

Trip.com makes travel booking faster and easier with Google Pay and Google Wallet

What is Trip.com?

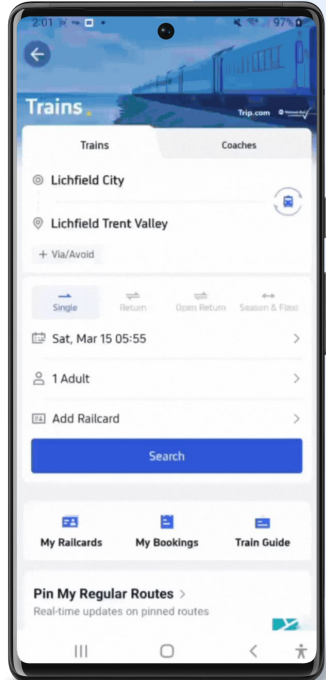
Trip.com, a global online travel service provider, empowers millions worldwide with seamless travel experiences. Through its intuitive platform, competitive pricing, and vast selection of travel services, Trip.com simplifies and elevates every journey.

The Challenge

Manually entering card information caused considerable payment friction for travelers, resulting in a high rate of cart abandonment and hindering conversion rates. In addition, Trip.com recognized the limitations of traditional re-engagement methods like email and push notifications, and sought new channels to maximize cross-selling opportunities.

The Solution

By integrating Google Pay, Trip.com simplified its payment process, enabling customers to complete transactions in one-click. Also leveraging Google Wallet's engagement capabilities, Trip.com created a new channel for voucher distribution and successfully drove conversions and repeat purchases.



Google Pay Results

Improvement: Payment success rate improved by **+6.5%** on Android app and Mobile web, with the availability of tokenized payments (DPan) via Google Pay

Usage: **>6%** of Android users preferred Google Pay as a checkout option in key Trip.com markets (UK, EU, AU, SG)



Yu Dong

Head of Global Payment Partnership | Trip.com Group

The Google Pay integration enabled Trip.com to maximize global markets coverage, while at the same time, improving the payment experience and strengthening Trip.com's global brand experience.

Google Wallet Results

Increased Traffic: Leveraging new Google Wallet features ([Auto Linked Passes](#) and [Value Added Opportunities](#)), Trip.com's upselling campaign with Google Wallet drove **four-digit** traffic growth, a **9% conversion rate**, and cross-selling gains within the first 30 days



Kyle Paisley

Head of UK Partnerships | Trip.com Group

We are pleased with the conversion rate from Google Wallet and it has begun to drive cross-sell into other product lines through hotel and flight coupon usage.