companies with solutions for continuously improving the online experience.

As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

Keynote Systems, Inc.
777 Mariners Island Blvd.
San Mateo, CA 94404
www.keynote.com

be used with a thumb) to create an overall mobile usability score.

Google is promoting the howtogom.com site with an email campaign to hundreds of thousands of existing Google customers. Each of the emails includes an actual screen emulation of the business' individual site, showing the user how it looks on a mobile device. Said Ryan Harms, senior producer at Mullen Advertising, "This provides the campaign with a unique angle that businesses haven't seen before and is sure to catch their attention."

THE CENTRAL ROLE OF KEYNOTE MITE

Keynote MITE is the behind-the-scenes engine of the GoMoMeter tool. Keynote MITE provides mobile emulation to allow end users to see how their website appears on a mobile device as well as the statistics on the site loading time.

KEYNOTE DELIVERS A CUSTOMIZED, COST-EFFECTIVE, HIGHLY SCALABLE SOLUTION

As Mullen looked for tools that could provide these all-important emulation and performance measurement capabilities, it discovered that none of the available solutions was capable of meeting its requirements out-of-the-box. It needed a custom solution.

The team selected Keynote, explained Harms, "Because of the support of the Keynote team and their core software's unique ability to address our business case in a cost-effective manner."

In addition, Keynote's emulation capabilities made the service

scalable enough to meet the heavy-duty demands on the application.

Said Harms, "We were expecting traffic in the thousands of users every day. Because a solution relying on real mobile phones would require us to physically add more phones to grow, we didn't think that a hardware-based solution could scale quickly and easily enough to meet our needs. The MITE software emulation approach is infinitely scalable; it's very easy to spin up more software profiles. Also, because Keynote is an enterprise solution, it's been tested at an enterprise level and meets our quality standards."

BENEFITS: CONSISTENT HIGH PERFORMANCE

As a result of using MITE to provide critical capabilities within the GoMoMeter tool, the howtogomo.com site is able to provide real mobile screen views of users' sites and site mobile readiness scores in near real time on a consistent basis.

Keynote Understands Your Online Business



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