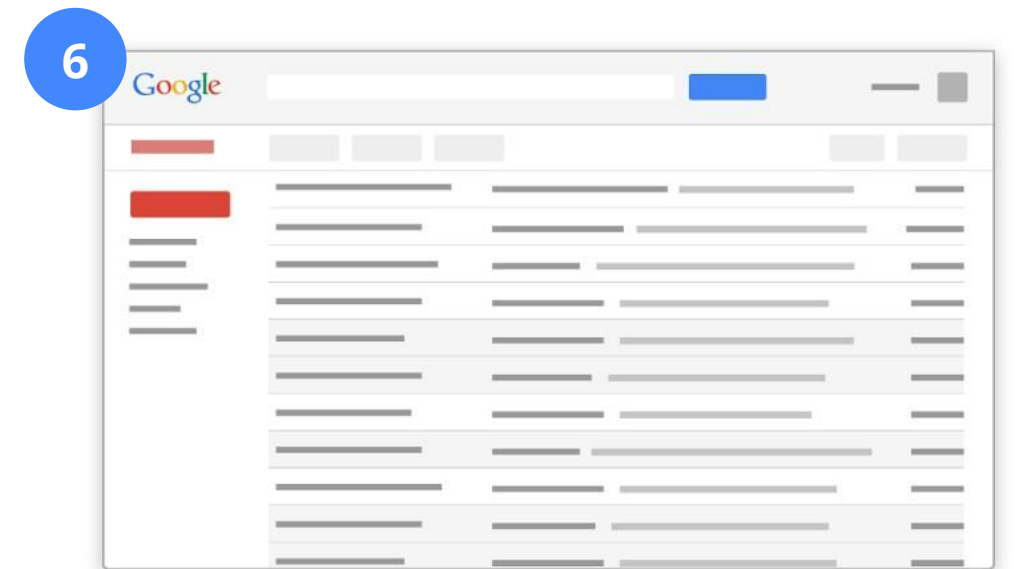
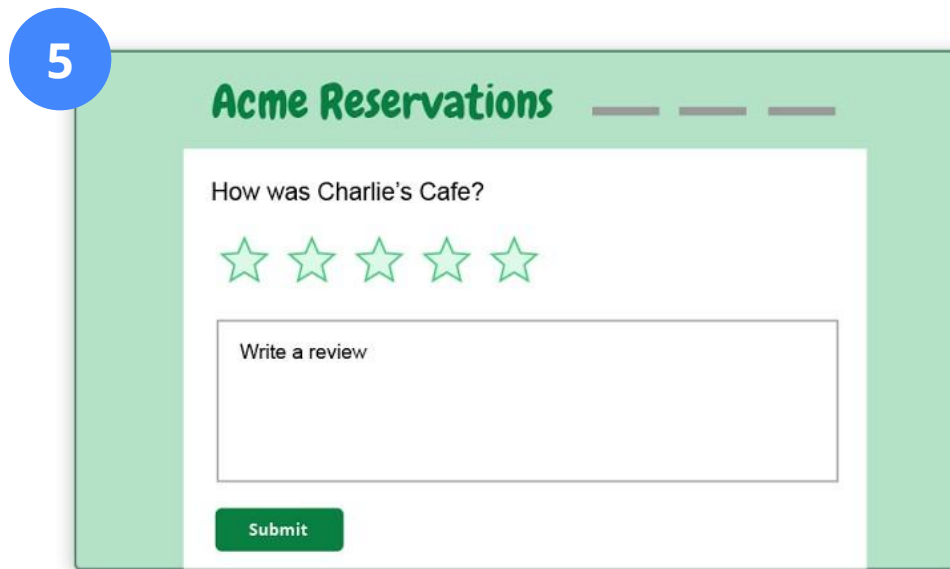
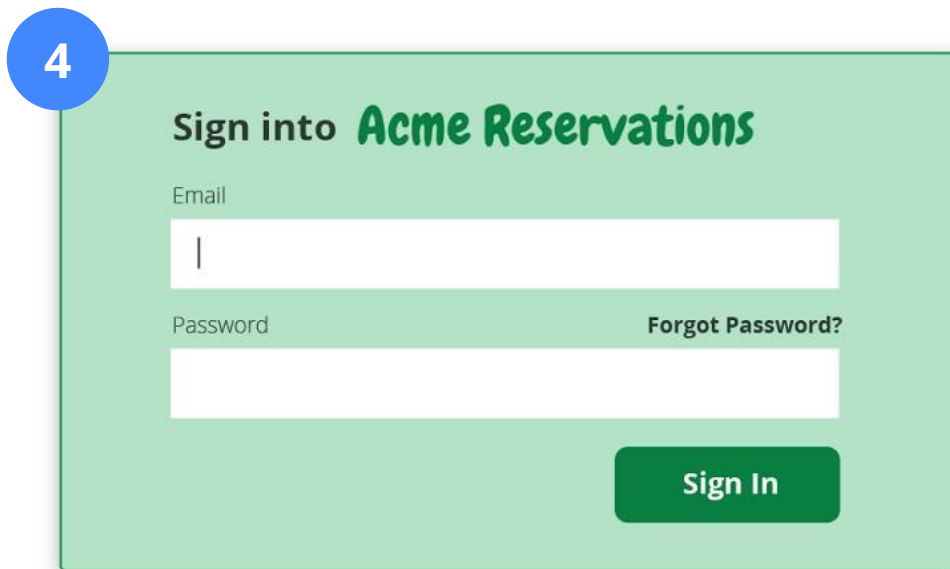
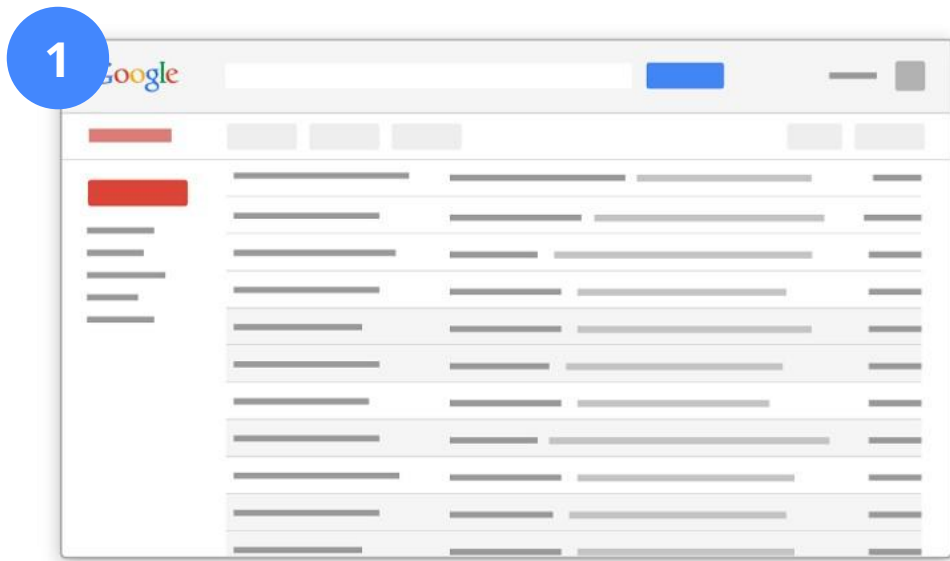




