

# Press Release



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transcosmos inc.

## transcosmos supports Sunstar to create fast-loading mobile web pages by implementing AMP to its mobile contents

### Drastically improves page loading time, abandonment rate and time on site

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) helped Sunstar Inc. (hereafter; Sunstar) create fast-loading mobile web pages by implementing “Accelerated Mobile Pages (hereafter, AMP)” to its column posted on Sunstar online shopping page. With AMP pages, Sunstar now delivers improved customer experiences.

AMP is an opensource project with a vision to create mobile optimized contents and have it load instantly. Millions of domains and various technology companies and ad technology companies participate in this project from all over the world, and they are already working on improving mobile internet experience. On average, AMP web pages load the contents 4 times faster than the conventional web pages as well as reduce the data size to one tenth, enabling the contents load to instantly.

Sunstar delivers health and beauty related contents on its online shop. AMP pages made significant improvements in Sunstar’s website. Its page loading time reduced by approximately 98%, abandonment rate went down by around 36% compared to the regular contents, while visitors’ time on site improved by about 245% and page views per visit went up by around 81%.

#### ■Sunstar Case Study: Impact from implementing AMP



Different from creating regular web pages, creating AMP pages requires experts who are well-versed in AMP regulations. transcosmos’s dedicated AMP specialist team delivered end-to-end service for Sunstar, ranging from designing and developing templates, creating AMP pages on a massive scale to verifying operations.

To meet the expected growth in mobile penetration, transcosmos continues to support its clients in increasing traffic to their websites and improving user experience through applying AMP and other cutting-edge technologies to their contents.

#### ■About transcosmos AMP support structure

According to a blog posted by Kissmetrics, San Francisco, 47% of consumers expect a web page to load in 2 seconds or less and 40% of people abandon a website that takes more than 3 seconds to load (\*). As users demand faster load time on Smartphone, it has become more crucial for businesses to create AMP pages than ever before. Since creating AMP pages requires sources based on AMP specifications, transcosmos has built a dedicated AMP specialist team in Japan as well as in the Philippines in order to fully support businesses to boost mobile user experience.

\*Source: "How loading time affects your bottom line" (URL : <https://blog.kissmetrics.com/loading-time/?wide=1>)

\* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

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**About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior "people" with up-to-date "technology" to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients' business processes focusing on both sales expansion and cost reduction through our 171 locations across 31 countries with a focus in Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the "Global Digital Transformation Partner" of our clients, supporting the clients' transformation by leveraging digital technology, responding to the ever changing business environment.

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