

# Checkout for winners

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Development Manager, Google



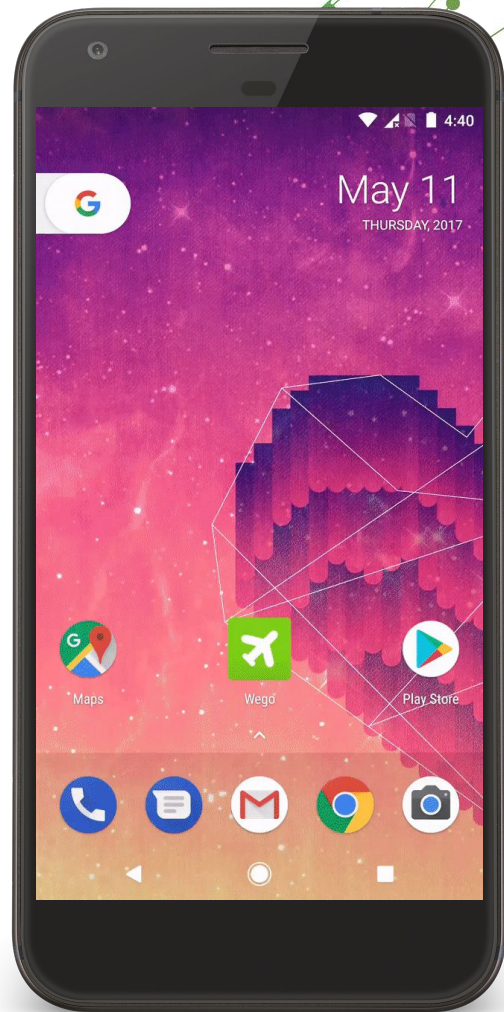
#CheckoutForWinners



Conversions  
by Google

# The web is **better** than ever

You can build fast, rich, app-like experiences





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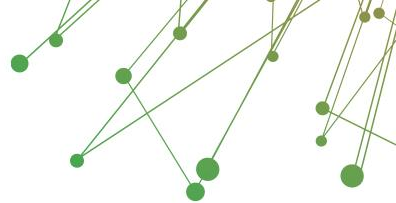
Typnig on mboile ish **ard**  
**me\_every\_time@**|



An abstract network diagram on the left side of the slide, featuring a dense web of thin grey lines connecting numerous small, semi-transparent green and yellow circular nodes. The nodes are of varying sizes, and the overall structure is complex and interconnected.

# 54%

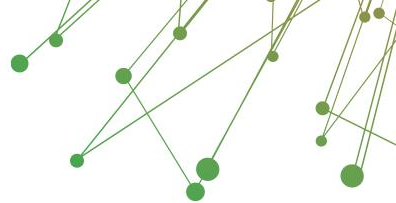
will quit before doing  
yet-another-signup



An abstract graphic on the left side of the slide, consisting of a dense web of thin, light green lines connecting numerous small, semi-transparent green circles of varying sizes. The circles are scattered across the left half of the image, with some appearing larger and more prominent than others. The overall effect is a complex, interconnected network structure.

# 92%

will give up if they don't  
remember a username  
or password



A complex network diagram with numerous nodes (green and grey circles) connected by thin grey lines, forming a dense web-like structure in the background.

