

**JUST EAT**

**G Pay**

# Just Eat makes ordering food faster and easier with Google Pay

**2x**

increase in share of wallet, from 7.5% to 15% for the UK Android app

**+3%**

increase in frequency of orders for Google Pay users

**+12.5%**

increase in Google Pay usage after marketing campaign launch, with steady growth ever since

## What is Just Eat?

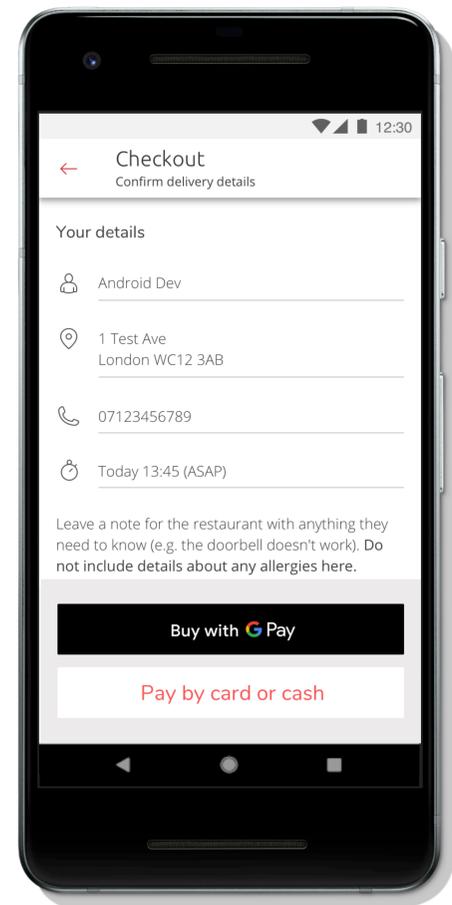
Evolving from a crew of 15 ambitious techies in Denmark in 2001, to a team made up of thousands all over the world today, Just Eat is a pioneer in the restaurant-food-delivery market and continues to lead innovation across the industry. As a leading global hybrid marketplace for online food delivery, the company provides over 27 million customers with an easy and secure way to choose, order and pay for food from 107,000+ Restaurant Partners in 12 markets around the world.

## Customers embrace an easier payment method

Implementing Google Pay, enabled Just Eat to deliver an increase in order frequency. It was clear that there was an appetite for an easier, faster way to pay, and implementing Google Pay fulfilled it. Innovations like Google Pay have allowed the company to scale rapidly while offering Google Pay customers faster order fulfilment. The steady growth in Google Pay usage on Just Eat's UK Android app demonstrates the value that it brings.

## More orders and a faster checkout

As it worked to boost Google Pay adoption, Just Eat ran an A/B test with one option utilizing a more prominent Google Pay button. The prominent button yielded 26% more transactions compared to the control group. A recent marketing campaign increased Google Pay usage by 12.5%, and usage has been steadily growing ever since.



“Just Eat has transformed the food delivery industry and Google Pay has transformed the ordering journey for our customers. Whether you're craving katsu on a Friday night or want burritos brought straight to the office, we satisfy our customers' needs with great tasting dishes – anywhere, anytime, and for every occasion.

“Google Pay gave our customers an easy and seamless way to pay for their takeaway. Since the launch on our UK Android app, Google Pay's share of wallet has continuously grown and it's fast becoming one of the most popular ways for our customers to pay. We've seen a boost in customer satisfaction scores for the payment process too. Our focus is fixed firmly on cooking up the best ways to connect our customers with the food they love. Because there's only one way to serve the world's greatest menu, and that's to do it brilliantly.”

Vicky Cottle,  
Senior Product Manager,  
FinTech