

SEE IT. SHARE IT. BUY IT.

# Fancy



Fancy is a unique crowd-curated storefront, bursting with eye-catching wares that appeal to impulse buyers. People tag objects of their fancy from anywhere on the web, share handpicked items with friends, and purchase at leisure from customized feeds.

“Google’s integrated registration and payment tools allow users to purchase items on demand, with minimal effort,” says Andrew, and Fancy customers have noticed.

## All-in-One

Part magazine, part wishlist, and part store, Fancy is as much a social exchange as a shopping destination. A fluid experience of uninterrupted discovery and free self-expression guides a user toward purchase, leaving no room for clunky forms or cumbersome checkouts. Recognizing this, Fancy came to Google as a collaborator who could assist in creating a great checkout experience.

Seven out of 10 Android users took advantage of the Google Wallet option, as did nearly two thirds of those on desktop and mobile web. Wins were especially dramatic with Android users, who were 5x more likely to buy with Google Wallet than alternative payment methods. Results showed that users who were signed in through Google were even more likely to purchase than their counterparts, and were also more profitable for Fancy. This group’s average order value was 14% higher as compared with the average value of all orders made.



Google Wallet increased purchase conversion by a significant 20%.

## The Shopping Experience Made Simple

First time users are greeted with a welcome screen that invites them to sign up using Google, a much easier entry than typing in personal details. Users are then prompted to choose Google Wallet as their primary payment method with one click, eliminating the hassle of manually entering credentials into as many as eight separate fields. Once users sign in with Google, they are auto signed in across devices, so they can pick up where they left off.

Fancy also saw an immediate lift in both traffic and transaction volumes, a benefit that Andrew attributes to “the strength of Google Wallet and its reputation in the marketplace.” The Google enhancements further brighten Fancy’s future outlook with high long term business value attributable to mobile purchasing growth. Overall, Google Wallet provides Fancy a 20% conversion increase over standard payment options.

Together, Google Wallet and Google+ Sign-In have resulted in higher conversion and a truly seamless user experience.

Andrew Tuch, EVP of Operations at Fancy describes working with Google as an ideal fit all around: “The seamless integration, ease of use and stored payment information makes Wallet an ideal product for Fancy.”

## Expectations Exceeded

As Andrew enthusiastically announces, “working with a premier platform like Google has been pivotal—it brings convenience, commerce and community together.” 

## Winning Big With Fast Adoption and Conversion

Results backed up Andrew’s intuition for the Fancy Android app as well as desktop and mobile websites.

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