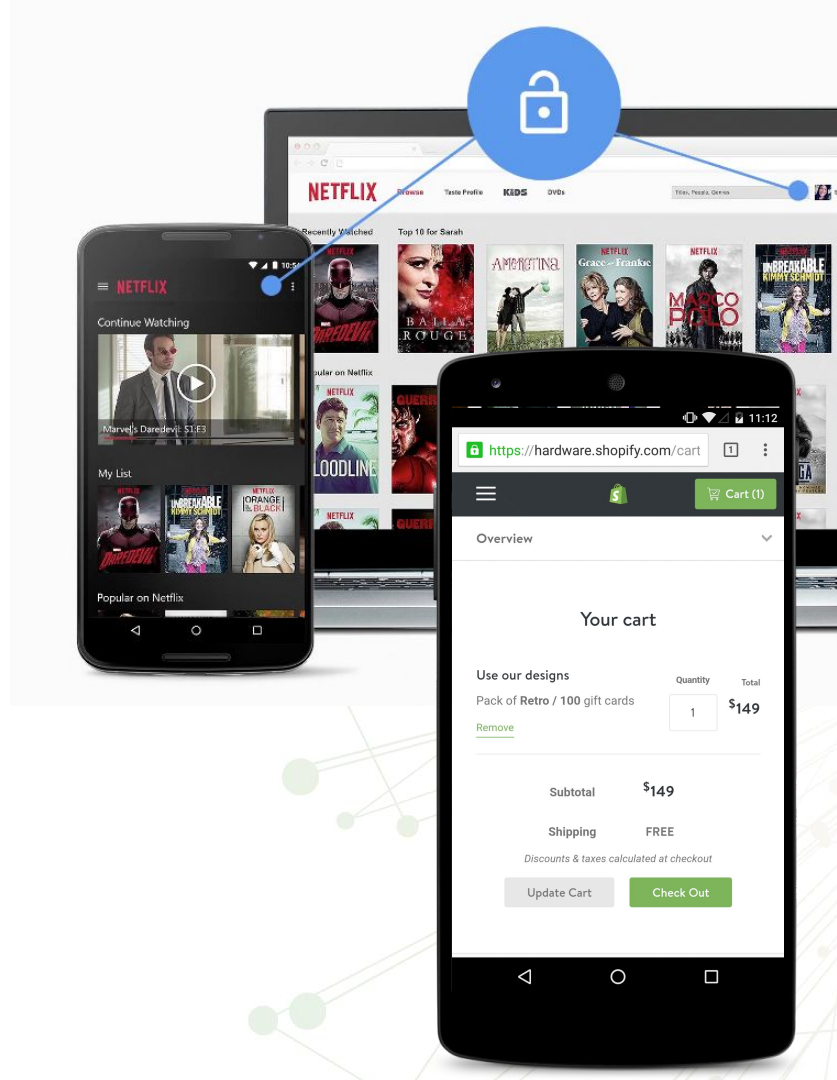
# 66%

lower mCVR



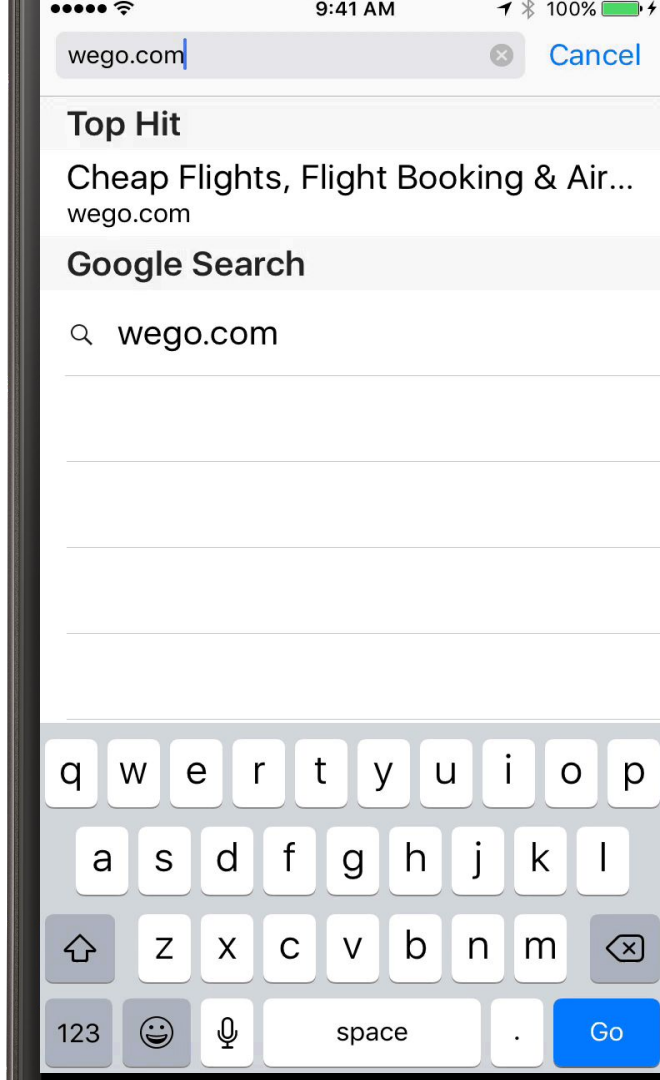
# One-Tap & Payment Request

APIs for seamless  
sign-up, sign-in and payments  
on the Web



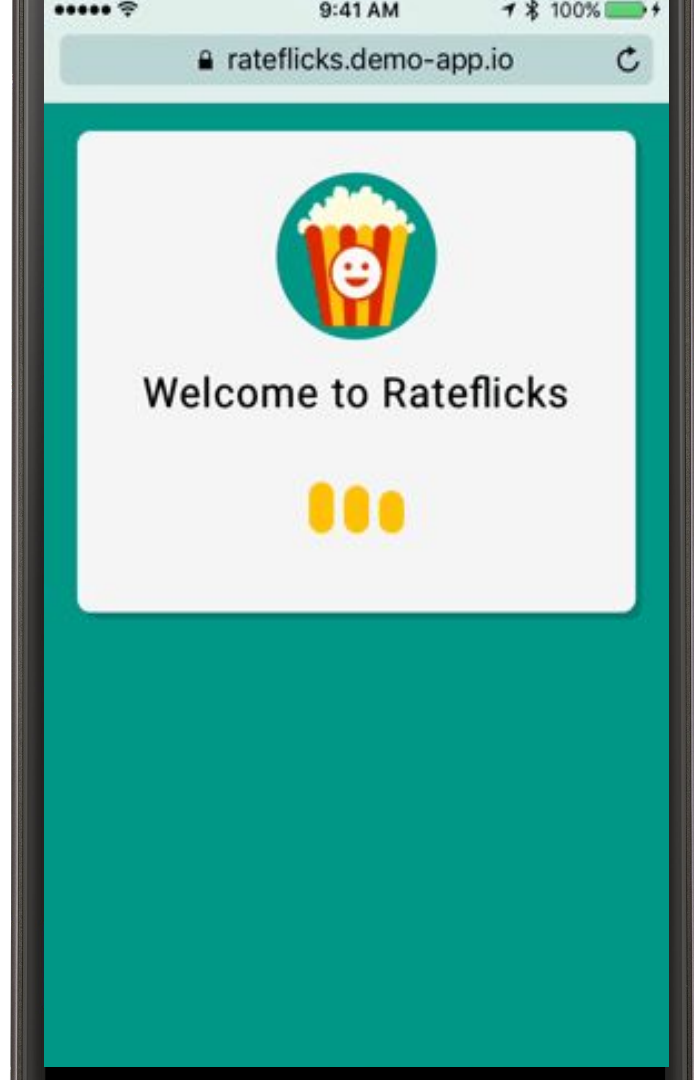
# One tap sign-up

- Streamlined conversion UX
- Instant personalization
- Passwordless account security
- **Works everywhere**



# Auto sign-in

Helps websites with short session duration, cross device access



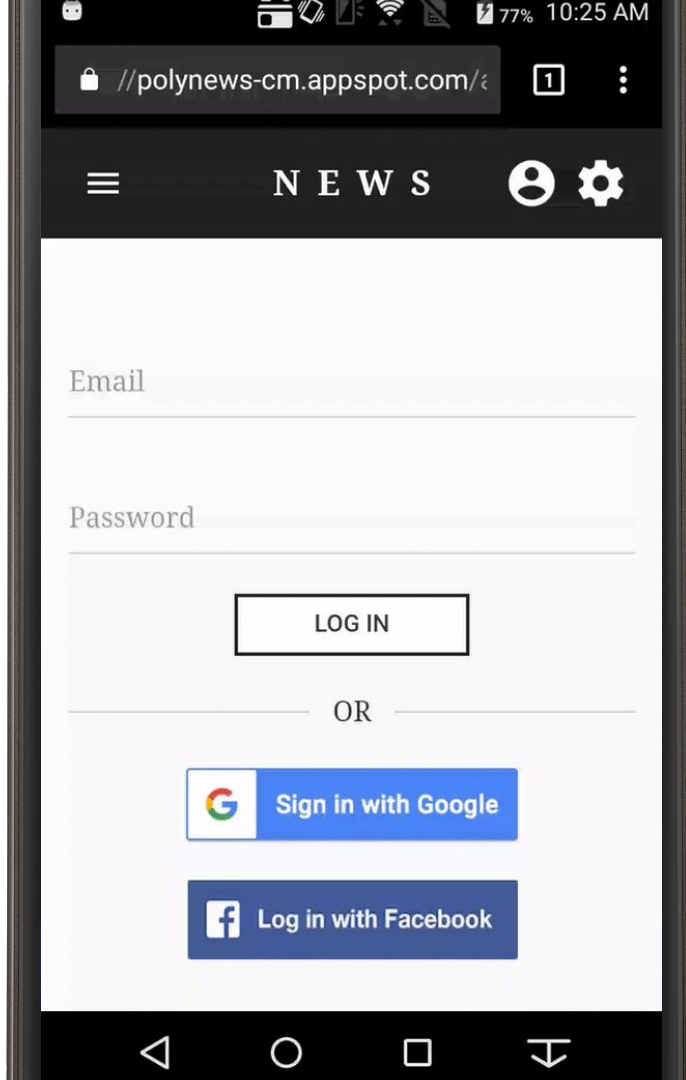
# One tap sign-in

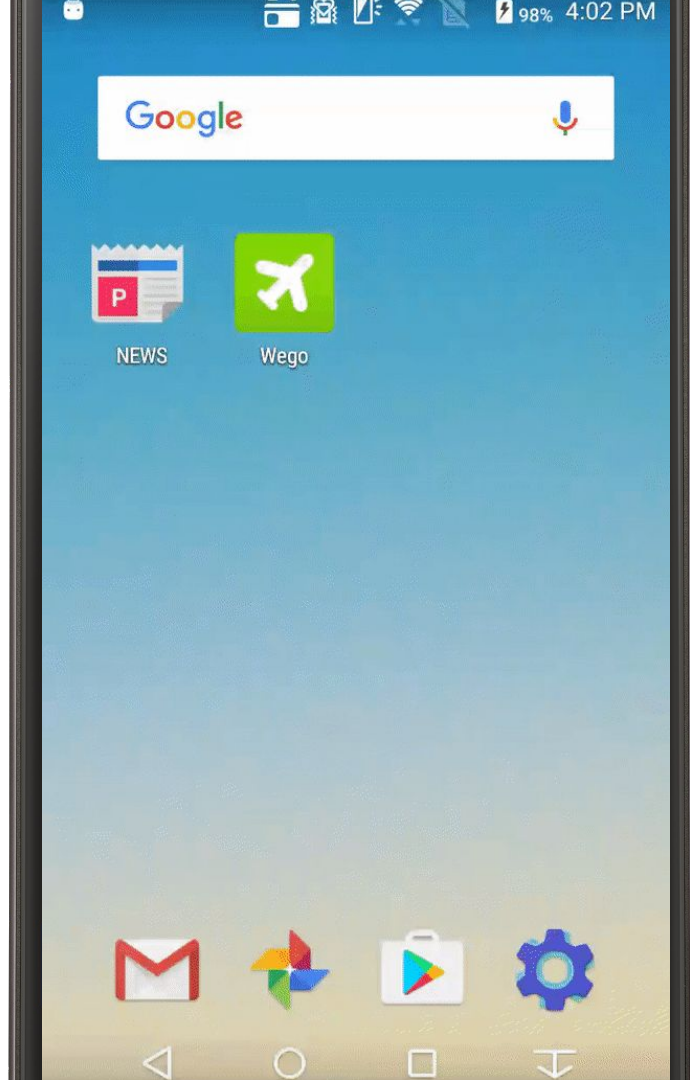
Show an account chooser dialog, so users can sign in just by selecting an account



# Remembers federated login

Provides seamless login account selection experience between id/password and federated logins.

