SPOT HERO | G Pay

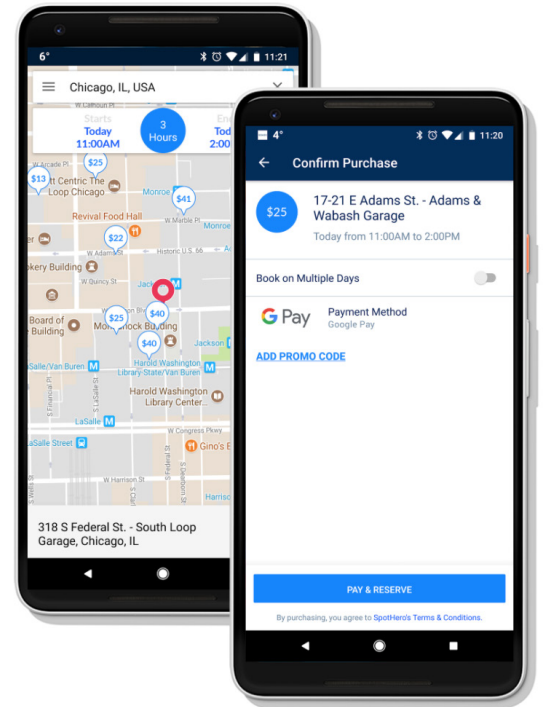# SpotHero adds Google Pay™ – and a 20x increase in conversions

20x
INCREASE IN CONVERSIONS

150%
INCREASE IN RETENTION

FEWER
SUPPORT CALLS

Who is SpotHero?

SpotHero is an app that comes to the rescue of urban drivers, helping them locate, book and pay for parking in seconds. To make it easier to use, SpotHero upgraded to Google Pay for fewer taps, quicker parking—and happier users.

Implementation in hours for parking in seconds

Google Pay's clear documentation made it easy for SpotHero's design team to produce accurate comps and their engineers integrated Google Pay API in a matter of hours. The entire project, from kickoff to release, happened in less than a week.

Easy payment makes users happy

Adding Google Pay has really bumped SpotHero's popularity. Users love how fast and easy the app is now—it just pulls debit or credit card info from their Google account.

"Our success depends on raising the bar for what 'easy parking' means, and integrating Google Pay has let us do that. Clearly, our drivers agree."

Anthony Broad-Crawford
Chief Product Officer
SpotHero

Learn more at **g.co/pay/business**