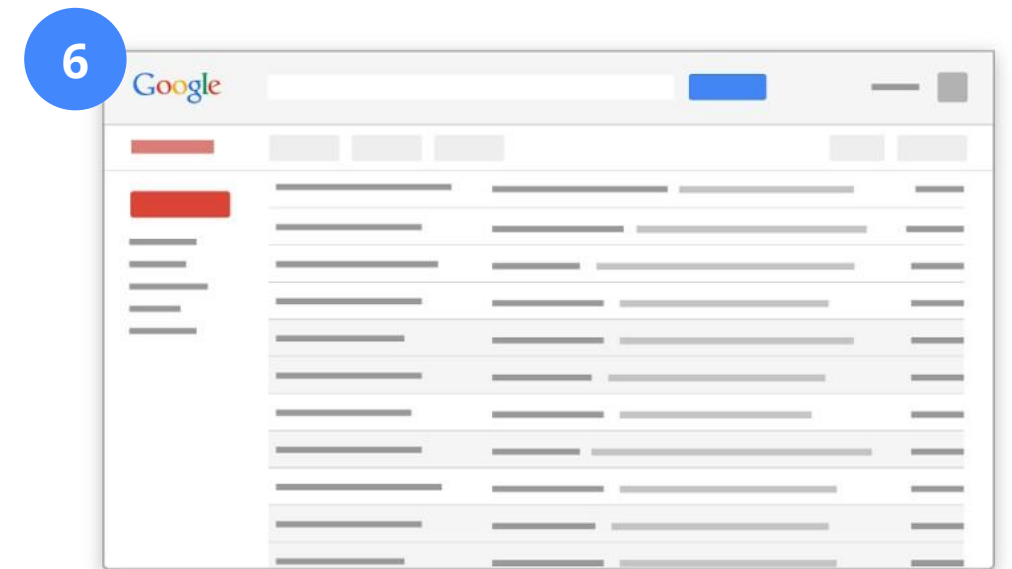
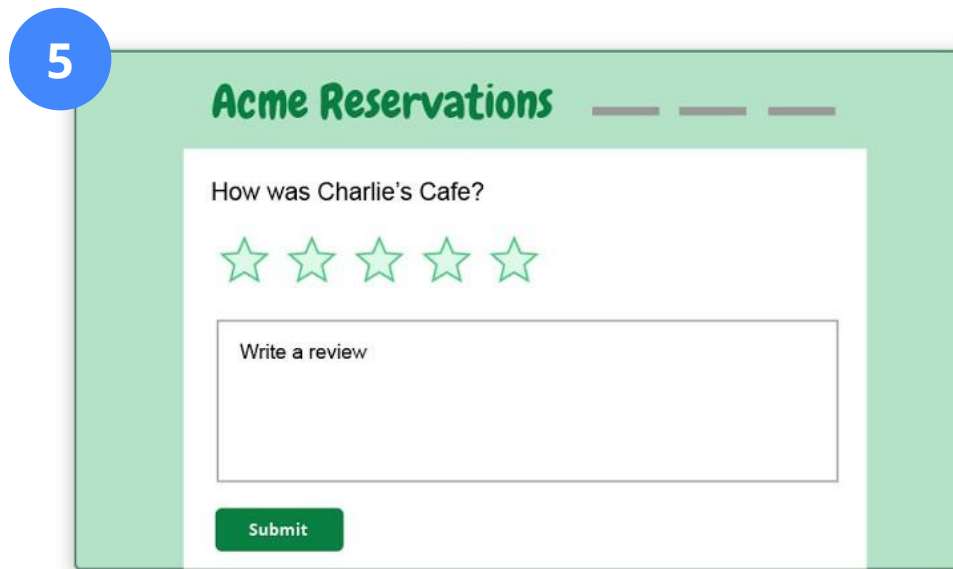
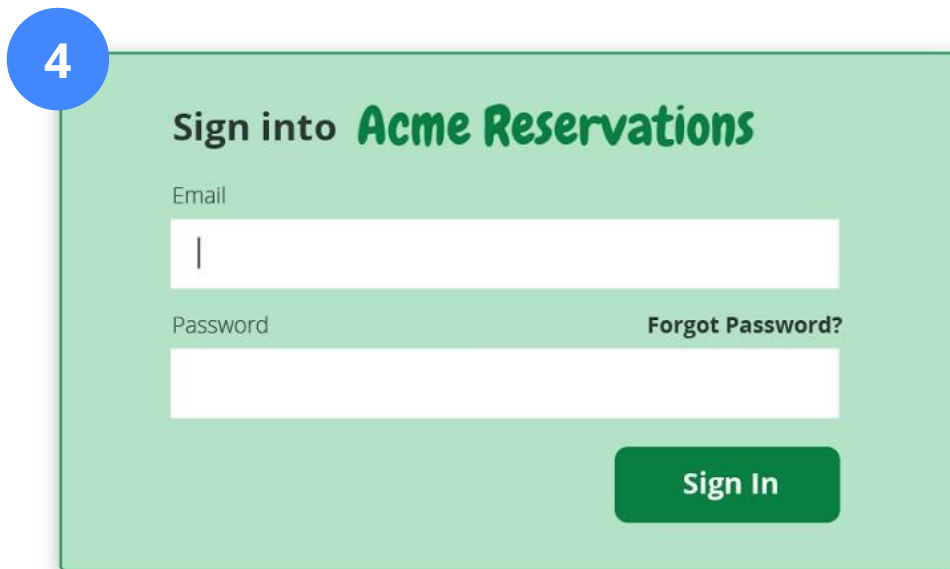
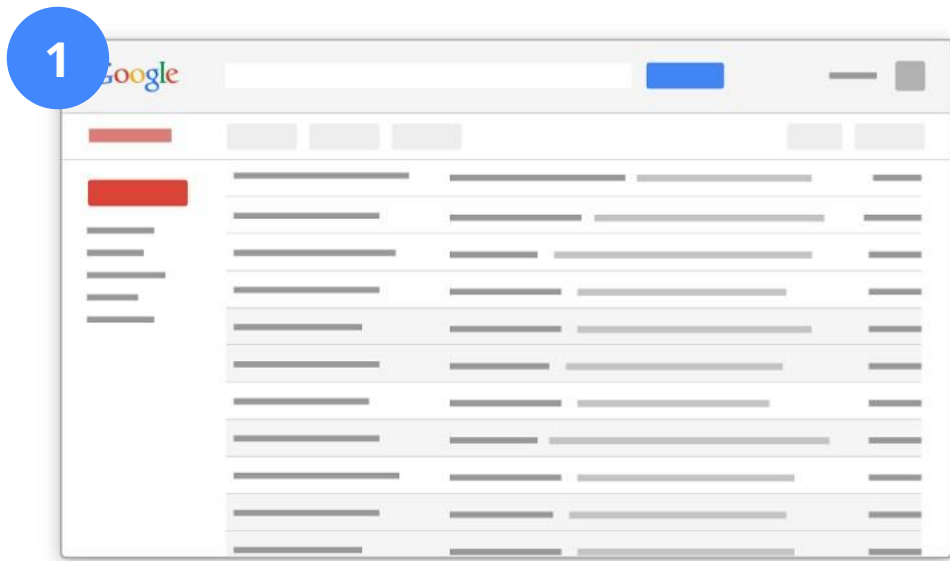
Actions in the inbox powered by schemas

