



Google Pay enables faster, safer checkout on desktop & mobile websites, in apps and in stores.

- with a simple integration, merchants can access hundreds of millions of customer cards saved to Google Accounts
- available on all major web browsers (including Chrome, Firefox, Safari, MS Edge) & for Android OS (in-app & web) & iOS (web)
- free for merchants and customers

Google Pay increases online conversion rate:



65% greater likelihood of completing their booking flows



20x increase in conversion when Google Pay is the default for new users

Food Delivery partner

2x higher conversion rate vs. customers that use a card on file

Top Global Retail partner

55% reduction in cart abandonment rate

Google Pay decreases checkout times:



50% faster checkouts for Fandango app users



20% faster checkouts for Google Pay customers on website & in app



66% faster checkouts when payment & loyalty ID are tapped in store

Google Pay introduces merchants to new customers:



With limited marketing promotion,

68% of Google Pay purchases were from new/guest users. 24% of these new users chose to create merchant accounts.



34% of Google Pay purchases were from net-new customers.

Customers prefer to use Google Pay. Some transact more frequently:

A QSR leader

When Google Pay was set as the default for new users of a merchant app, 49% transacted via Google Pay. Of those users, 12% transacted more frequently than users acquired by other payment methods.

Top IR500 retailer

35% of Google Pay users that previously used a different method of payment now prefer to use Google Pay for repeat purchases.