



# FANCY TEAMS UP WITH ANDROID PAY TO SOLVE CART ABANDONMENT

## THE CHALLENGE

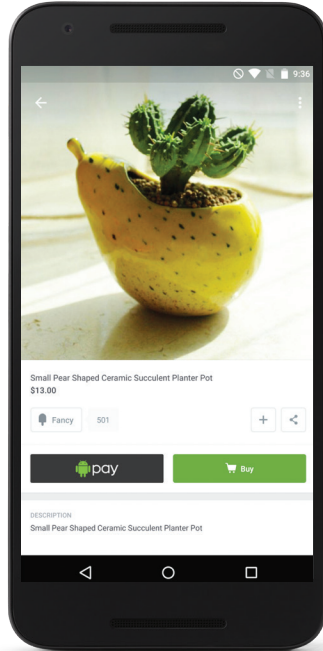
### Cart abandonment

Trench coats for dogs. Self-sealing water balloons. Plasma-ignited lighters. Fancy is the platform to not only view and share these rarities of the internet, but also buy them. This website and mobile app is a crowd-curated storefront of unique goods that benefits from impulse buyers who need the next cool thing. But those impulse buyers quickly lose their impulse when confronted with a long payment flow. Fancy's challenge is that of many e-commerce platforms: cart abandonment.

## THE SOLUTION

### One-click checkout

As Jake Siegal, Head of Product at Fancy, puts it, "For us, Android Pay was a no brainer." Leading apps use Android Pay to provide millions of Android users with a simple way to pay and provide shipping information. For Fancy, it simplifies their eight fill-in-field checkout into one click. And turns browsers into buyers.



## THE RESULTS

### Increasing cart conversion

Android Pay lets Fancy users give their payment and shipping information with one click. And it's paid off. Fancy saw their cart conversion double over three months following Android Pay implementation.



### Tapping into new users

"We started out wanting to be the coolest store on the internet," Siegal says. Shoppers looking for the coolest things on the internet are often using the trendiest technology, too. And Android Pay isn't only trendy, it's easier and safer than other payment methods. It fits with users' busy lives, and keeps their information secure behind a virtual account number.

So much so that **20% of Android users check out with Android Pay on Fancy.**

### Growing with Google

Fancy has made it a longtime goal "to keep up with Google" and says that the brand alignment has been powerful for them.

*"When you have the opportunity to work with Google, take it."*

— Jake Siegal, Head of Product at Fancy

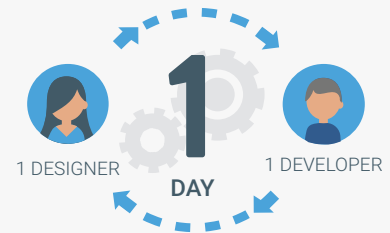
To learn more about faster checkout on your Android app, visit <https://developers.google.com/android-pay/>

## THE BIG IDEAS

- Simplify your payment flow for millions of users
- Increase cart conversion
- Keep your current payment processor
- Implement in minimal time

**At no charge.** Just pay your processor's current standard processing fees.

## THE DEV SIDE OF THINGS



*"It took less than an hour to get Android Pay working on our app and less than a full day to finish the entire integration. We staffed one Android developer and one designer."*

— Haisoo Shin, Director of Engineering at Fancy

## ADVICE FROM DEVS

**Q: What advice do you have for developers integrating Android Pay?**

A: Play around with apps that have Android Pay integrated. It can help inform the approach to integrating Android Pay into your own checkout flow.

**Q: Were there resources you found particularly helpful?**

A: The [sample app](#) was very helpful. It showed the kind of checkout flow the Android Pay team intended us to use, and it showed how to handle errors.

## APPS USING ANDROID PAY



And so many more. See the [full list](#) of apps using Android Pay.