

YouTrip users equipped with instant offline payment capabilities through Google Pay

Opportunity

YouTrip is Southeast Asia's leading payments company, empowering affordable, inclusive cross-border payments through its innovative multi-currency digital wallet that offers best-in-market FX rates.

The Challenge

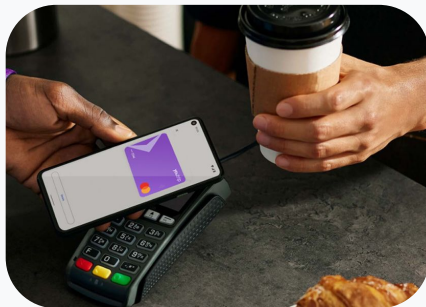
New users are eager to maximise their savings on FX transactions after application approval.

While YouTrip's virtual card enables online spending, the lack of offline payment capability while waiting for the physical card prevents users from taking full advantage of YouTrip, particularly for travel.

The Solution

YouTrip collaborated with Google Wallet to provide a convenient way through Push Provisioning for users to add their Youtrip cards onto Google Pay.

Android users could now Tap and Pay globally at all merchant points where contactless payments were accepted.



youtrip

Google Wallet

The Pay-off

Faster Time-to-Value

New users in both Singapore and Thailand can immediately start enjoying YouTrip's competitive FX rates and begin using their virtual card for both online and offline purchases through Google Pay, eliminating the wait for the physical card.

Enhanced User Experience

Seamless integration with Google Wallet provides a convenient and intuitive payment experience, making it easier for users to make payments both domestically and internationally.

The Results

Google Pay users perform on average **5 more transactions** each month

Google Pay users spend 70% more in terms of transaction amounts (3 months data)

During the Dec travel season, Google Pay users made an **average of 2.51x more payment transactions in SG and 2.35x more in TH**

"We are thrilled to partner with Google Pay, enhancing our users' payment experiences in today's mobile-first world. This integration underscores our commitment to providing the smartest, most secure, and effortless payment solutions. As we continue to innovate, we will continuously adapt to meet the evolving needs and preferences of our users."