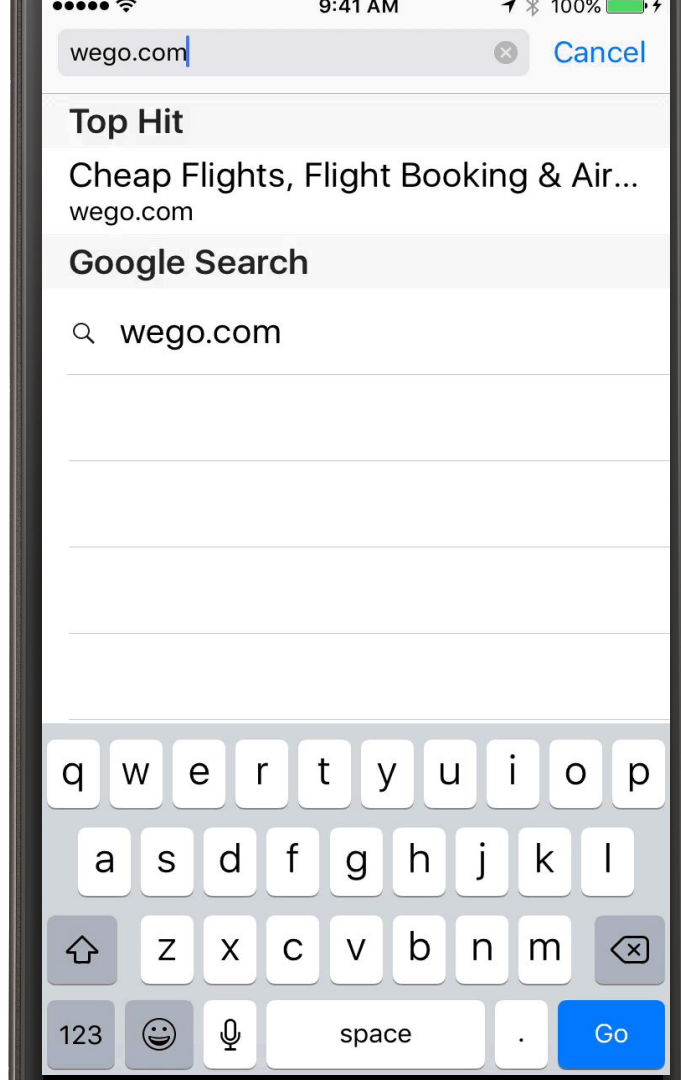




wego 

10x

accounts created



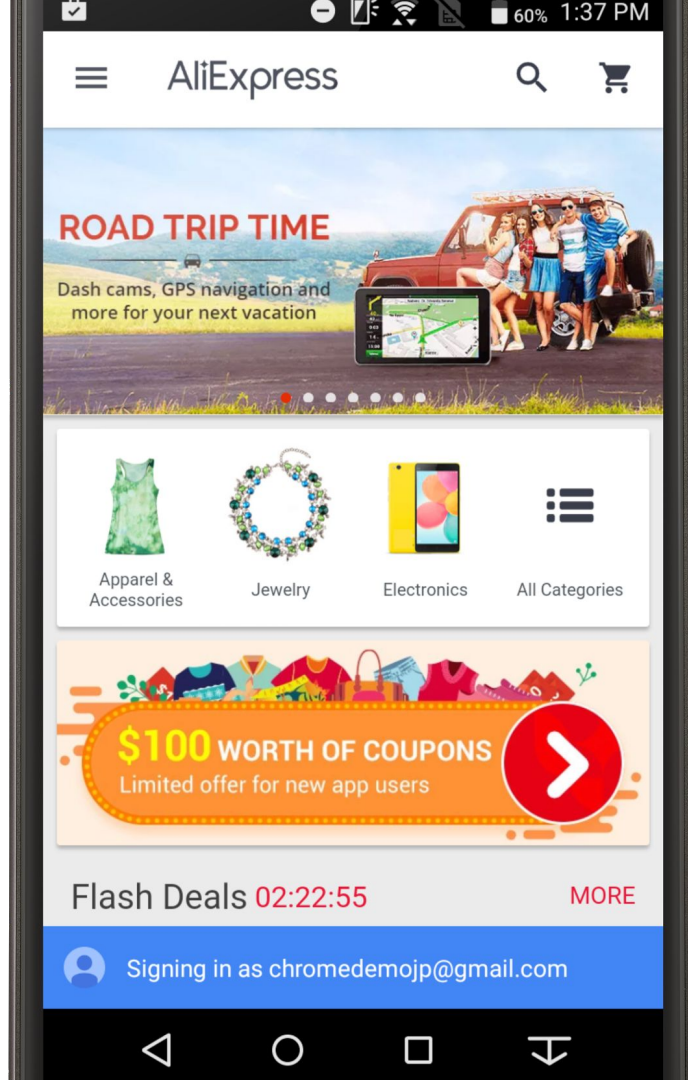
# AliExpress

## 41%

higher sign-in rate

85% fewer sign-in failures

11% better conversion rate



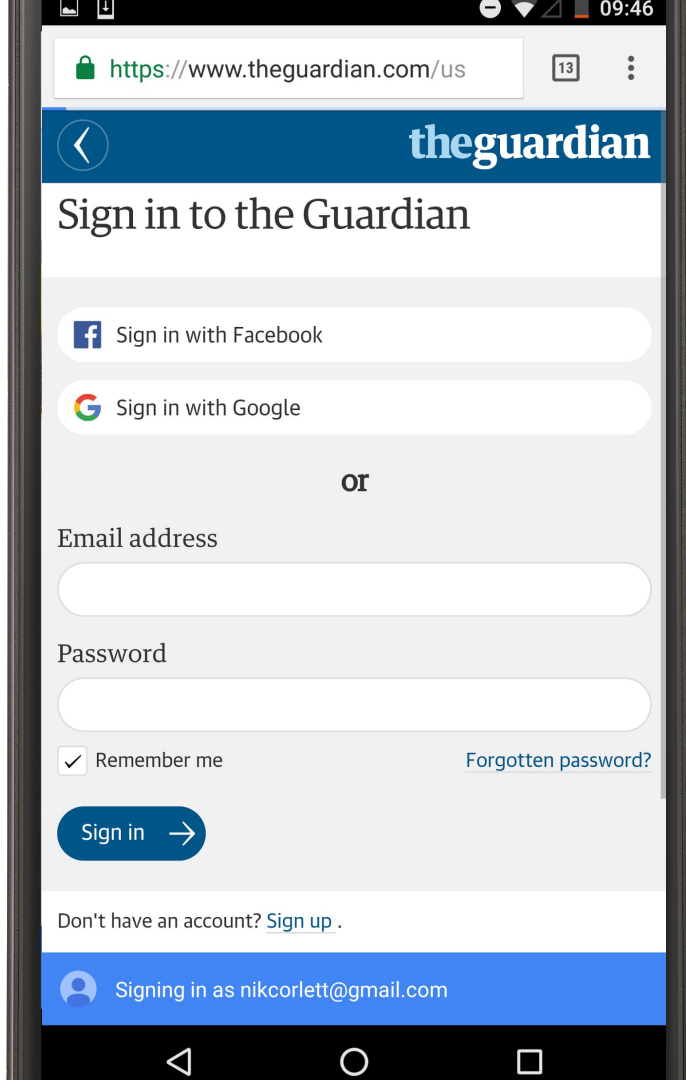
# the guardian

## 44%

more cross-platform  
signed-in users

69% more in app sign-ins

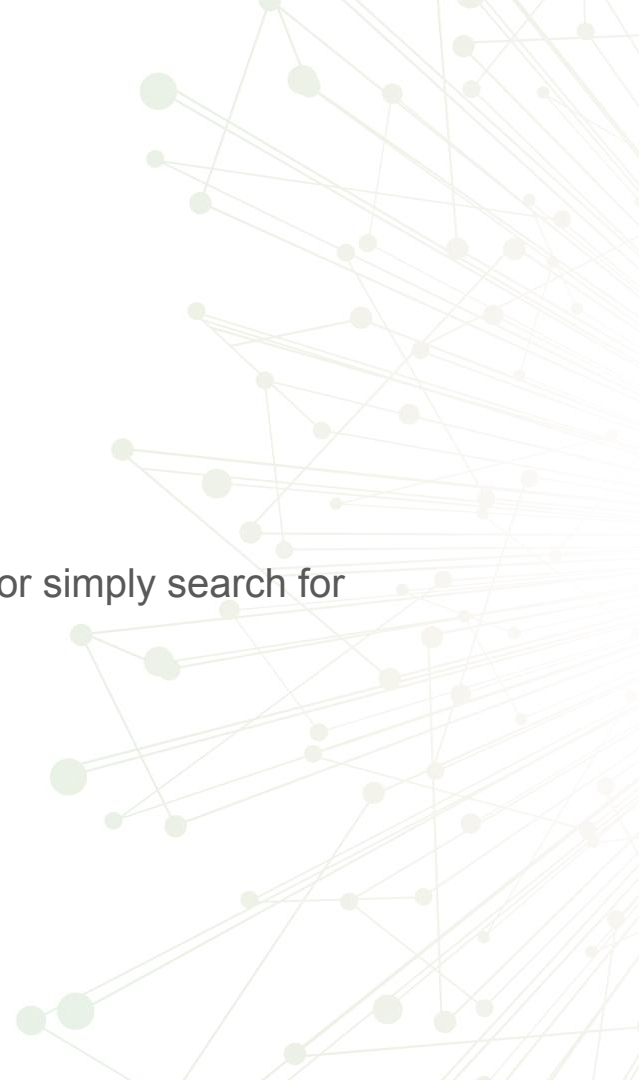
7.9% more desktop sign-ins



# Learn more

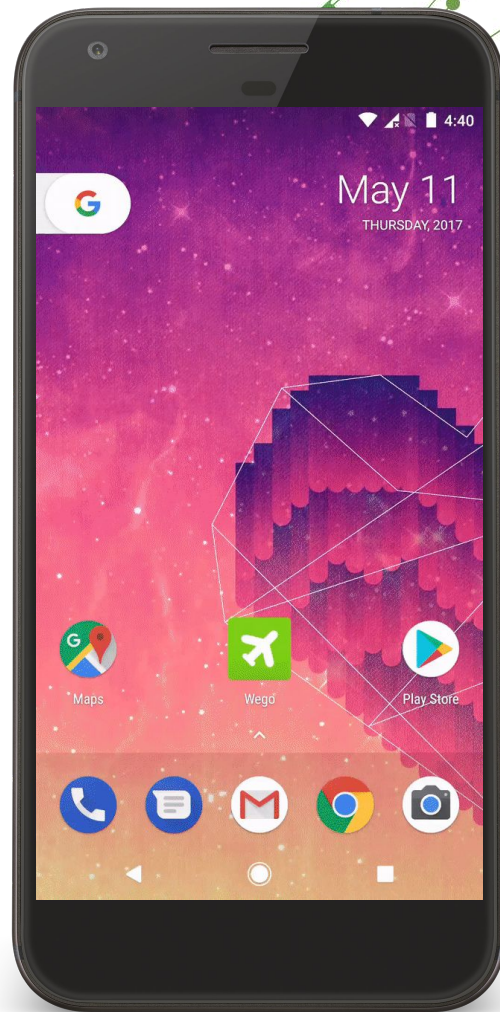
One-tap sign-up and auto sign-in on websites: [bit.ly/one-tap](https://bit.ly/one-tap)

One-tap introduced at CDS: [youtu.be/1-g1rvkORQ8?t=8m8s](https://youtu.be/1-g1rvkORQ8?t=8m8s) (or simply search for ***“Keynote (Chrome Dev Summit 2017)”***)

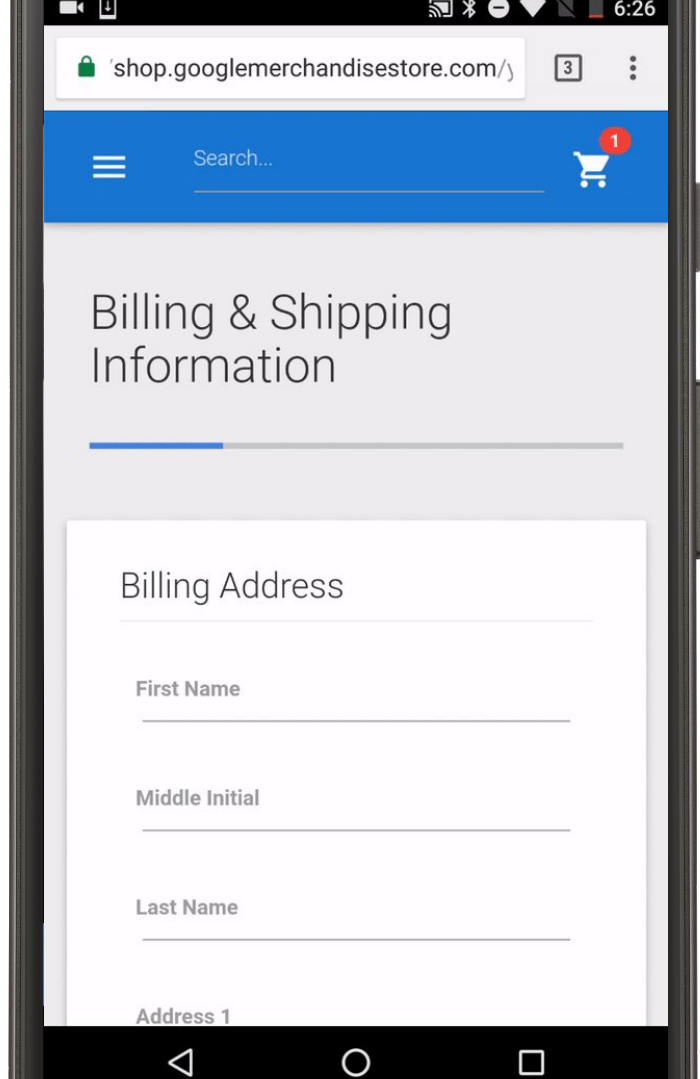


# The web is **better** than ever

You can build fast, rich, app-like experiences



This is still how we  
buy things online



The image shows a smartphone screen displaying the Google Merchandise Store website. The browser address bar shows 'shop.googlemerchandisestore.com/'. The page has a blue header with a search bar and a shopping cart icon with a red notification bubble containing the number '1'. The main content area is titled 'Billing & Shipping Information' and features a progress bar. Below this, a white card contains the 'Billing Address' section with input fields for 'First Name', 'Middle Initial', 'Last Name', and 'Address 1'. The phone's status bar at the top shows the time as 6:26 and various icons. The Android navigation bar is visible at the bottom.

