

SIGN IN. CHECK OUT. POWER ON.

Newegg



A home for electronics fans

The second-largest online-only U.S. retailer, California-based Newegg has been selling a sweeping range of consumer electronics to techies and non-techies alike since 2001. The company's award-winning website features 3 million products, user reviews, how-to information, and an online community where customers can connect with fellow enthusiasts. Shoppers get all the tools and resources they need to research their options, make smart decisions, and complete purchases quickly and easily.

Driving sales, mobile, and loyal customers

Newegg began offering Google Wallet as a payment option to improve customer satisfaction, drive mobile purchases, and help boost sales. Traffic to Newegg's mobile website has grown by 39% for new visitors and 35% overall since implementation. Soren Mills, Newegg's Chief Marketing Officer, notes that the Google Wallet option has increased customer loyalty. "Google Wallet is as easy as can be," he says. "It has definitely attracted repeat visitors, and we expect this trend to continue in the future."



Newegg's mobile web users convert an estimated 100% more often when using Google Wallet.

Sign in, check out in just a few clicks

"Once you know, you Newegg," reads the company's tagline. It's a nod to the primary role of awareness in driving business growth—closely followed by frictionless checkout. That's why Newegg chose to integrate Google Wallet, benefiting from Google's brand recognition while reaching a growing base of valued mobile users. The ability to sign in with Google and check out fast with Google Wallet packs a powerful one-two punch that has already yielded impressive results. Nearly one out of 10 mobile shoppers on Newegg now uses Google Wallet to check out. Of these Wallet customers, roughly 15% choose to sign in with Google. Initial results show that Newegg's mobile web users convert 100% more often when using Wallet, and conversion rates are even higher for those who also sign in with Google.

Growth on the horizon

Over the years, Newegg has enjoyed consistent growth in annual sales, and 2013 will be no exception, Soren says. "The Google enhancements are an important contributing factor in our success this year," he explains. "We stand to gain when the purchase process is effortless and instantaneous. So Google is going to be a big part of our growth looking into the holidays and the second half of our year." 🍌

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