# Google Sign-in for Doodle

Doodle radically simplifies the process of scheduling events with over 25 million monthly users in 20 languages. People use Doodle to plan everything from dinners with friends and family gatherings to business meetings.

In 2015, Doodle launched native Android and iOS Apps to expand the product portfolio.

**50%** increase in sign-in on Android (from 35% of users to 50%)

**75%** of new users sign-in to Doodle

**12%** higher retention rate with Smart Lock

*"Doodle has been able to secure its sign in process by implementing Google Sign-in with just a few lines of code. It improves not only the security but also the login stability and login experience."*

Alexander Thiele
Senior Android Engineer, Doodle

**Learn more about
Google Sign-in**
Sign-in with your Google account across the web and apps

Find out more at:
**https://developers.google.com/
identity/**

## Challenges

Doodle requires users to sign-in to give a ubiquitous experience across all platforms. It enables Doodle to show all created content upon log-in. Historically, the sign-up process has been a hurdle for users; therefore, Doodle wanted to make it as seamless as possible. It's also critical for users to easily switch between personal and business accounts and for Doodle to automatically connect to the user's calendar and contact system to improve functionality.

## Solution

Doodle implemented Google Sign-in on both its iOS and Android apps. The implementation was simple, taking only an hour to implement on the Android app. Thus far, Doodle has seen several benefits from using Google Sign-in.

Firstly, it's secure; Google Sign-in uses a serverAuthcode which sent over HTTPS. Secondly, it allows for desktop and Android users to sign in once and then continue to reuse the credentials for seamless return. Before using Google Sign-in, only 35% of users signed in to the app; now it has increased by over **50%**, so that more than 50% of users are signed in. It's even better for new users; Doodle is seeing over **75%** of new app installs complete registration. Thirdly, Google Sign-in allows for one-tap switching between personal, business and test accounts for developers and also secure connection to Google services, like calendar and contacts. Lastly, Doodle also implemented Google Smart Lock to remember credentials, even if the user switches devices. It's seeing **12%** higher retention, increasing the likelihood of users returning in a few days.