shop.googlemerchandisestore.com/ 3

Search... 1

## Billing & Shipping Information

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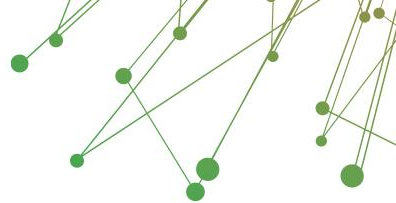
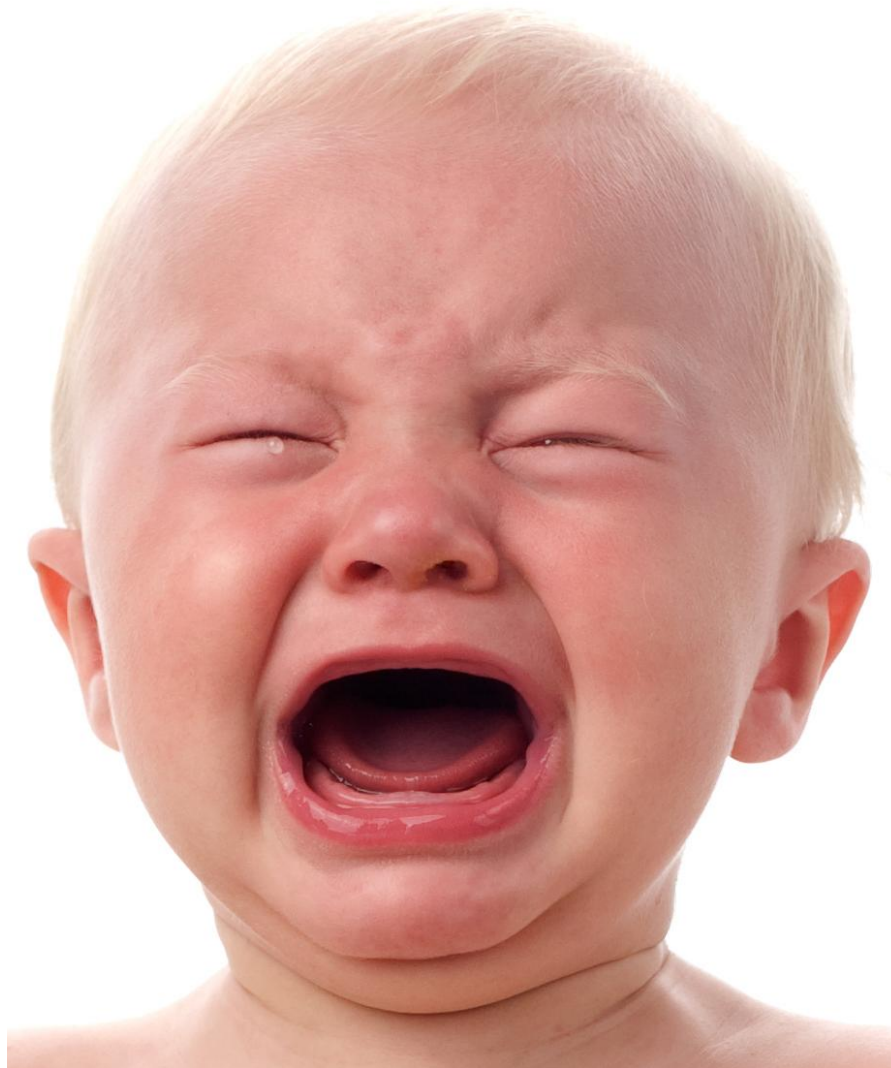
### Billing Address

First Name

Middle Initial

Last Name

Address 1





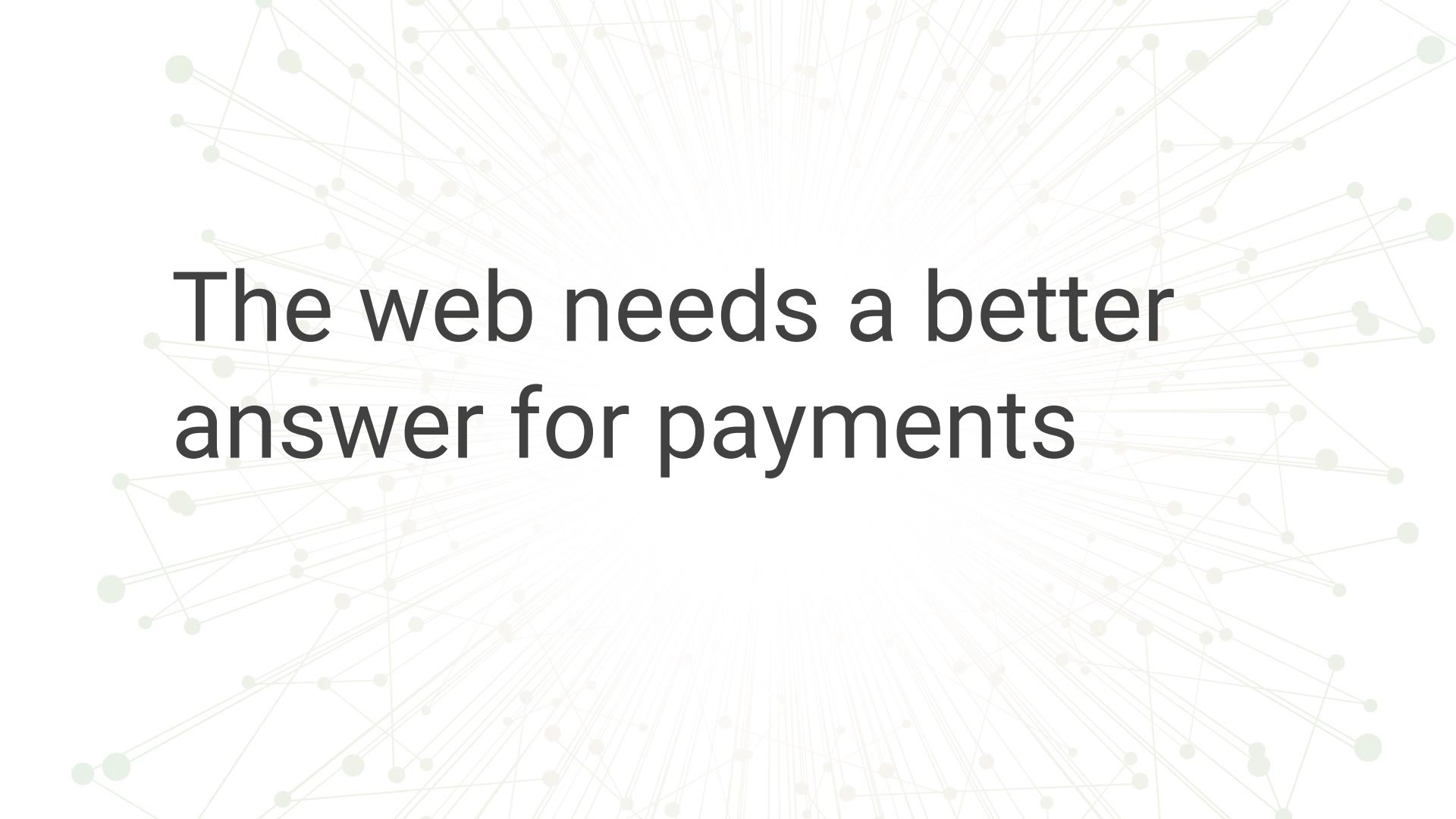
Long checkouts are one of the  
leading causes of abandonment

Source: Baymard

An abstract graphic on the left side of the slide, consisting of a dense web of thin, light green lines connecting various circular nodes. The nodes are also light green and vary in size, with some being significantly larger than others. The overall shape of the network is roughly triangular, pointing towards the top right.

