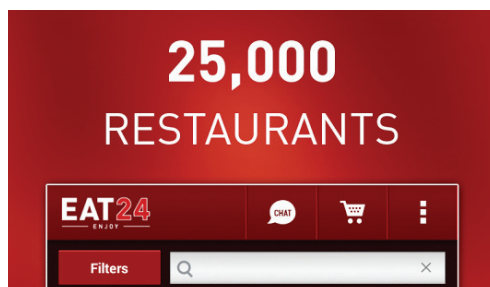


# EAT24



EAT24 is an innovative food ordering and delivery service that eliminates the hassle of phone-in orders. Calling, waiting on hold, disclosing your credit card info, hoping the order was taken down correctly—it's all a thing of the past thanks to EAT24's mobile apps and desktop site. Hungry people across the country can search 25,000 restaurants by cuisine, city and proximity with user reviews and exclusive offers to guide them along the way.

## An Appetite for Innovation

Listening to and understanding the customer is the core focus at EAT24. As a business built around simplifying the ordering process, EAT24 wanted to further streamline the checkout experience, specifically for Android users who make up a significant portion of mobile customers. It was the EAT24 team's own internal use of Google Wallet that sparked the adoption of Instant Buy. Co-founder Morani Hakmon praised Google Wallet's simplicity: "Integrating Google Wallet into our Android app is huge for us because we're always looking for ways to make a faster, easier ordering experience for our customers. They can now get their meals in just a couple of clicks."

Trust factor was another important consideration. "With security features like fraud protection, Google Wallet offers our customers a safe shopping experience," asserts Morani. Google's brand reputation helps solidify the trust factor as well. "The Google brand builds confidence in our customers' eyes," he adds.

## Serving Up Quick Results

EAT24's motto is to "think fast and act fast." In true EAT24 fashion, the Google Wallet Instant Buy integration took less than two weeks to implement. Morani has zero complaints about the process,

and found the Google team to be "very responsive." Out of the gate, Google Wallet claimed a strong share of transactions, with users choosing this payment option for 33 percent of all Android app purchases.

Google Wallet also helped ease EAT24's high cart abandonment rates. Since implementation, conversion at checkout increased by more than 70 percent. Morani enthusiastically states, "We're extremely pleased with the results. Making Google Wallet the default payment option led to an increase in orders, a drastic decrease in dropout on the payment page to less than 3%, as well as customers spending an average of 11% more with Google Wallet." Also significant is the heightened frequency with which Google Wallet users place orders: they're 72% more likely to return for repeat purchases within a 30-day period than all other users. "We know the gains we're seeing are only the beginning," adds Morani.

Customers loved shaving off precious minutes in their quest for food by quickly checking out with the "Buy with Google" button. It wasn't long before customers were sharing their love of Google Wallet. Morani says, "We saw positive comments on our social channels about the Google Wallet launch, including 'Thanks Google Wallet! I'm treating myself tomorrow.'"

## Hungry For More

EAT24's vision to "make lives easier" is a success: customers can now order from thousands of restaurants without ever leaving the couch. Morani says, "Google Wallet helped us carry out our vision in ways that have improved revenue and set us on a path for continued growth."

To learn more about faster checkout on your mobile site and apps, visit [google.com/wallet/business](http://google.com/wallet/business)



"The average Google Wallet order was 11 percent higher than those made by credit card."

*Morani Hakmon*  
Co-founder, EAT24