Instapage launches first landing page platform with AMP

Instapage is announcing this week that it is the first landing page platform to offer Accelerated Mobile Pages (AMP) as an option.

The San Francisco-based company said it has worked with Google to offer this format for mobile landing pages. Backed by Google, AMP is an open-source project to create faster loading speeds for webpages and ads on mobile devices by providing a restricted version of HTML, an AMP-specific JavaScript library for faster rendering and the use of the Google AMP Cache.

VP of Product Oliver Armstrong told me that, although Instapage is currently offering AMP only for mobile pages, it is prepping for the use of the format at some point on desktops.

[Read the full article on MarTech Today.]

About The Author

Barry Levine covers marketing technology for Third Door Media. Previously, he covered this space as a Senior Writer for VentureBeat, and he has written about these and other tech subjects for such publications as CMSWire and NewsFactor. He founded and led the web site/unit at PBS station Thirteen/WNET; worked as an online Senior Producer/writer for Viacom; created a successful interactive game, PLAY IT BY EAR:

The First CD Game; founded and led an independent film showcase, CENTER SCREEN, based at Harvard and M.I.T.; and served over five years as a consultant to the M.I.T. Media Lab. You can find him at LinkedIn, and on Twitter at xBarryLevine.

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