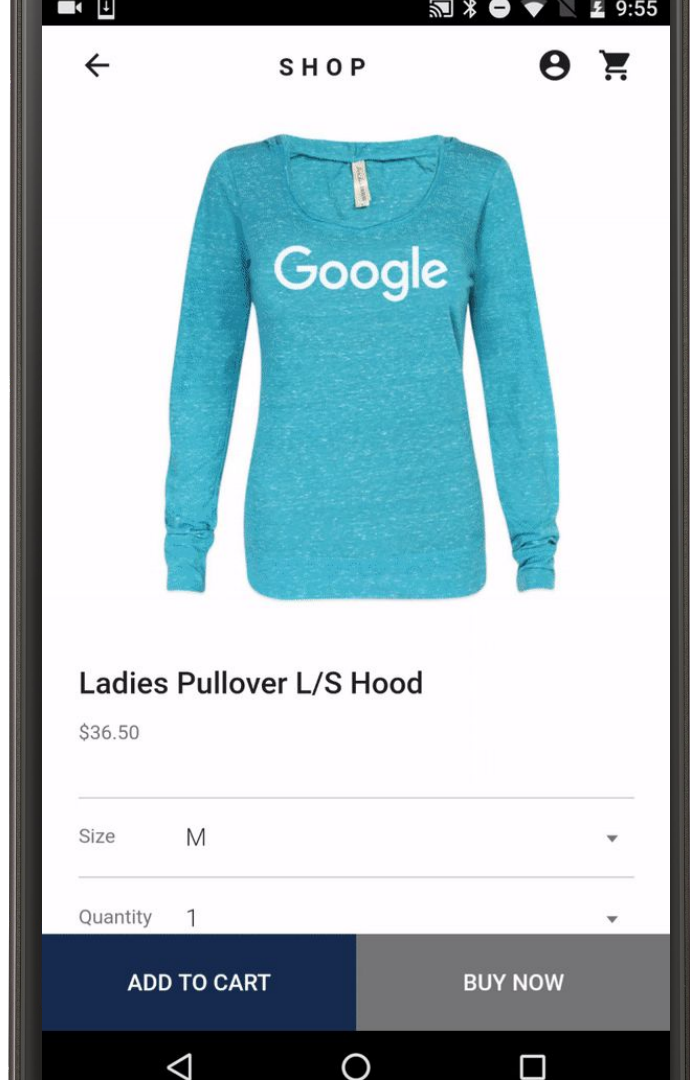
US mcommerce sales will be  
over \$150 billion this year

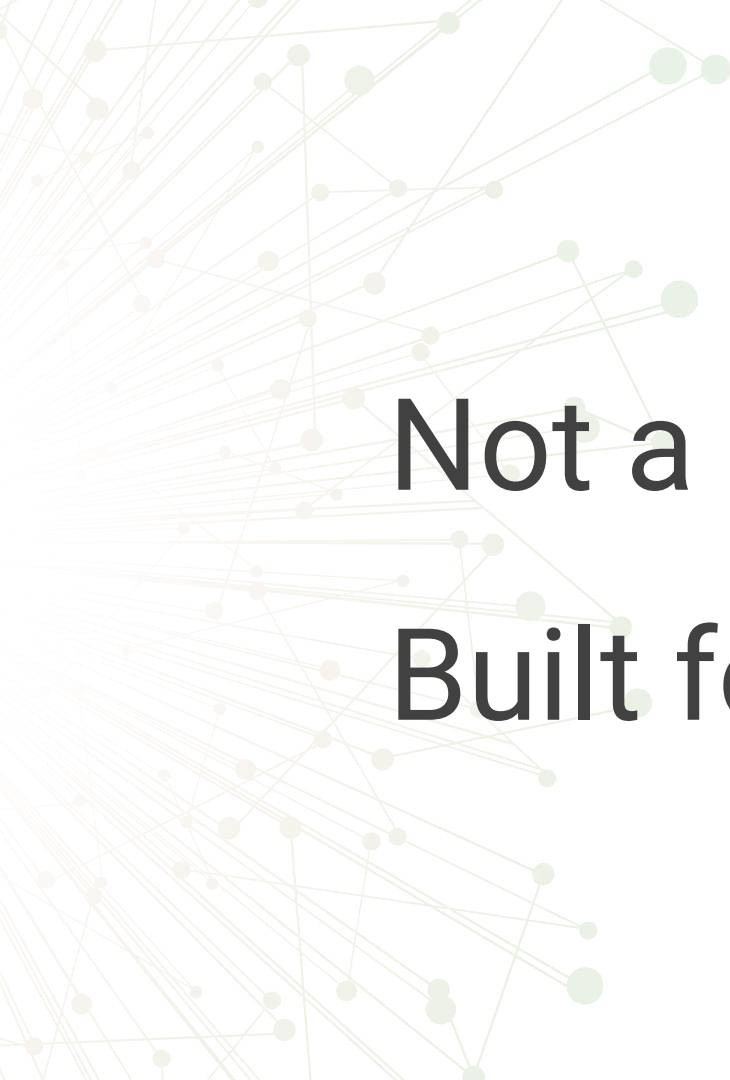
Source: eMarketer



The web needs a better  
answer for payments

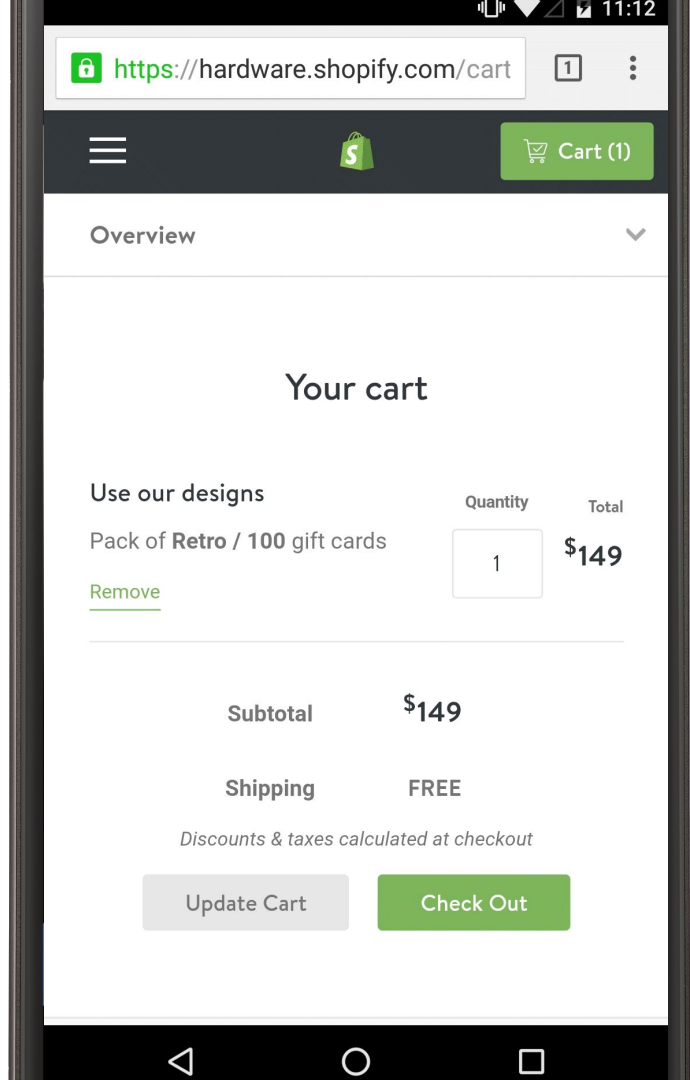
# Simple payments with **PaymentRequest API**

