



DOORDASH AND DELIVERY.COM CREATE A FRICTIONLESS ORDERING EXPERIENCE WITH ANDROID PAY.

THE CHALLENGE

Deliver a frictionless ordering experience

Apps like DoorDash and delivery.com exist to connect people with local businesses for easy access to food, groceries, and alcohol—and even laundry services in delivery.com's case. So that connection should be frictionless.

THE SOLUTION

Implement a one-step payment solution

To tap into a scaled audience of over 100 million Android smartphone owners, DoorDash and delivery.com knew the importance of building a one-step payment checkout experience with Android Pay.¹ Each app also relaunched their Android apps in tandem with the technical rollout of Android Pay to make sure Android mobile owners were getting the best experience from their apps.

THE RESULTS

New customers

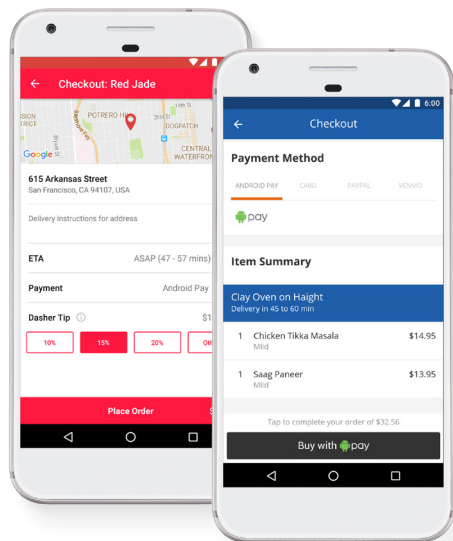
After implementing Android Pay, both apps acquired new customers. DoorDash acquired thousands of new customers.² Delivery.com saw that new users who select Android Pay have the highest checkout completion rate from Android users—higher than any other payment method.³

Increased usage

They both ran promotions for Android Pay users, which resulted in increased usage even after the promotions were over. Delivery.com saw a sustained lift of 1.7x unique weekly Android Pay orders.³ DoorDash saw an average 7%–8% month-over-month retention lift from new users coming via Android Pay.²

Improved ratings

Both apps made improvements to their Android apps in conjunction with the implementation of Android Pay, and it paid off. The DoorDash app's rating improved 2.5 stars to 4.5/5, and the app won the award of 2016 best local app from the Google Play Store.² Delivery.com saw similar results, with an increase in rating from 2.7 to 3.8.³



1.7x
SUSTAINED LIFT
IN UNIQUE WEEKLY ORDERS

THE BIG IDEAS

- Simplify your payment flow for millions of users
- Acquire new customers
- Get support from a dedicated Android team
- Implement in minimal time

At no additional charge. Just pay your processor's current standard processing fees



"Offering Android Pay only took minutes due to our pre-existing integration with Stripe. Customers love the additional payment option and the frictionless experience of checking-out without pulling out their credit card."

— Zachary Kinloch,
Director of Growth, DoorDash

WHAT THEIR TEAMS SAY



"The Android Pay team was very accommodating. They helped us come up with the best user experience; one that we had not thought of requesting. They even made updates to their SDK to provide more-streamlined functionality."

— Zachary Kinloch, Director of Growth, DoorDash



"From both an engineering and a product perspective, integrating Android Pay was a quick win and a no-brainer."

— Tim O'Malley, Chief Product Officer, delivery.com

PROCESSORS THAT SUPPORT ANDROID PAY

stripe FirstData Braintree CyberSource

vantiv worldpay globalpayments adyen

And so many more. See the full list of processors supporting Android Pay [here](#).

To learn more about delivering a frictionless experience on your Android app, visit <https://developers.google.com/android-pay/>

1. Statista. (2016) 2. Data Analysis, DoorDash. (2016) 3. Data Analysis, delivery.com. (2016)

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