Claudio Cherubino, Developer Programs Engineer
Shalini Agarwal, Product Manager

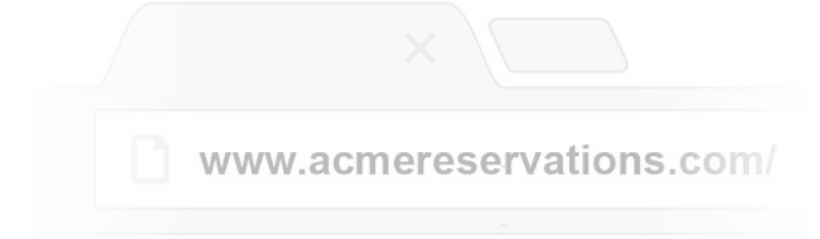
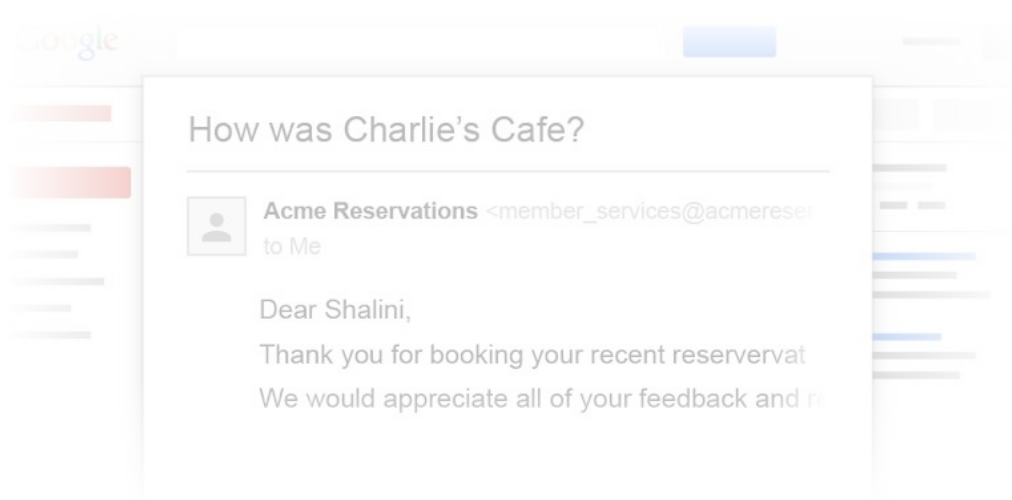
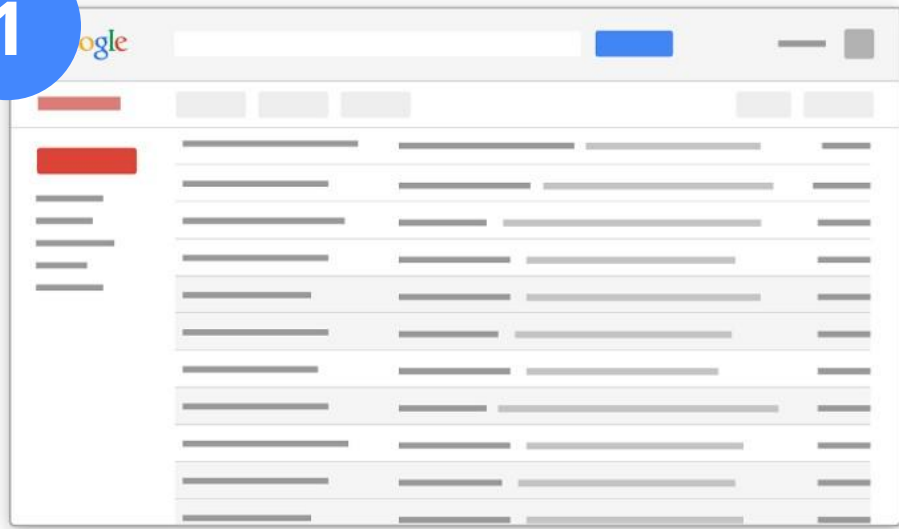


