



Smart Lock for Wego



Wego.com is the leading travel search site in the Asia Pacific and Middle East, headquartered in Singapore. Available in more than 50 localised country sites and 20 languages, Wego searches hundreds of global travel websites including airlines, hotels and online travel agents.

85% of Android new app registrations are enabled by Smart Lock

1134% increase in new app registrations compared to before implementation

50% increase in logged-in sessions

"With Smart Lock's seamless automatic sign-in functionality, Wego has seen a large increase in new user registrations, the number of logged in sessions and overall satisfaction of product experience. For the sake of only a week's effort, the returns have been invaluable."

- Honey Mittal,
Vice President of Mobile

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

Challenges

Wego has gained rapid popularity with smartphone users, especially in their core markets where both travel and mobile penetration is at its highest.

Logging in to Wego is not a requirement of using the travel app, however registering with Wego provides users with a far more beneficial experience, with access to exclusive offers, price alerts and more. Prior to Smart Lock, registration required multiple steps and was not efficient for users.

Solution

Wego was able to rapidly implement one-tap sign-up and automatic sign-in without a password with Smart Lock over one week and the benefits became apparent within a few days after release.

Smart Lock's one-tap sign-up is responsible for 85% of Android new app registrations, which has increased 1134% compared to rates prior to implementation. Smart Lock's automatic log-in has also been widely adopted with logged in sessions up 50%.

The ability to track and identify each logged-in user's preference creates a greater number of mutually beneficial opportunities. Using Wego's automated retargeting advertising platform, the company is able to recommend hotels to users who search for flights to a specific destination, or recommend beach destinations to those who have consistently searched for them to share great deals as they arise. Our communications have become far more relevant to each user, which in turn increases our two-way engagement, and also delivers greater value to our travel partners.

