

Thrive Market gets healthy returns with Google Pay

27%

Increase in monthly order frequency for existing members and +4% for free of charge trial members

17%

Increase in monthly spend for existing members

Who is Thrive Market?

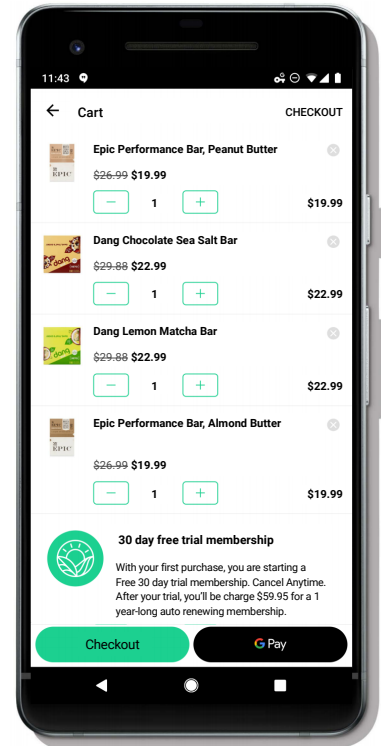
Thrive Market is a membership-based delivery service that gives people access to healthy food and natural products at wholesale prices. As part of its mission, it also sponsors free-of-charge memberships for low-income American families to combat food deserts and help ensure everyone has access to good food that's good for them.

Integration with Google Pay API

As an ecommerce company with a membership model, creating a seamless, fast, and secure order-placement process was a top priority for Thrive Market. "By offering Google Pay as a payment option to our customers, we wanted to provide them with the control and flexibility of using their preferred payment option" says Alison Hodgson, Senior Product Manager at Thrive Market. Using Braintree's SDK, integration was seamless and Thrive Market saw a 9% increase in conversions of first-time users in the four weeks after launch.

Combining values with value

Thrive Market is committed to providing value to its members, from the quality of its products to its wholesale prices. Another element of the value it provides is convenience, and that's where Google Pay comes in. Giving members the option to use their preferred payment methods is a key component of providing convenience. Perhaps that's why members using Google Pay increased their monthly order frequency by 27%, or why Thrive Market saw a transaction rate increase of 1.27x for members using Google Pay. Convenience plus value equals a healthy business.



"There was a 9% increase in first-time-user conversion within the four weeks after the integration."

Sasha Siddhartha,
Co-Founder & CTO