



HotelTonight makes it remarkably easy to book great hotels at amazing last-minute rates on your mobile device, for tonight, tomorrow and next week. When hotels have unsold rooms, they load them on HotelTonight, which means users get incredible deals on rooms that would otherwise go empty. By booking through HotelTonight, users get the flexibility to play it by ear, knowing they'll always get a great place to stay at a great price.

65% of Android sign-ups are now through Smart Lock

23% higher conversion rate for Smart Lock users, compared to email address sign-ups

"We're obsessive about making it easy and seamless to book a great deal at a great hotel. We love the simplicity and speed that Smart Lock provides, and are thrilled with the improved conversion rates we've seen as a result."
- HotelTonight

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/smartlockcasestudies

Smart Lock for HotelTonight

Challenges

HotelTonight is always looking to make their checkout flow even simpler, faster and easier for new bookers. Historically, HotelTonight did not require users to create an account to make a booking (in order to reduce friction), but needed certain pieces of information in order to engage with customers in the future. HotelTonight explored various ways to make this as seamless as possible within the purchase flow, and Smart Lock presented an excellent new method for account creation. Why fill out three fields if you can do it all with one tap?

Solution

It took HotelTonight only two weeks to implement Smart Lock end-to-end. At launch, HotelTonight released Smart Lock through an A/B test in order to measure impact. Impact was assessed using an event-based purchase funnel, measuring conversion at each step of the checkout flow.

HotelTonight immediately saw users gravitate to Smart Lock as their preferred signup option. **65%** of account creations on Android are now through Smart Lock, making it the most popular signup method in the app.

Secondly, conversion rates to purchase are **23%** higher when signing up with Smart Lock (as compared to the second most popular signup method, email and password). This means that users who create their account using Smart Lock are much more likely to complete the checkout flow and book a hotel, compared to users that sign up via email. By reducing friction in the checkout flow, Smart Lock has vastly improved the user experience and increased HotelTonight's revenue!

