

Flexible travel, confident customers:
How Fly Fairly's flexible flight booking
platform improved conversions with
Refund Protect

THE CHALLENGE

Fly Fairly, a global online travel agency, was launched to make travel more accessible through flexible payments such as Buy Now, Pay Later (BNPL), cryptocurrency, and local wallets, competitive fares, and a seamless mobile-first experience. However, uncertainty around cancellations and changes remained a barrier to booking. Fly Fairly needed a way to give customers peace of mind, reduce checkout drop-offs, and build long-term loyalty.

THE RESULTS

18.2%

of monthly sales now come from protected bookings

Higher repeat booking rates among customers who purchased protection

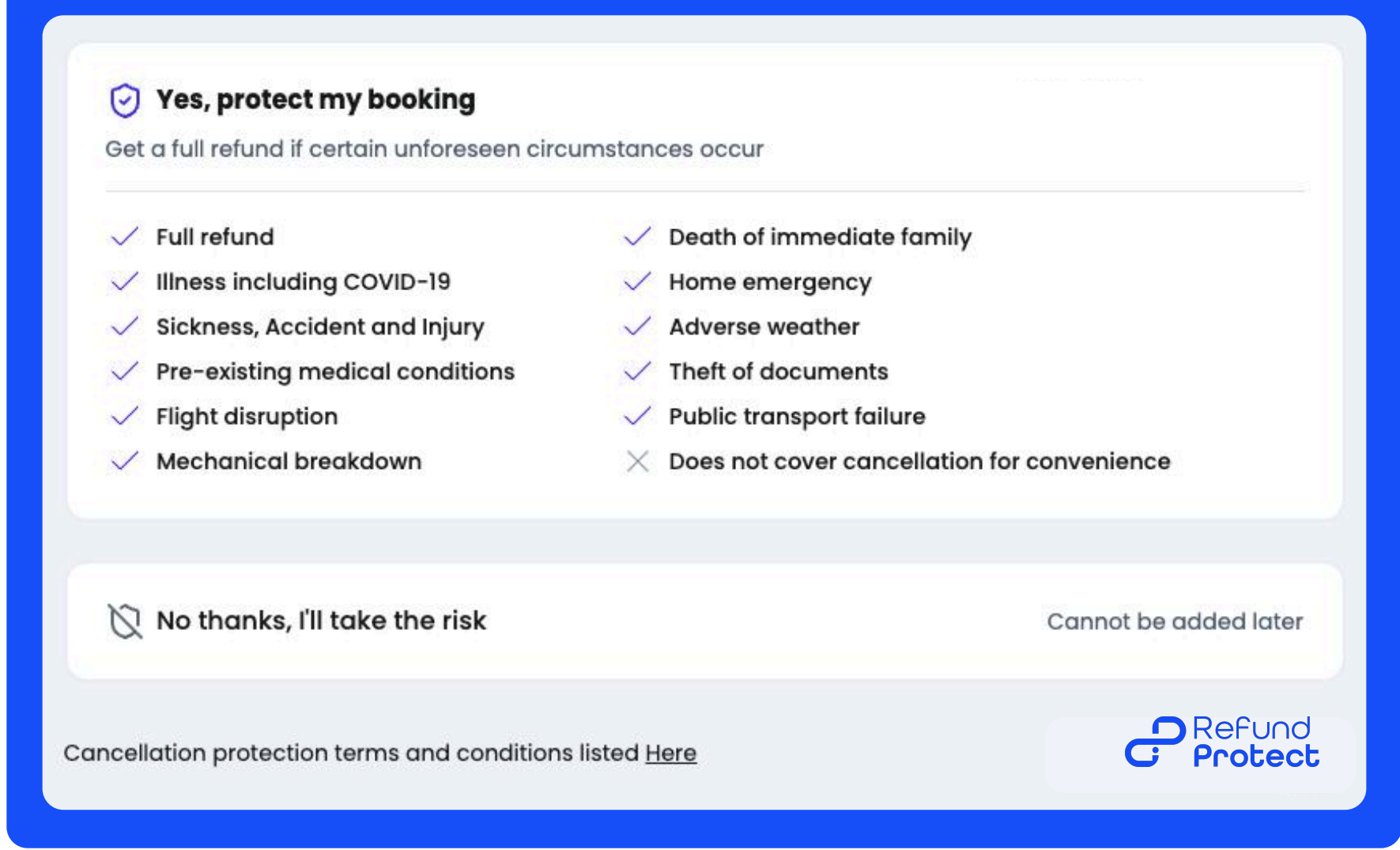
ABOUT FLY FAIRLY

Founded in 2023 and headquartered in Singapore, Fly Fairly is a mobile-first online travel agency offering over 100 payment options, including Buy Now, Pay Later (BNPL), cryptocurrency, and local wallets. Customers can book from more than 650 airlines worldwide, from full-service carriers to low-cost operators. Fly Fairly also provides crypto flight payments and the widest selection of BNPL travel options of any OTA, positioning it as a leader in flexible travel payments. In less than a year since its August 2024 launch, Fly Fairly has expanded into 10 live markets across Asia Pacific, North America, and the Middle East, serving travellers in over 50 countries.

Website	www.flyfairly.com
Key stakeholders	Alex Yardley
Founded	2023
Industry	Online Travel Agency (OTA)
HQ	 Singapore
Company size	11–50 Employees

Uncertainty over changes or cancellations is a major barrier to booking. By integrating cancellation protection at checkout, we increased booking confidence, improved conversion rates, and encouraged repeat usage, making protection both a customer benefit and a business driver

ALEX YARDLEY
Founder, CEO



By integrating Refund Protect directly into their booking flow, Fly Fairly reduced hesitation at checkout and gave travellers greater confidence when booking. This not only drove stronger conversion but also created meaningful repeat business from satisfied customers who value flexibility in flight payments and cancellation protection.

THE SOLUTION



THE RESULTS

Fly Fairly grew protected sales to 18.2% of monthly revenue. Customers who purchased protection were also more likely to book again, highlighting Refund Protect's role in driving both immediate revenue and longer-term loyalty.

TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to partner success.

Refund Protect

Enabled travellers to protect their flight bookings against unforeseen circumstances, reducing hesitation and improving customer satisfaction.

Pulse Platform

Pulse is our powerful PaaS solution designed to integrate effortlessly with your systems. It delivers tailored products that enhance every stage of your customer's journey.