Over **100 million emails**
will be sent during this
presentation



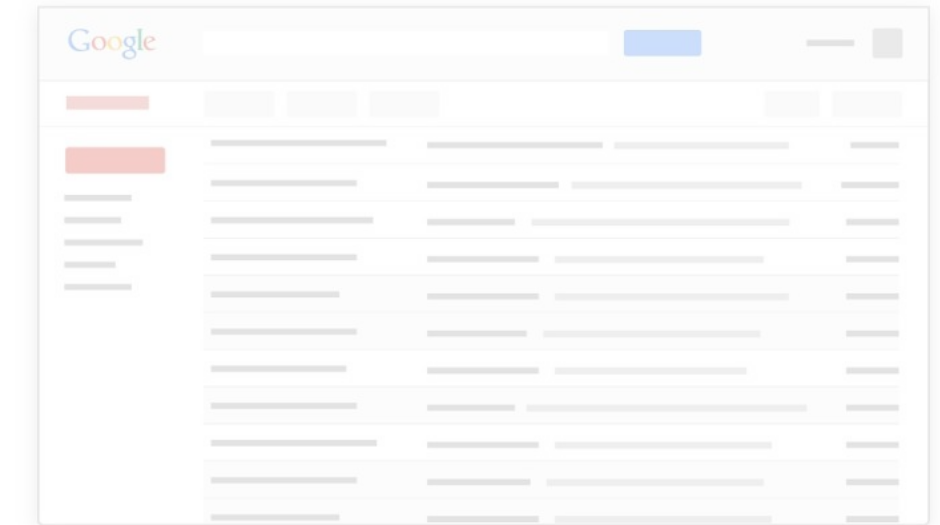
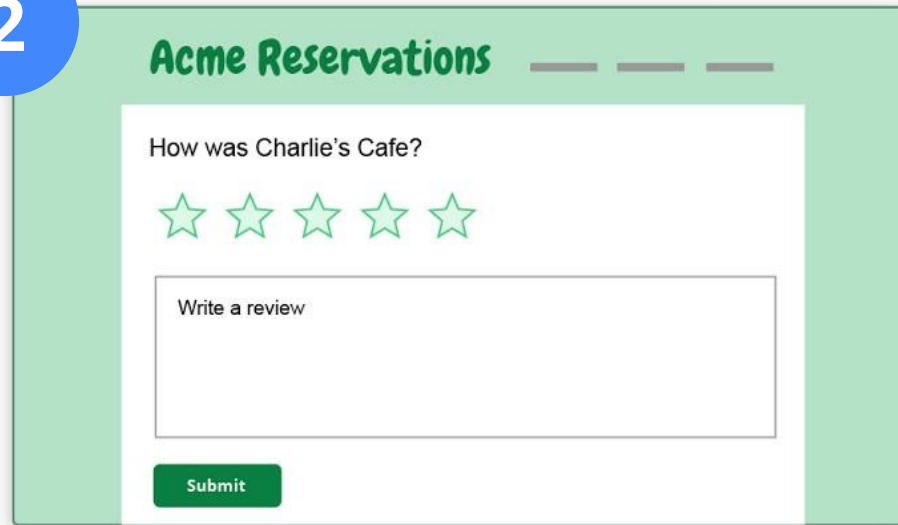
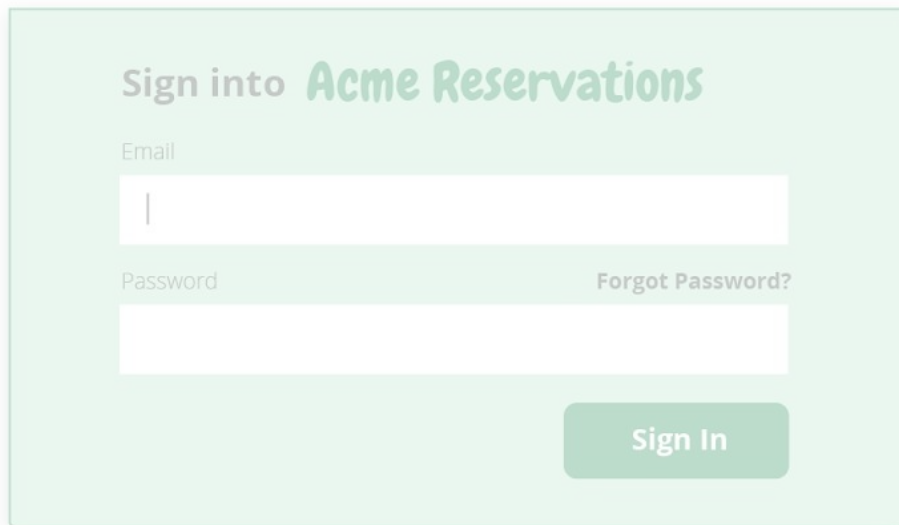


1



powered by schemas

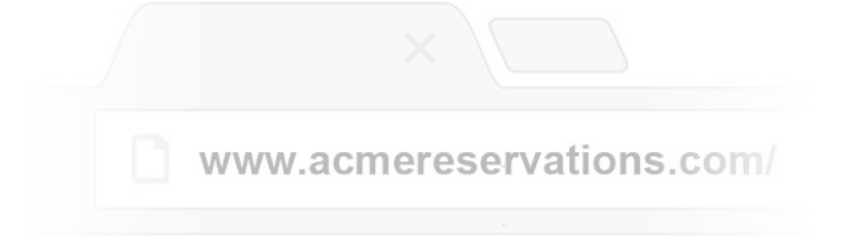
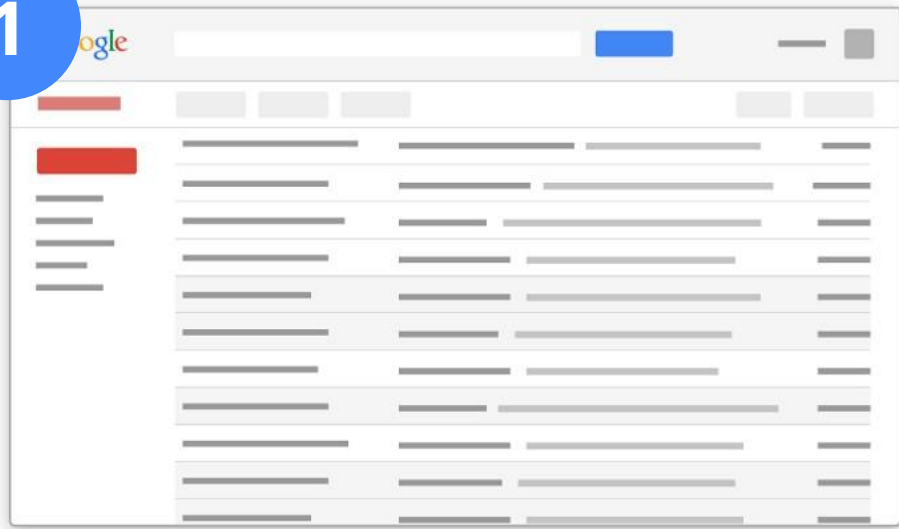
2





