Challenges
Price Alerts allow Skyscanner users to create an alert when prices for a given route change more than 1%. Flight prices change frequently, but Price Alerts make sure signed-in users won’t miss out on a deal if the price plummets. Customers are then notified via email, push notifications, or Google Now cards, and encouraged to return to Skyscanner to complete booking a trip. Users who subscribe to Price Alerts are more engaged users: they return more frequently to the app, spend 15% more time in the app, and are 20% more likely to convert in the app.

As the feature requires users to sign in in order to receive alerts, frictionless on-boarding is critical for Skyscanner. When new users visited Skyscanner and tried to set up Price Alerts, many would abandon the process when they saw the sign-in screen.

Solution
This sign-in friction was removed when Skyscanner introduced Smart Lock for Passwords, which helps automatically sign in users; users signed-in with Smart Lock were 3.8x more likely to create a Price Alert compared to other users. Since introducing Smart Lock, Skyscanner saw a 260% increase in reach of Google Now alerts users; this may be due to the increased seamlessness around signing up for Price Alerts.

Users may also be more likely to convert as a result of seamless sign in and less friction to set up Price Alerts: Skyscanner saw a 4% increase in conversion rate* in the weeks after enabling Smart Lock.

By investing just 30 hours of engineering time, both Skyscanner and its users are enjoying the results.

*data spans Nov 2015-Mar 2016; we believe seasonality is not a factor. A conversion is defined as the event of a user clicking through from Skyscanner to partner sites or the partner’s Skyscanner Facilitated Booking site to complete a purchase.

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