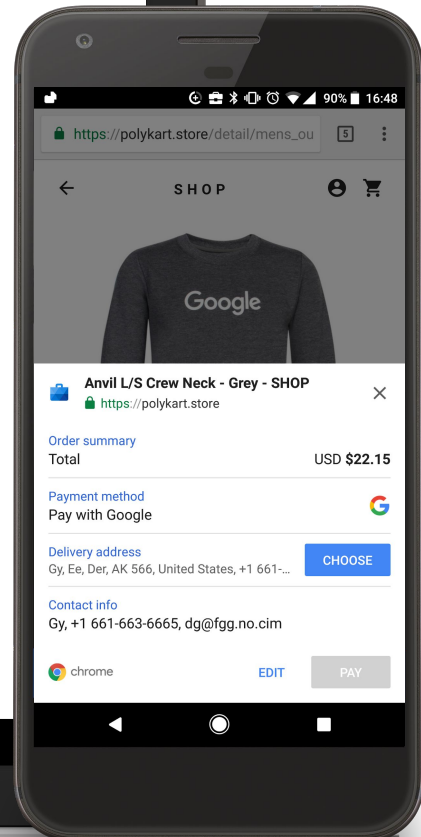
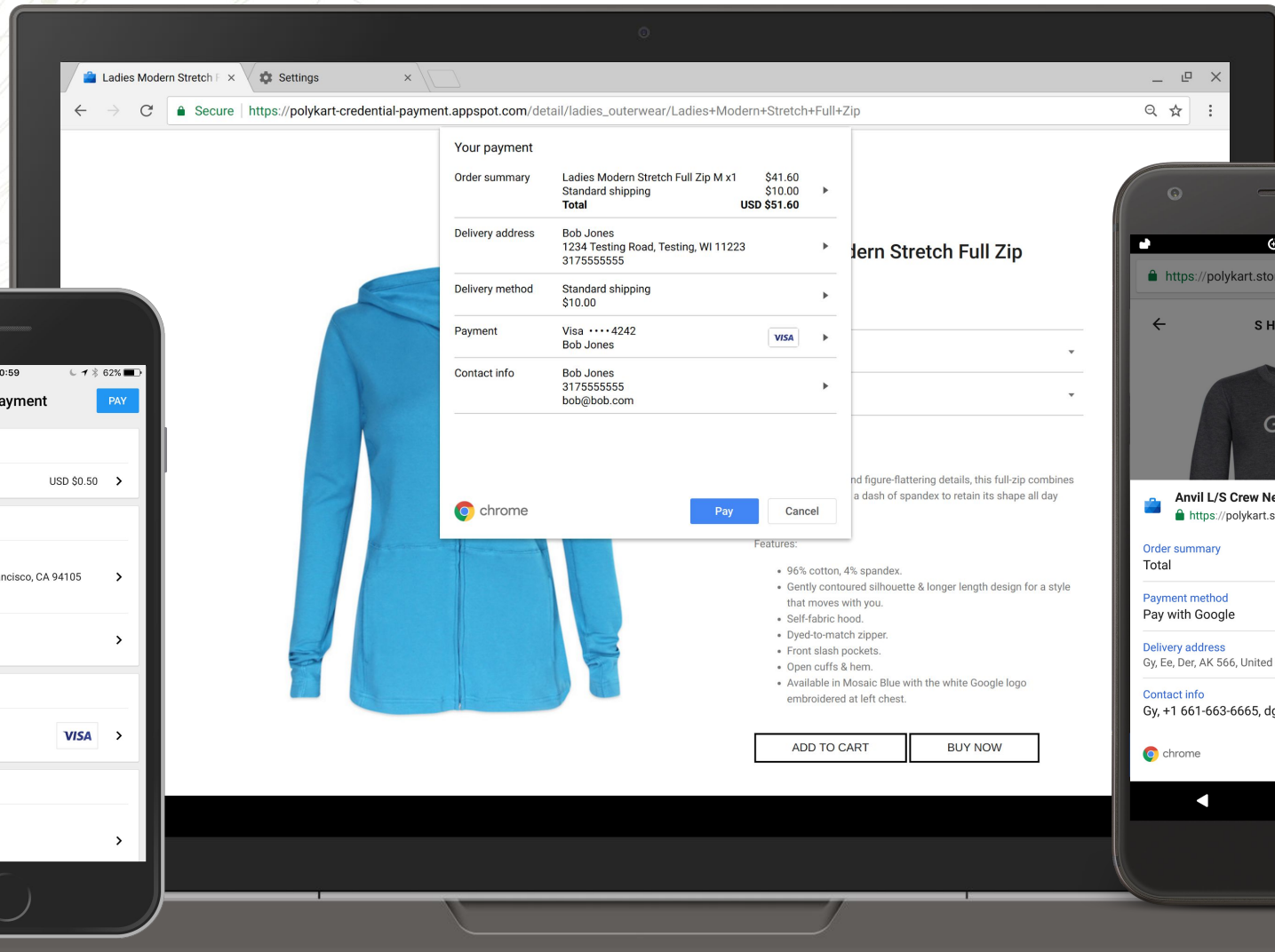
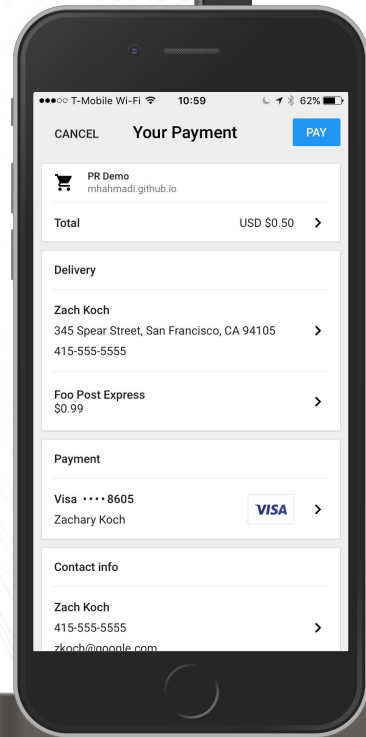


An abstract graphic on the left side of the slide, consisting of a dense web of thin, light green lines connecting numerous small, semi-transparent green and yellow circular nodes. The nodes are of varying sizes, with some being significantly larger than others, creating a sense of depth and complexity. The overall effect is that of a digital network or a complex system's underlying structure.

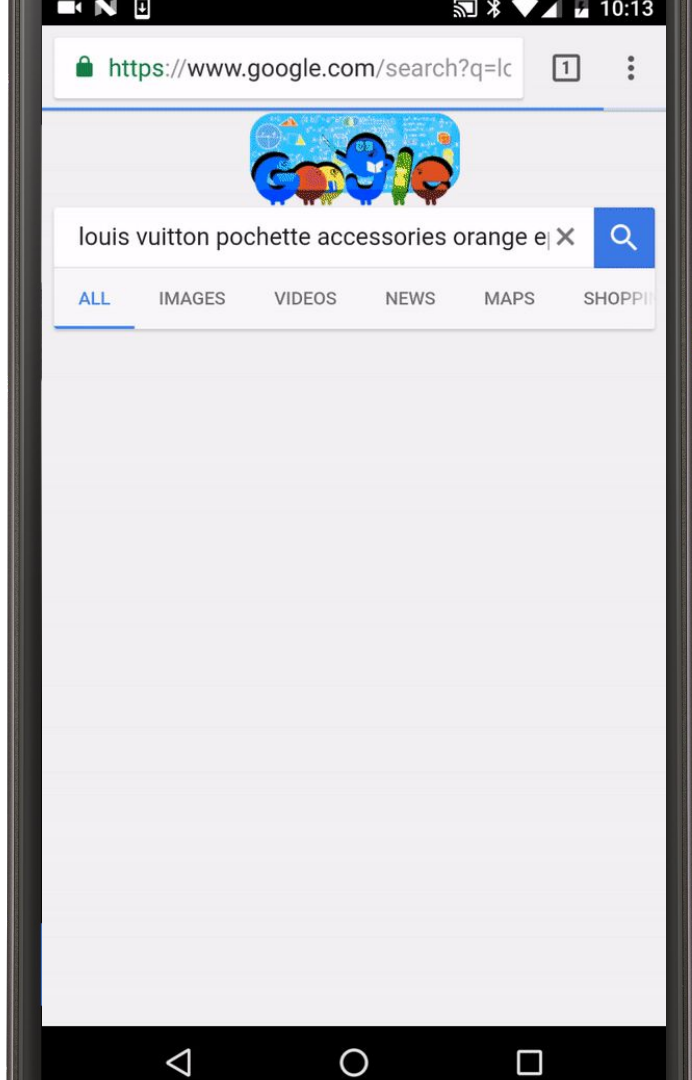
**Not a processor**  
**Built for users**