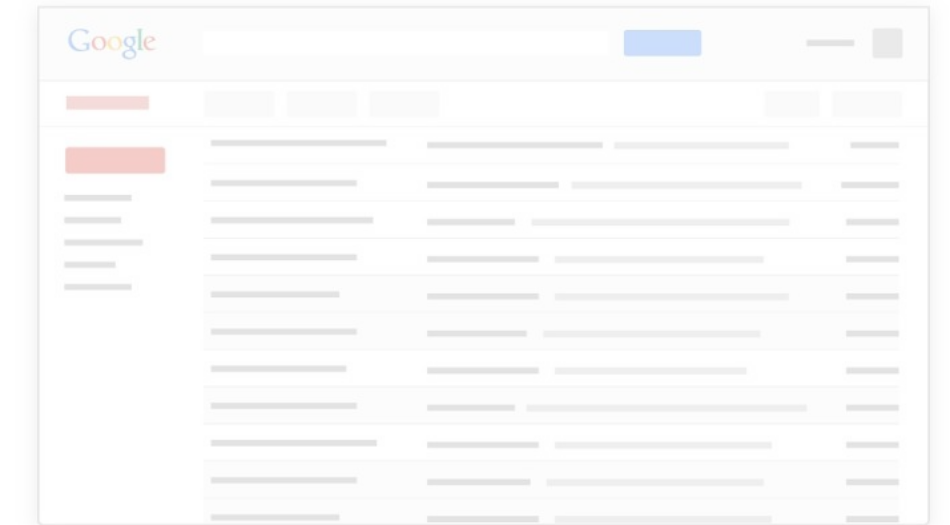
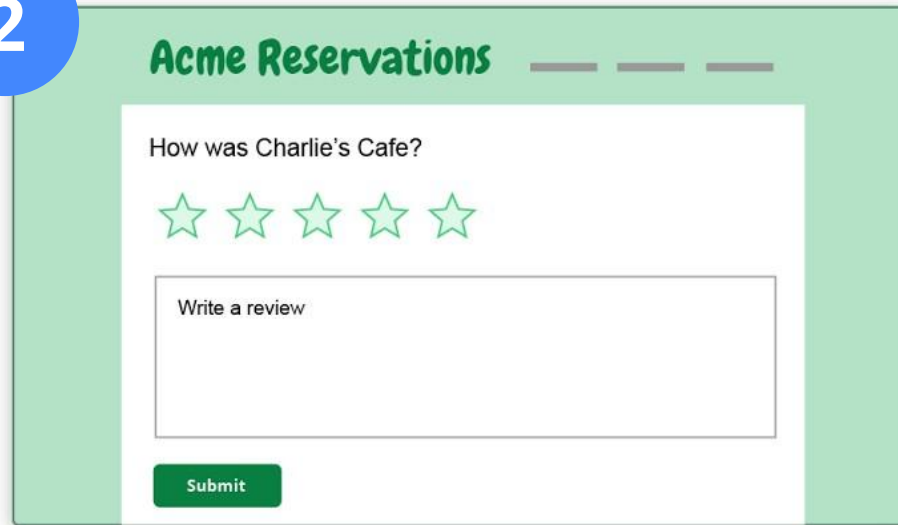
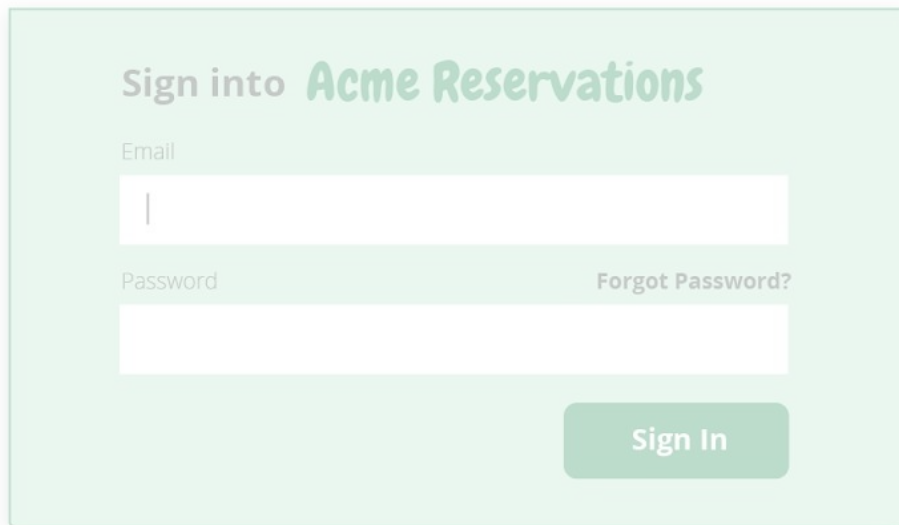
Demo - Rate & Review

1



powered by schemas

2



Schemas have changed the web

[Flour + Water Restaurant - San Francisco, CA | OpenTable](#)

[www.opentable.com](#) > ... > [Mission restaurants](#) ▾

★★★★★ Rating: 4.4 - 156 reviews - Price range: \$30 and under

156 Reviews for **Flour + Water** in San Francisco "We did the tasting menu and everything was amazing. The portion size for two people was very reasonable and ...

[Whole Wheat Vegan Pizza Recipe - Dairy-Free Cooking - About.com](#)



[dairyfreecooking.about.com](#) > ... > [Pasta, Grains & Pizza](#) ▾

★★★★★ Rating: 5 - 1 review - 2 hrs 20 mins

Whole Wheat **Vegan Pizza**. This wheat **vegan** veggie **pizza recipe** makes a delicious dairy-free **vegan pizza** with a **vegan** whole wheat crust,

[Leonard Cohen – Free listening, concerts, stats, & pictures at Last.fm](#)

[www.last.fm/music/Leonard+Cohen](#) ▾

Top tracks from **Leonard Cohen**: Suzanne, Hallelujah & more. **Leonard Cohen** (b. 21st September 1934 in Montréal, Quebec, Canada) is a poet, novelist and ...

- ▶ 0:30 [Suzanne](#) Songs of Leonard Cohen
- ▶ 0:30 [So Long, Marianne](#) Songs of Leonard Cohen
- ▶ 0:30 [Hallelujah](#) The Essential Leonard Cohen
- ▶ 0:30 [Famous Blue Raincoat](#) Songs of Love and Hate





- 1 Rate and review actions
- 2 One-click actions
- 3 RSVP actions
- 4 Goto actions, shortcut links






Demo - Other actions

- COMPOSE
- Inbox (5)
- Important
- Sent Mail
- Drafts (28)
- Circles
- Notes
- More

It's time to check in!



