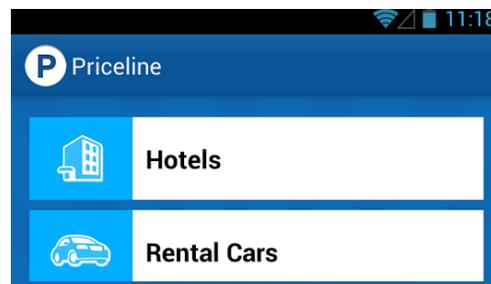
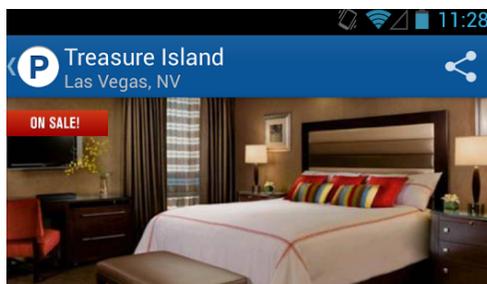


PLAN YOUR TRIP. FLY THROUGH CHECKOUT.

# Priceline.com



Priceline.com customers who sign in with Google have a 71% higher conversion rate than those who book as guests.

### Searching and saving

A pioneer in the online travel market, priceline.com burst onto the scene in 1998 with its revolutionary Name Your Own Price model, which lets consumers bid on unsold inventory to access deep discounts. Fifteen years later, customers can still place bids, but they can also save on hotel rooms and search for flights, hotels, cars, vacation packages, and cruises at the best retail prices.

### Mobile takes center stage

These days, an increasing number of priceline.com's customers book travel through the company's mobile website or using one of four apps recently launched for various devices.

"Mobile is a huge focus for us right now," says Fabiola Carcamo, a director in priceline.com's mobile products division. "People expect a seamless, high-quality experience on both their devices and computers."

### Checkout in the express lane

As part of their mobile strategy, priceline.com gives Android users the option to pay with Google Wallet Instant Buy, Google's streamlined and highly secure checkout system.

"Customers don't want to enter their billing information for each transaction," Fabiola explains. "With Google Wallet, they can check out in two taps."

Google Wallet's robust anti-fraud measures and easy implementation sweetened the deal, adds Fabiola. She notes that priceline.com's engineering team appreciated Google's "constant support" throughout the integration process.

### Bookings on the rise

Soon after Google Wallet made its debut on priceline.com, Fabiola and her team were thrilled by how quickly their customers embraced the new payment option. Over the first few months, Google Wallet's share of transactions on priceline.com's Android app grew at an average rate of more than 100%.

"The number of Google Wallet transactions has been higher than we expected," Fabiola says. "People recognize and trust the Google brand, and customers like to save time."

### Speedy, secure sign-in

Priceline.com's mobile customers can also choose to sign in with Google using their Google username and password, making login and registration fast and simple.

"Registration can take time," Fabiola says. "Signing in with Google saves customers a step."

Shoppers who take advantage of this feature are growing in number, and they convert 71% more than those who book as guests. Since guests represent a majority of purchasers, the ability to sign in with Google—coupled with the ease of checking out with Google Wallet—serves as a powerful tool for boosting conversions.

### Clear skies ahead

As priceline.com continues to enhance their mobile offering, the veteran travel site will have Google at its side as a reliable and supportive partner.

"Our customers expect the most efficient, secure, and user-friendly checkout and sign-in options," Fabiola says. "Google helps us deliver."

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