My Kyivstar takes top ups to the top with Google Pay
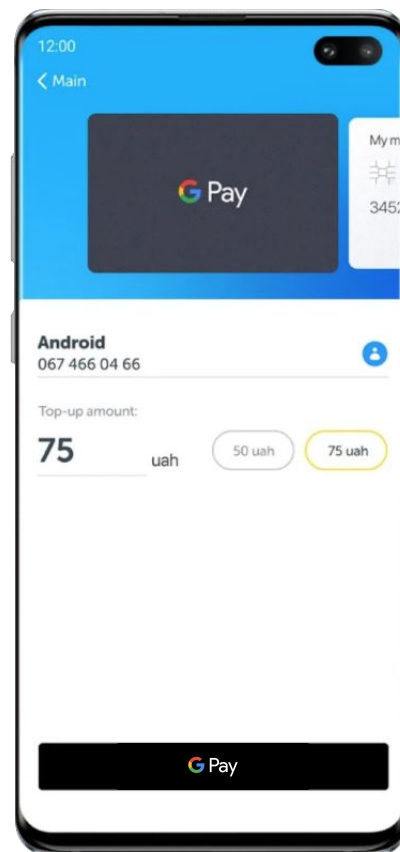
⬆30%
increase in average top up amount during launch campaign

👆60%
greater average top up amount for customers who used Google Pay compared to offline channels

🖼43%
wallet share after the campaign

What is My Kyivstar?

Kyivstar is Ukraine's biggest telecommunications operator, delivering high-quality communication and data services to 26.2 million subscribers throughout the country. Its mobile network provides the fastest data transmission in Ukraine, according to Ookla Speedtest Intelligence data from 2019 and 2020. My Kyivstar is an app that lets customers manage Kyivstar services, save credit or debit cards to pay for those services, top up their account, and get insights on their spending.

Google Pay gives customers a safe place to keep cards and an easier way to pay

Kyivstar integrated with Google Pay to offer convenience and security to their customers. Customers can easily pay for Kvivstar's services using the credit or debit cards they've saved to Google Pay. These cards are securely stored in customers' Google Accounts — an important factor for fostering trust in digital payments, according to mobile product lead Dmytro Derevianko.

Just a few taps to top up

With Google Pay, Kyivstar customers can add money to their account with just a few taps — speeding up the checkout process. During Google Pay's 2019 launch campaign, average top up amounts increased by 30%. In the month after the campaign, transactions increased 12% and continue to grow. As of January 2020, 43% of Android transactions were made with Google Pay, and the average top up amount made with Google Pay is 60% greater than offline top up.

> "Google Pay is significantly increasing conversion, as the user can top up their account with a few taps."
>
> **Dmytro Derevianko, Mobile Product Lead Kyivstar**

Learn more at **g.co/pay/business**