

Google+ Sign-In

How Snapette users discover and share fashion near them

Snapette is a mobile shopping app that allows users to browse designer fashions and sales in stores nearby or around the world. Snapette was looking for a way to increase registrations to their service and improve app discovery. By integrating Google+ Sign-In, they made it just as easy to sign-in as it is to shop the world.

"Integrating Snapette with Google+ Sign-In has improved app discovery, increased registrations and helped drive user engagement."

— Sarah Paiji
Co-Founder & CEO

Ease of use with the security you expect from Google

The perfect shopping tool for the fashion forward got even easier to use with Google+ Sign-In. Shoppers can sign in to Snapette with Google and bring their Google+ profile along with them for an upgraded experience. They can share their finds with friends through an interactive post with a "want" call-to-action button that takes friends directly to the item in the app.

Snapette loves Google+ Sign-In because it increases registrations and discovery of their Android app through over-the-air installs, and interactive posts give friends a reason to engage with their service.

Snapette users love Google+ Sign-In because it makes mobile shopping even more immediate and seamless.

16% increase in users registering

Snapette has found that more users are registering because of this integration, with an increase in registered users of 16% above average growth. They also discovered that Google is the most popular sign-in method on Android, with 44.2% of users preferring to sign in with Google.

Learn more about Google+ Sign-In at developers.google.com/