Oceanic Airlines Flight 22
 On Time SFO to ZRH · Departs tomorrow · Flight info updated now

Departs San Francisco	Terminal	Gate	Arrives Zurich
1:40pm	I	12	10:40pm

[Check-In](#)

Oceanic Air Lines OceanicAirLines@e.oceanic.com 2:15pm

to me

Your flight #22 is available for check-in.

[Oceanic.com](#) | [My Itinerary](#) | [Add to Address Book](#)



Shalini A. OceanMiles #5555545555

Your flight on Thursday, May 16 is available for check-in.

Oceanic Air Lines


[Add to circles](#)

[Show details](#)

- Ads - Why these ads?
- Z&Y Restaurant SF**
 Executive chef from China Consulte SF, Beijing International Hotel
[www.zandyrestaurant.com](#)
- Porcelanosa Tile**
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[www.ArtisticKitchen.com](#)




Some schema will also power Search and Now

Google 


[Web](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Search tools](#)

100 personal results. 452,000,000 other results.

 **Flights**
Only you can see this result

From Delta Air Lines


Delta Air Lines Flight 3521


JFK  **ORD**

Departs New York, 7/17/13			Arrives Chicago, 7/17/13		
Time	Terminal	Gate	Time	Terminal	Gate
8:30 AM	-	-	10:10 AM	-	-



Passenger Information

Name	Confirmation #	Seat
Roy Livne	HJKI6K	09B

 [View email for this flight](#)

 [Hide this flight](#)

[Give feedback](#)

Virgin America  


Status: Delayed / Mon, 29 Oct 2012


Depart New York

JFK 12:30 PM (12:00PM)
Terminal 2, Gate 54B

Arrive San Francisco

SFO 1:56pm (1:31 PM)
Terminal 4

 [Navigate to SFO / 32 min](#)

 [View email](#)



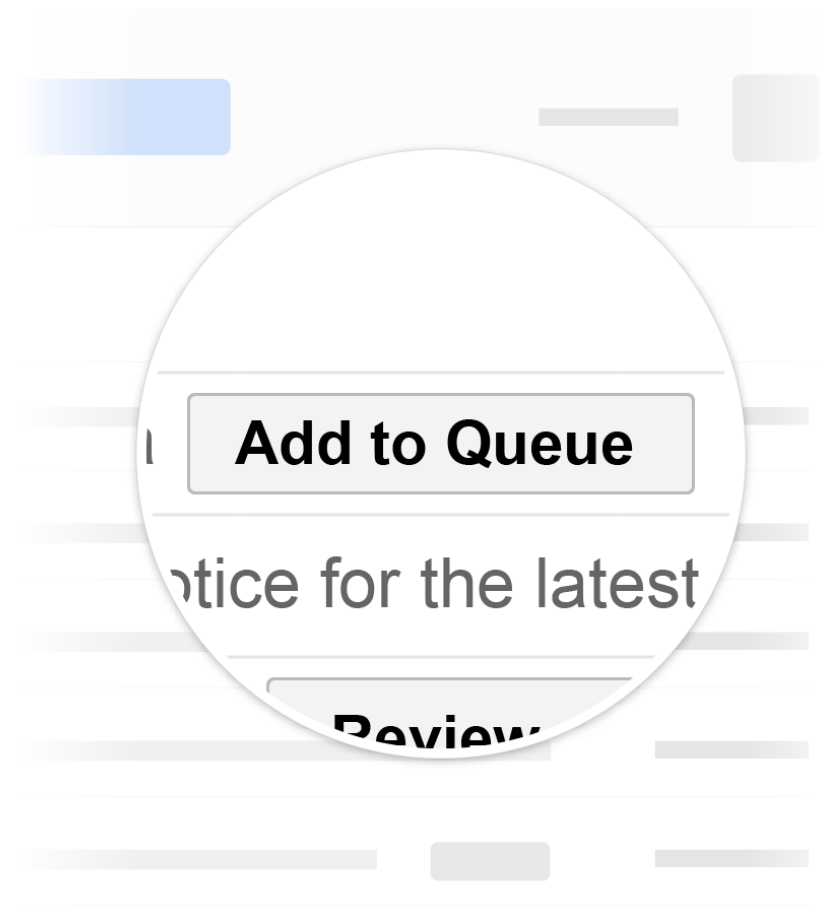


How does this all work?

Introducing Schemas for mail

```
<html>  
  
// Schema defining the action  
  
// Your regular content  
  
</html>
```

Simple markup in your emails



 Powers Gmail experience



Open ecosystem
with **Schema.org**



2 supported markup formats

Microdata

```
<div itemscope itemtype="http://schema.org/Event">
  <span itemprop="name">Taco Night</span>
  <time itemprop="startDate"
    datetime="20130411T160000-0800" />
  <time itemprop="endDate"
    datetime="20130411T200000-0800" />
  <div itemprop="location" itemscope
    itemtype="http://schema.org/Place">
    <span itemprop="name">Google</span>
  </div>
</div>
```

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "schema.org",
  "@type": "Event",
  "name": "Taco Night",
  "startDate": "2013-4-11 16:00-08:00",
  "endDate": "2013-4-11 20:00-08:00",
  "location": {
    "@type": "Place",
    "name": "Google"
  },
}
</script>
```



Review and Rate

...ved: Nashville - You W

Nashville – You Win Again
via Acme Video Company

Write a quick review

☆☆☆☆☆ **Post Review**

... been accepted to your ever

Add to Queue

Notice for the latest

Review

One-click Action

RSVP for event

... us for another event at the

...ns - Visit the Carnegie Mellon University h

...en invited to the following event. Title **RSVP**

Drinks with Catelyn
via Google Calendar

🕒 May 2 6:30pm – 7:30pm

📍 Local Edition, 2370 S. Market St, San Francisco, CA

👤 3 people going

Yes **Maybe** **No**

... about the delay on this. I was fr

Review and Sign ↗

Goto Action



Overall schema framework

```
<script type="application/ld+json">
{
  "@context": "schema.org",
  "@type": "",
  "name": "",
  ... information about the entity ...
  "action": {
    "@type": "",
    "name": "",
    "actionHandler": {
      "@type": "",
      "url": "",
      "method": "",
    }
  }
}
</script>
```



One-click Action

Perform a pre-defined request (renew subscription, add to queue, approve, ...)

