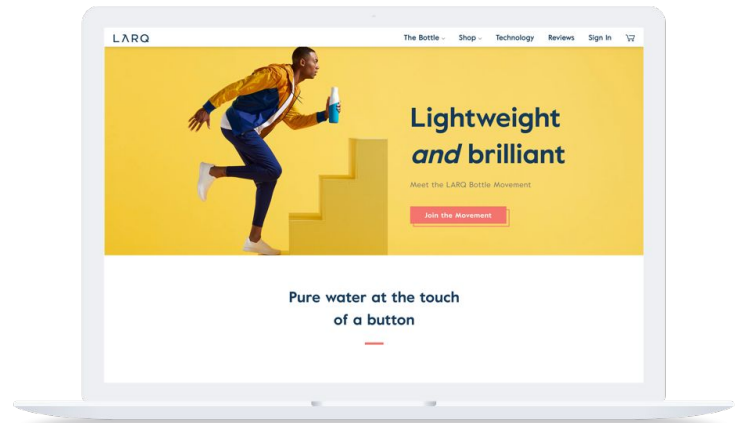


LARQ supercharges the reusable water bottle industry with Google Pay

 **20%**

Boost in conversion rate using Google Pay



A fast, seamless mobile experience

Two-thirds of LARQ's transactions come through mobile, where customers have less patience for checkout forms and are more likely to make mistakes. Google Pay reduces customer friction by enabling checkout without retyping payment or address information. This makes the checkout process quicker and more accurate, and lowers cart abandonment rates – Google Pay helped LARQ boost their conversion rate by 20% since launch.

Integration as easy as flipping a switch

As LARQ is integrated with BigCommerce, implementing Google Pay was as easy as flipping a switch. Since going live, Google Pay has processed a significant portion of LARQ's transactions and allowed LARQ to simplify checkout while offering customers multiple payment options. Learn more about BigCommerce [here](#).

Boost in international sales and conversion

After implementing Google Pay to support domestic growth, LARQ realized Google Pay was also seeing a lot of traction in the UK. Improving international conversion rates is helping LARQ accomplish its goal to expand international as quickly as possible. With Google Pay, LARQ is providing something useful to its customers across the globe.

“As soon as we turned it on, [Google Pay] became one of the major gateways for our customers...Google Pay has made transactions more seamless and cart abandonment less likely.”

Justin Wang, LARQ
Co-Founder & CEO