# Seamless Secure





Plays great  
with AMP



# Works cross-browser



**SAMSUNG**  
**Internet**

————— COMING SOON —————





PORTERO  
AUTHENTIC PRE-OWNED LUXURY



The Washington Post

k<sup>u</sup>gan.com



GROUPON<sup>®</sup>



wego 

 1-800  
flowers.com







# Opening up

Enabling a third party ecosystem

Some early  
partners

**SAMSUNG**  
**pay**





# Web app support next

No installation

Immediate availability

Global reach

# Web app support coming to Chrome

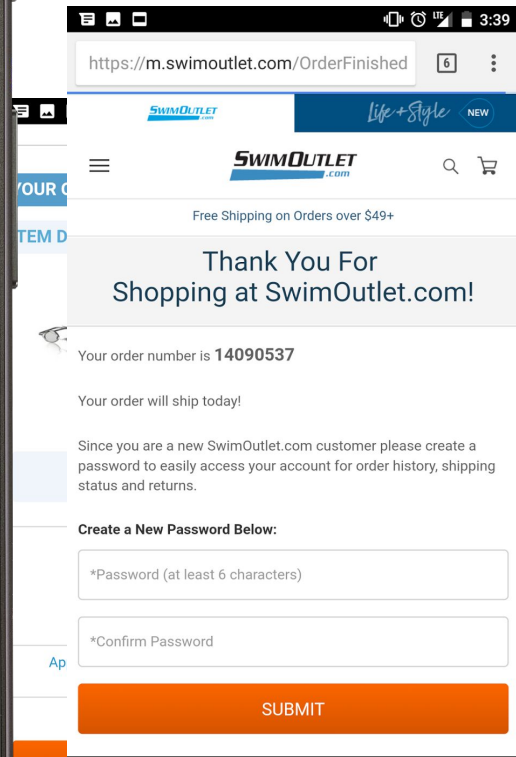
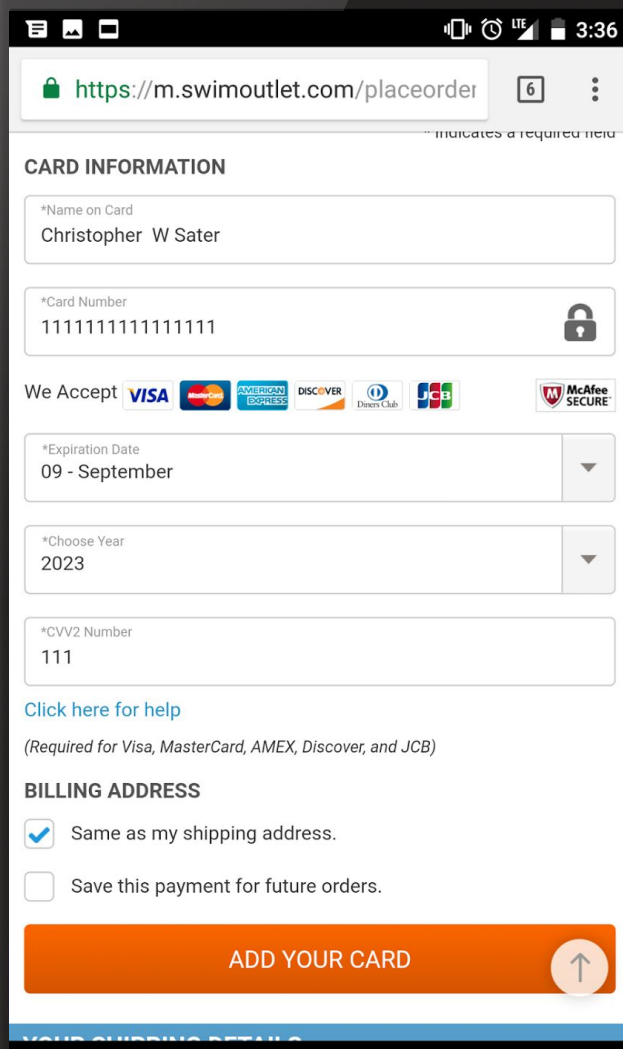
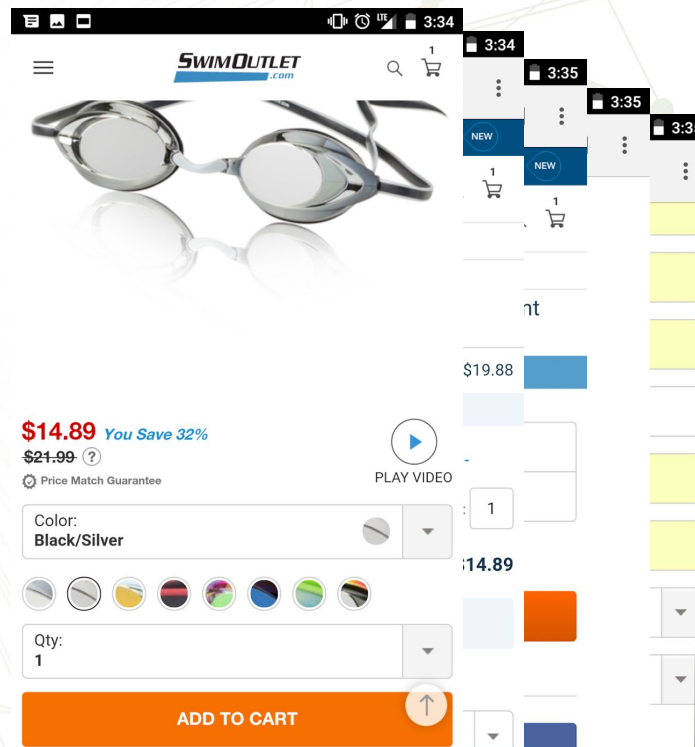


An abstract background graphic on the left side of the slide. It consists of a dense network of thin, light green lines connecting various circular nodes. The nodes are also light green, with some being slightly larger than others. The network is more concentrated on the left and fades out towards the right.

# Start today


UX tips, where to begin

# Without



# With

SWIMOUTLET.com



Speedo Vanquisher 2.0 Mirrored Goggle - Black/Silver

Color: Black/Silver

QTY: 1

\$14.89

ADD TO CART

PLAY VIDEO

Price Match Guarantee

Color: Black/Silver

QTY: 1

SUB TOTAL \$19.88

ADD TO CART

TO SECURE CHECKOUT

Speedo Vanquisher 2.0 Mirrored Goggle - Black/Silver

Color: Black/Silver

QTY: 1

\$14.89

I'd like to add a gift bag to this item in the order.

Shipping Speed:

SwimOutlet.com - The Web's Most Popular

Order summary

Total USD \$19.88

Shipping address

Christopher W Sater, 1985... and 1 more

Payment method

Visa •••• 5818, Christopher Sater

Contact info

Christopher W Sater, (650) -0753, r@google...

chrome

EDIT

PAY

https://m.swimoutlet.com/OrderFinished

SWIMOUTLET.com

Life + Style

Thank You For Shopping at SwimOutlet.com!

Your order number is 14090537

Your order will ship today!

Since you are a new SwimOutlet.com customer please create a password to easily access your account for order history, shipping status and returns.

Create a New Password Below:

\*Password (at least 6 characters)

\*Confirm Password

SUBMIT

# Learn more

Integration guide: [g.co/PaymentRequestGuide](https://g.co/PaymentRequestGuide)

Codelab: [g.co/PaymentRequestCodeLab](https://g.co/PaymentRequestCodeLab)

Payment Request API at I/O: [goo.gl/alu7Ho](https://goo.gl/alu7Ho)





# Thank you!

[bit.ly/InP-interest](https://bit.ly/InP-interest)  
[developers.google.com/web](https://developers.google.com/web)