BOXED | G Pay

Boxed checks out a faster checkout for their customers with Google Pay
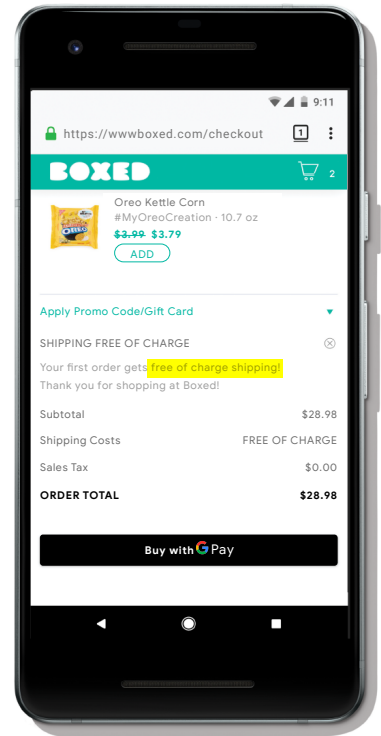

21%
of transactions on Boxed.com use a quick checkout method

20%
faster checkout time

30%
of Google Pay users who previously used a different method of payment, now prefer to use Google Pay for repeat purchases

Who is Boxed?

Boxed is an online wholesaler that helps customers 'stock up and save'. It has grown to over $100M by embracing innovation to reduce costs and bring joy to the consumer experience. Mobile retail is popular and the Pay with Google buttons helps small-screen consumers reduce typing to squeeze every last second out of checkout.

Quick implementation, speed customer checkout

"Code wise, it wasn't difficult to implement the Google Pay API. Integration took about two or three weeks, but development time was only about three days worth of work" says Will Fong, Boxed's CTO and co-founder. About a quarter of transactions on Boxed.com use a quick checkout method and is steadily growing, so Google's new payment API decreases checkout time and increases conversion, especially on smartphones.

Less friction = happier customers

There are many ways that online shopping can be improved across all access points, so a Google Pay solution that delivers multi-browser support helps make it easier for consumers to get more used to digital wallet transactions. John Kim, Boxed Technical lead, says "We are excited about the potential for mobile conversion growth and are hoping that Google Pay becomes more widely adopted by our customers."

"We Belive that digital wallet payments will be a large part of future transactional growth. We find it very beneficial that Google is trying to push this forward."

John Kim,
Technical Lead,
Boxed

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