

# Bango Market Index Q3 2018

The Bango Market Index sets the reference for carrier billing performance across the market and is an important health check to ensure your business is maximizing its potential.

Unique Bango Boost technology anonymously compares and benchmarks payment performance across all stores and payment providers using the Bango Platform. With more app store carrier billing deployments than anyone else, the Bango Market Index provides a unique view of the market.

Key benchmarks give you a measure of success to help understand and realize the full potential of your mobile business.



Benchmarks reflect carrier billed payments for digital content across stores and payment providers powered by the Bango Platform.

## Market types

There are four key market groups used as part of the Bango Market Index which reflect the market types defined by the GSMA in their Mobile Connectivity Index. These include - Emerger, Transitioner, Advanced and Leader.

Visit <http://www.mobileconnectivityindex.com> to identify your market type.

## Highest spending users (top 10%)

Market type



Spend per user,  
per quarter

Number of times  
higher than  
spend per user,  
across all users

As an  
**Emerger**  
country  
you should be aiming  
to achieve at least:



**7** x

As a  
**Transitioner**  
country you should be  
aiming to achieve at  
least:



**7** x

As an  
**Advanced**  
country you should be  
aiming to achieve at  
least:



**6** x

As a  
**Leader**  
country you should be  
aiming to achieve at  
least:



**5** x

Some countries within the GSMA market types will show higher performance than others

Get in touch and see how the Bango Platform  
will grow your mobile business

# Bango Market Index Q2 2018

The Bango Market Index sets the reference for carrier billing performance across the market. It is an important health check to ensure your business is maximizing its potential.

Unique Bango Boost technology anonymously compares and benchmarks payment performance across all stores and payment providers using the Bango Platform. With more app store carrier billing deployments than anyone else, the Bango Market Index provides a unique view of the market.

Key benchmarks help you measure your success and realize the full potential of your mobile business.



Benchmarks reflect carrier billed payments for digital content across stores and payment providers powered by the Bango Platform.

## Market types

There are four key market groups used as part of the Bango Market Index which reflect the market types defined by the GSMA Mobile Connectivity Index. These include – Emerging, Transitioner, Fast Transitioner and Leader. Visit <http://www.mobileconnectivityindex.com> to identify your market type.

## Carrier billing customer loyalty

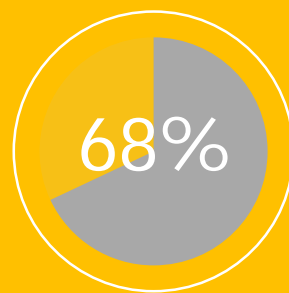
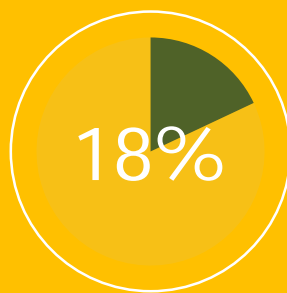
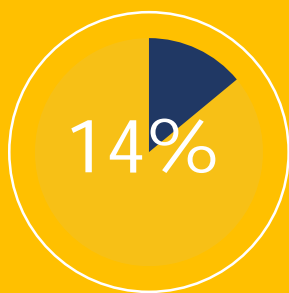


**Every month**  
% of users  
purchasing 3 out of 3  
months in a quarter

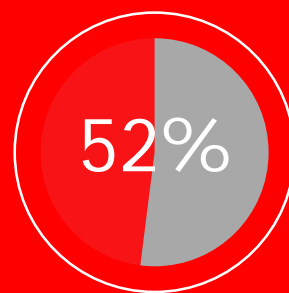
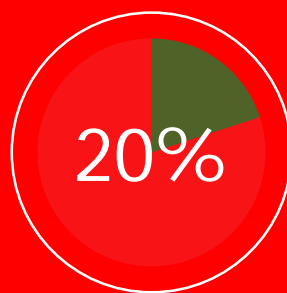
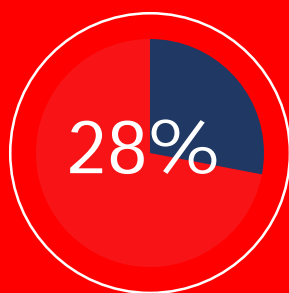
**Frequently**  
% of users  
purchasing 2 out of 3  
months in a quarter