```
<script type="application/ld+json">
{
  "@context": "schema.org",
  "@type": "Movie",
  "name": "The Internship",
  ... information about the movie ...
  "action": {
    "@type": "SaveAction",
    "name": "Add to Queue",
    "actionHandler": {
      "@type": "HttpActionHandler",
      "url": "https://my-movies.com/add?movieId=123",
      "method": "POST",
    }
  }
}
</script>
```



RSVP Action

Responding to an event invitation from inside the inbox

```
<script type="application/ld+json">
{
  "@context": "schema.org",
  "@type": "Event",
  "name": "Drinks with Catelyn",
  ... information about the event ...
  "action": {
    "@type": "RsvpAction",
    "actionHandler": {
      "@type": "HttpActionHandler",
      "url": "https://events-organizer.com/rsvp?eventId=123",
      "method": "POST",
      "requiredProperty": "rsvpStatus",
    }
  }
}
</script>
```



Rate & Review Action

Reviewing goods, movies, restaurants and any other kind of product or service

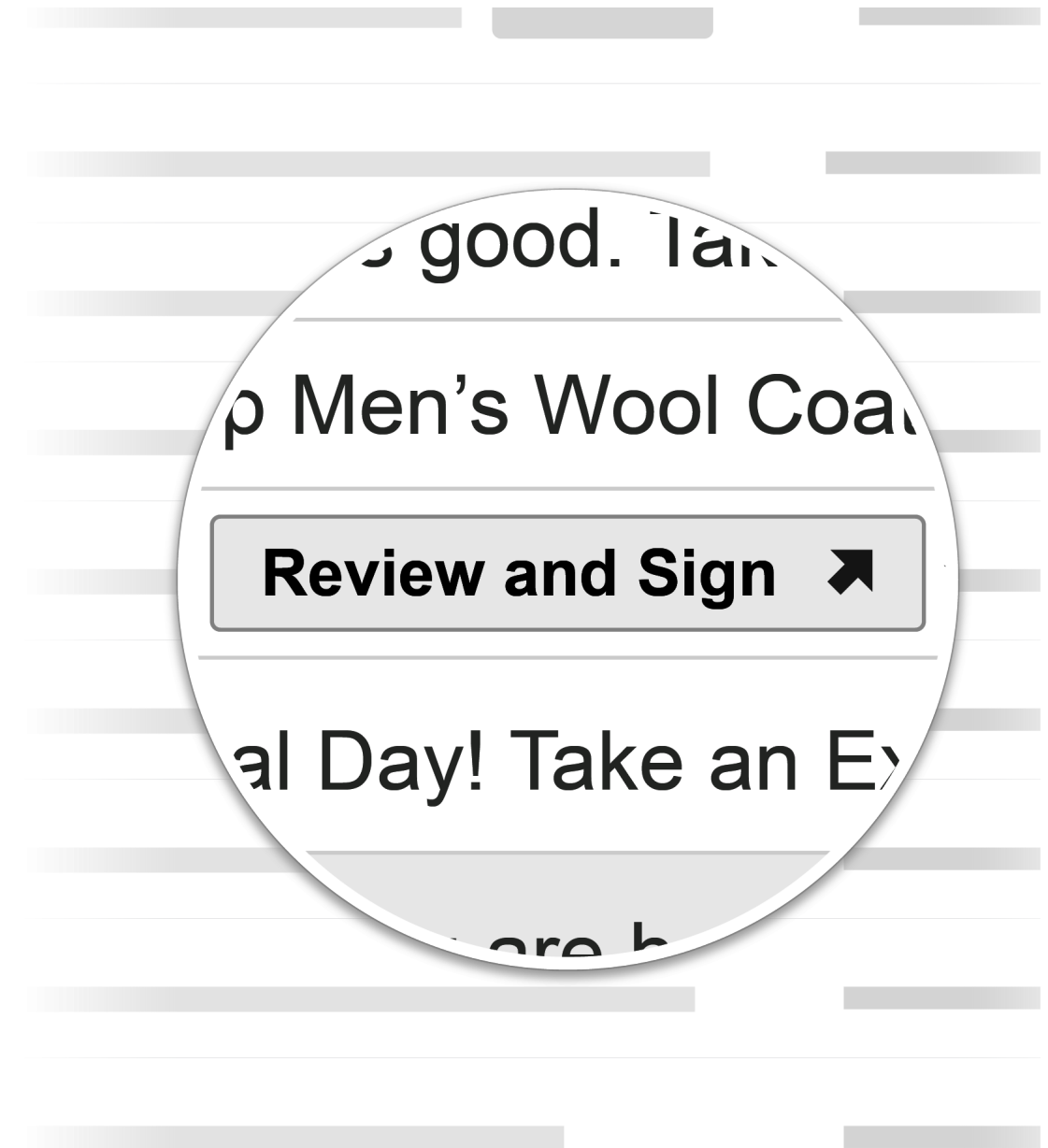
```
<script type="application/ld+json">
{
  "@context": "schema.org",
  "@type": "Movie",
  "name": "Nashville - You Win Again",
  ... information about the movie ...
  "action": {
    "@type": "ReviewAction",
    "review": {
      "reviewRating": {
        "bestRating": "5",
        "worstRating": "1",
      }
    }
  }
  "actionHandler": {
    "@type": "HttpActionHandler",
    "url": "https://my-movies.com/review?id=123",
    "method": "POST",
  }
}
</script>
```



Goto Action

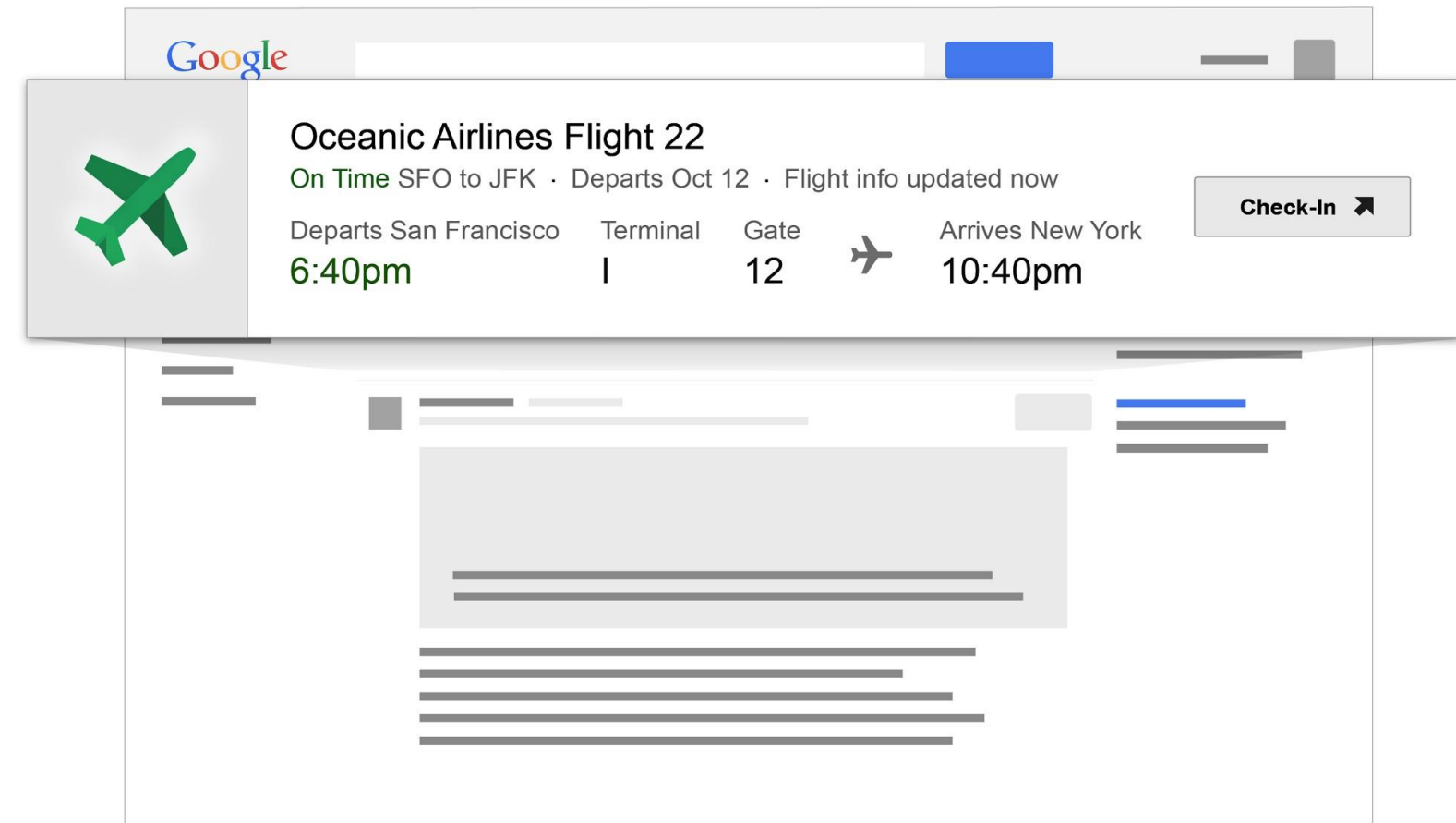
Simplest action, used to redirect the user to the page where the action can be completed

