



# Help Increase Sales with Braintree

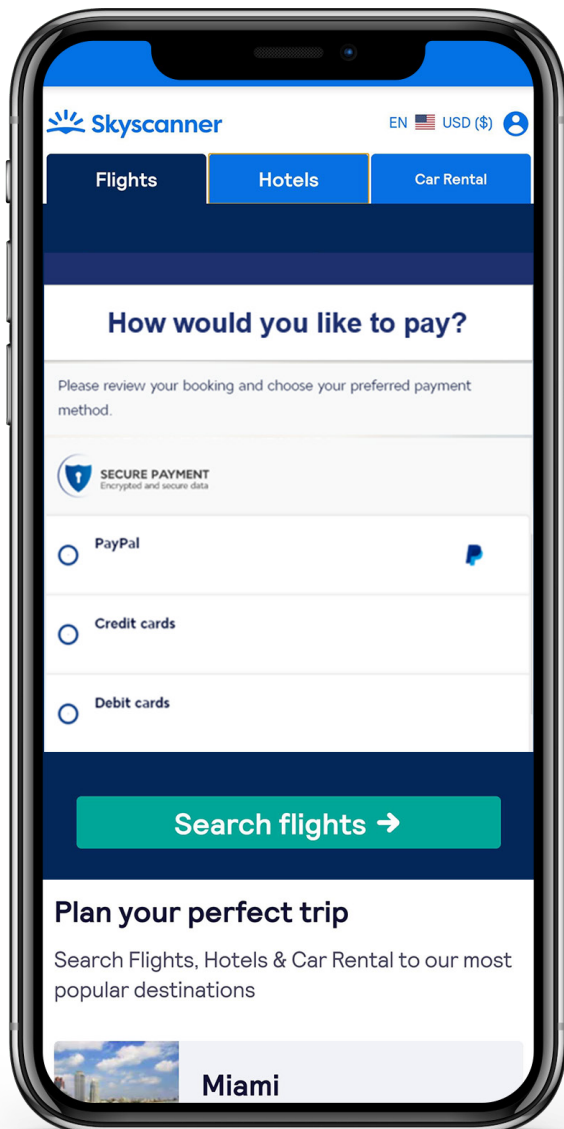
A CASE STUDY WITH  Skyscanner

# Overview of Skyscanner

Skyscanner is a leading global travel company that offers a website where visitors can choose from millions of travel options and directly book at the best prices. Eighty million people use Skyscanner every month.

## Objective

Skyscanner is a travel website that enables customers to search and compare flight prices. However, when it came time to book and pay for flights, customers were directed away from the Skyscanner page to the supplier airline site.



Skyscanner decided to collaborate with PayPal and Braintree to increase sales by enabling bookings and payments directly on its own site.

## Solution

Skyscanner became the first merchant to leverage Braintree's innovative contextual commerce offering in Europe.

With Braintree's Forward API, Skyscanner can provide a seamless purchase experience directly within its site and app, regardless of an airline's payment processor.

The direct bookings and payments functionality enable Skyscanner to sell ancillary services like travel insurance and extra bag allowances. This has created a new revenue opportunity that resulted in a 100% sales increase in ancillary services in less than one year since integration.

## Results

After integrating with Braintree, Skyscanner saw:

▲ **20%**

*Rise in total sales\**

▲ **50%**

*Increase on mobile channel\**

▲ **100%**

*Sales growth in ancillary services\**

“ Braintree’s vault and payment forwarding API enabled us to create a direct booking facility on Skyscanner.com: This delivers a great experience to our users, without the friction of leaving our site or apps. ”

**Jon Hoar**

*Product Director, Skyscanner*

\*Data based on the business’s own internal analysis. Results may not be typical and may vary substantially by business.

