

DESIGNER STYLE. YOURS IN A CLICK.

# Rue La La



## Daily Appeal

Rue La La, named #11 on the Internet Retailer 2014 Mobile 500 (and #6 for web-only), is the destination for the most desired brands at private sale prices. Curated boutiques go live each day at 11am ET, giving members exclusive access to the best in apparel, accessories, home decor, and travel, for a limited time.

## Mobile Friendly Shopping

Recognized as the 2012 Mobile Merchandiser of the Year by Mobile Commerce Daily, Rue La La continues to remain committed to delivering an unparalleled in-app shopping experience. Because members “compete” over a limited inventory of coveted styles, they enjoy the convenience and immediacy of Rue La La’s mobile app to browse and buy without delay.

When Google Wallet Instant Buy was launched, Gabriella Buerman, Mobile Product Marketing Manager for Rue La La, immediately knew shoppers would value the feature and recalls that implementing the upgrade was a “no-brainer” given the “simplicity that Google has built into the product.”

With 40% of revenue coming from mobile, and Android users making up an increasingly significant portion of that base, the partnership was a natural strategic fit that advanced Rue La La’s mission—to enable people to shop whenever they want from wherever they are.

## Simple, Fast, Easy

Sign-up, sign-in, and checkout processes are all streamlined with Google’s solution by giving Android users the option to link Google Wallet to Rue La La with a single click, overcoming what Gabriella noted was a large hurdle associated with mobile. Members are able to start shopping instantly, and spend their time browsing boutiques rather than painstakingly punching in payment details.

The Google Wallet Instant Buy API was welcomed by Rue La La’s engineering team because minimal changes were required to back end systems, integration with existing software was seamless. Implementation was completed in less than two months, with minimal disruption to the business, and well-received by Rue La La members.

Rue La La also recognized other advantages to working with Google, such as robust anti-fraud measures, back-end payment system compatibility, and strategic fit with other Google products across mobile, such as signing in with Google.

## More Shoppers, Better Buyers

Rue La La saw Android app traffic spike nearly 50% in the weeks following launch mid-May, and thousands of new members downloaded the app from Google Play.

The portion of mobile transactions completed with Google Wallet quadrupled in the same timeframe, and Google Wallet users proved to be highly valuable as well. More than half of Google Wallet users have come back and made repeat purchases within a matter of weeks, a rate higher than historical averages for Rue La La.

From May-August, shoppers who checked out with Google Wallet on Rue La La’s Android app were of higher quality than other Android app shoppers with a 4 times higher purchase conversion rate.

Gabriella voices enthusiastic optimism and excitement: “We’re thrilled with our results, and anticipate that Google Wallet will make checking out on our Android app—for gifts and more—even easier this holiday season.” 

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



Google Wallet users were 4X more likely to convert than other Android shoppers