```
<script type="application/ld+json">
{
  "@context": "schema.org",
  "@type": "EmailMessage",
  "description": "3 transactions require your attention",
  "about": {
    "action": {
      "@type": "ViewAction",
      "name": "Review and Sign",
      "url": "https://my-bank.com/review?id=123",
    }
  }
}
</script>
```



Flights

```
<script type="application/ld+json">
{
  "@context": "schema.org",
  "@type": "FlightReservation",
  "reservationNumber": "RXJ34P",
  "underName": "Eva Green",
  "reservationFor": {
    "flightNumber": "22",
    "airline": {
      "name": "Oceanic Airlines",
      "iataCode": "OA"
    },
    "departureAirport": "San Francisco Airport SFO",
    "departureTime": "2013-10-12T18:40:00-08:00",
    "arrivalAirport": "John F. Kennedy International Airport JFK",
    "arrivalTime": "2013-10-12T10:40:00-05:00"
  }
}
</script>
```



The image shows a flight information card for Oceanic Airlines Flight 22. The card is displayed over a blurred background of a Google search results page. The card features a green airplane icon on the left. The main text reads "Oceanic Airlines Flight 22" followed by "On Time SFO to JFK · Departs Oct 12 · Flight info updated now". Below this, there is a "Check-In" button with an upward arrow. The flight details are presented in a table-like format: "Departs San Francisco" at "6:40pm", "Terminal 1", "Gate 12", and "Arrives New York" at "10:40pm". The background shows a Google search bar and several search results, which are mostly obscured by the flight card.



Launch partners

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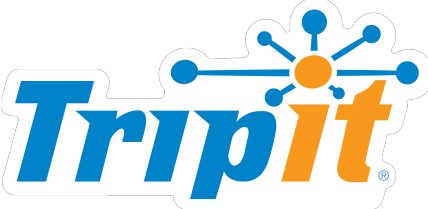


MailChimp



insightly

esna

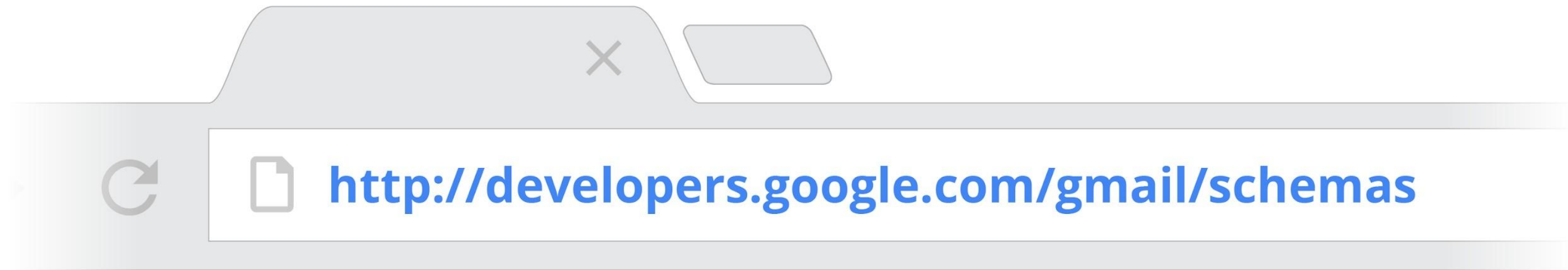


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Decrease friction. Increase conversion.



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<Thank You!>

Don't forget to join us at the extended QA session in the Apps Sandbox Area

plus.google.com/+ClaudioCherubino

