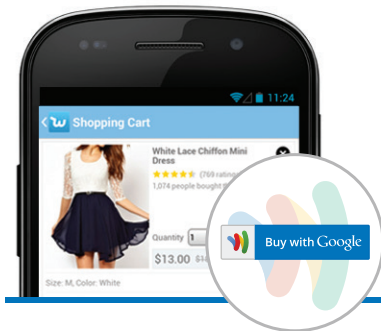


# Wish



Wish customers who select the “Buy with Google” option convert two times more than those who choose other payment methods.

Wish is a social shopping platform connecting more than 35 million customers with millions of products around the world. Wish brings the largest shopping experience to mobile devices in a way that’s highly visual and refreshingly relevant. Rather than a traditional search-based ecommerce platform, Wish mirrors the real-life shopping mall experience centered on the concept of discovery—seeking to surprise and delight customers with products they love at unbeatable prices.

As a mobile-first company, Wish strives to make the shopping experience as easy and fun as possible on every device, especially Android and iOS. “Mobile is the future of ecommerce,” says Tarek Fahmy, Head of Product at Wish. “All of our efforts are focused on mobile right now.”

## Tap Less, Shop More

Knowing that shopping on a mobile device is essentially one screen and one experience for a short period of time, Wish’s Android and iOS apps focus on relevancy and speed with easy sign-in options like the “Sign In with Google” button and minimal taps to complete an action.

Google Wallet’s “Buy with Google” button closes the loop by offering a swift checkout experience that addresses Wish’s biggest customer concerns—first is the tedious task of entering payment information, resulting in “huge drop-off” in the checkout flow. “Google Wallet Instant Buy’s two-click checkout obviously helps improve conversion,” says Tarek. The second issue is security. “Security is a big concern for Wish users,” he adds. “Google Wallet solves this by adding a layer of trust for our users. Association with the Google brand is a win as well.”

## Quick Implementation, Fast Results

As a team accustomed to moving quickly, Wish welcomed the fast pace of the Google Wallet integration. The rollout of Android took only a week, as much of Wish’s existing credit card processing systems integrated seamlessly with Google Wallet.

After seeing an immediate lift in conversion with Android users, Tarek gave the green light to move ahead with the iOS integration. Since Wish was able to reuse the minor server changes from the Android rollout, the iOS launch was even faster at just two days. “Google Wallet was very easy to integrate,” says Tarek. “Overall, we experienced quick reviews, great feedback, and the Google Wallet team was very helpful along the way.”

## Increasing Conversion—By a Factor of Two

Soon after launch, Tarek and his team were pleased with the performance of Google Wallet Instant Buy. Results continued to stay strong even months after the rollout, with conversion for Google Wallet users—on both Android and iOS devices—outpacing that of all other payment methods by a factor of two. “The conversion rate is significantly better than what we’re seeing on other payment methods,” adds Tarek.

From the “Sign In with Google” button to streamlined checkout with Instant Buy, Google supports Wish’s mission to make shopping fun and easy. “People are very comfortable using Google Wallet,” comments Tarek. “Customers talk to us through the data, and the data is speaking really positively.” 🌈

To learn more about faster checkout on your mobile site and apps, visit [google.com/wallet/business](http://google.com/wallet/business)