



# Smart Lock for Skyscanner

## Challenges

Price Alerts allow Skyscanner users to create an alert when prices for a given route change more than 1%. Flight prices change frequently, but Price Alerts make sure signed-in users won't miss out on a deal if the price plummets. Customers are then notified via email, push notifications, or Google Now cards, and encouraged to return to Skyscanner to complete booking a trip. Users who subscribe to Price Alerts are more engaged users: they return more frequently to the app, spend **15%** more time in the app, and are **20%+** more likely to convert in the app.

As the feature requires users to sign in in order to receive alerts, frictionless onboarding is critical for Skyscanner. When new users visited Skyscanner and tried to set up Price Alerts, many would abandon the process when they saw the sign-in screen.

## Solution

This sign-in friction was removed when Skyscanner introduced Smart Lock for Passwords, which helps automatically sign in users; users signed-in with Smart Lock were **3.8x** more likely to create a Price Alert compared to other users.

Since introducing Smart Lock, Skyscanner saw a **260%** increase in reach of Google Now alerts users; this may be due to the increased seamlessness around signing up for Price Alerts.

Users may also be more likely to convert as a result of seamless sign in and less friction to set up Price Alerts: Skyscanner saw a **4%** increase in conversion rate\* in the weeks after enabling Smart Lock.

By investing just 30 hours of engineering time, both Skyscanner and its users are enjoying the results.

\*data spans Nov 2015-Mar 2016; we believe seasonality is not a factor. A conversion is defined as the event of a user clicking through from Skyscanner to partner sites or the partner's Skyscanner Facilitated Booking site to complete a purchase.

Skyscanner is a leading global travel search website with over 50 million monthly users. On Skyscanner, users choose from millions of travel options (including flight, hotel, and car rental) to plan, compare prices, and book travel.

**3.8x** times more likely to create a Price Alert when signed-in with Smart Lock compared to other users

**260%+** increase in unique user reach for Google Now cards since Smart Lock was introduced

**4%** increase in conversion rate

*"With implementing Smart Lock, we immediately saw the benefits as the friction in the login process reduced dramatically and resulted in a faster and smoother login experience. We are excited about the upcoming Smart Lock developments in Chrome what will enable us to increase login rate on web as well."*

- Bálint Orosz, Head of App Product

## 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/smartlock#for-passwords](https://g.co/smartlock#for-passwords)

