



Smart Lock for AliExpress



Launched in April 2010, AliExpress is a global retail marketplace targeted at consumers worldwide. The platform enables consumers from around the world to buy directly from wholesalers and manufacturers in China through access to products at competitive prices. AliExpress is a business within the Alibaba Group.

50% of all new users signed up with the hint selector dialog

95% of users have saved their credentials to Smart Lock for seamless return next time

85% drop in failures for web sign in

60% decrease in time spent signing in to website

"Since implementing Smart Lock, we've been continuously impressed by the improving data and positive user feedback. This is one of our greatest accomplishments when it comes to optimizing the user experience for our sign in process. We've seen a reduction in user name and password errors. Smart Lock is a great product."

- Lijun Chen,
Director of AliExpress Mobile Team

Learn more about Smart Lock

Users save passwords to Google from Chrome or Android and passwords are made available across platforms.

Find out more at:
g.co/smartlockcasestudies

Challenges

Shoppers from over 200 countries and regions have downloaded the AliExpress app or used its desktop and mobile websites. In order to make a purchase, users are required to enter their account information each time, which can be unpleasant. In addition, users sometimes forget their login information, requiring them to leave the app and reset their passwords. This is especially problematic when moving cross platform in the middle of a purchase.

Solution

With Smart Lock, AliExpress was able to improve the user experience in their app and websites: it's faster for users to login and start the shopping journey, users do not need to constantly remember their passwords, and users can be automatically signed in when moving between platforms like Android and Chrome web.

Smart Lock on Android prefills 3 out of the 4 required onboarding fields (Email, First Name, Last Name), reducing manual typing errors. **50%** of all new users on the native app are signed up with the hint selector dialog, and **95%** of users have saved their credentials to Smart Lock for seamless return next time.

After implementing Smart Lock on Chrome with the Credential Management API, there was a **85%** drop in failures during sign-in and a **60%** decrease in time spent signing in.

It was easy for AliExpress to implement Smart Lock. It took only one engineer and about three days to implement and test the API on Android and a similar amount of effort on Chrome.

