



# Google Sign-In + Smart Lock & Mobills

## Reducing friction on sign-in and sign-up flows



**MOBILLS** ([Android](#), [iOS](#), [Web](#))

*"The number of people logging in with Google increased by 300% and is now the most popular choice after putting the Google button as the first option and replacing the red G+ button."*

- **Carlos Terceiro**,  
Founder & CEO,  
Mobills Labs

Learn more at:  
[g.co/SmartLockCaseStudies](http://g.co/SmartLockCaseStudies)

### Company

Mobills is personal finance app to help people to organize their finances in a simple way. It is used by more than 2 million people in 100+ countries.

### Challenges

Mobills was interested in making the sign-up and sign-in processes easier and seamless for its users. Reducing the new sign-up errors and decreasing "forgot my password" requests was critical to user engagement.

### Solution

Mobills solved their challenge with a combination of Google Sign-In and Smart Lock: in about 3 months, they reduced login abandonment by 50% and eliminated password recoveries for Smart Lock users. Tickets on their help center also saw a massive drop.

Today, in average:

- 90% of Mobills users save their credential with Smart Lock;
- 80% of new users use the "Provide sign-in hints" feature to fill in fields (name and email) automatically.
- 70% of new users use "Google Login" or "Login with email (Hint Request)".

Mobills saw a significant improvement on the UX when users reinstall the app or login from another device without the need to remember or introduce their login info again.