**Single month**  
% of users  
purchasing 1 out of 3  
months in a quarter

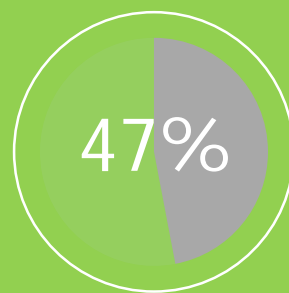
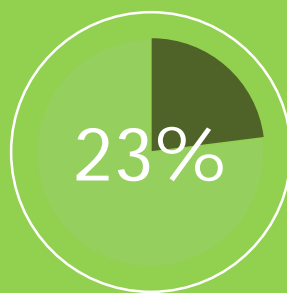
As an  
**Emerger**  
you should be aiming  
to achieve at least:



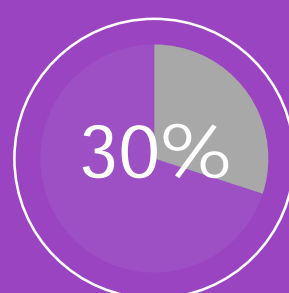
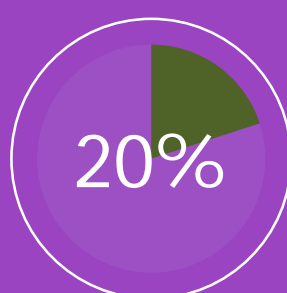
As a  
**Transitioner**  
you should be aiming  
to achieve at least:



As a  
**Fast Transitioner**  
you should be aiming  
to achieve at least:



As a  
**Leader**  
you should be aiming  
to achieve at least:



Some countries within the GSMA market types will show higher performance than others

Get in touch and see how the Bango Platform promotes loyalty and grows your business

# Bango Market Index Q1 2018

The Bango Market Index sets the reference for carrier billing performance across the market. It is an important health check to ensure your business is maximizing its potential.

Unique Bango Boost technology anonymously compares and benchmarks payment performance across all stores and payment providers using the Bango Platform. With more app store carrier billing deployments than anyone else, the Bango Market Index provides a unique view of the market.

Key benchmarks give you a measure of success to help understand and realize the full potential of your mobile business.



Benchmarks reflect carrier billed payments for digital content across stores and payment providers powered by the Bango Platform and are for setting your Q1 expectations.

## Market types

There are four key market groups used as part of the Bango Market Index which reflect the market types defined by the GSMA in their Mobile Connectivity Index. These include – Emerger, Transitioner, Fast Transitioner and Leader. Visit <http://www.mobileconnectivityindex.com> to identify your market type.

As an **Emerger**  
you should be aiming to achieve at least:

As a **Transitioner**  
you should be aiming to achieve at least:

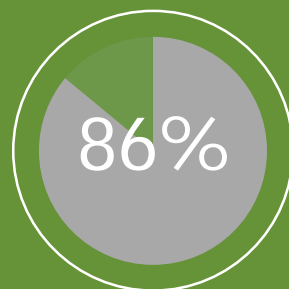
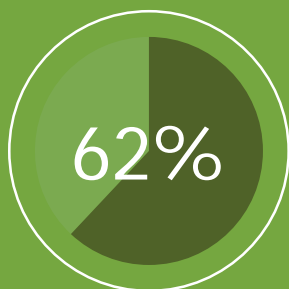
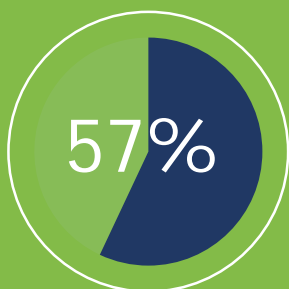
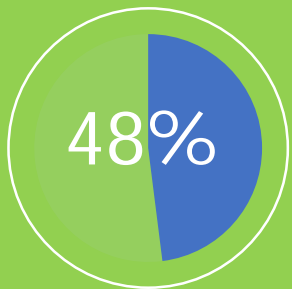
As a **Fast Transitioner**  
you should be aiming to achieve at least:

As a **Leader**  
you should be aiming to achieve at least:



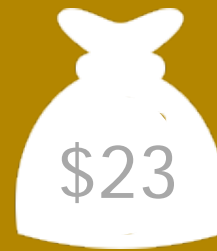
## Sales success rate

Percentage of attempted payments succeeding



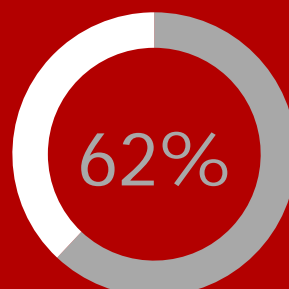
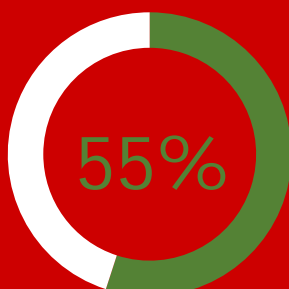
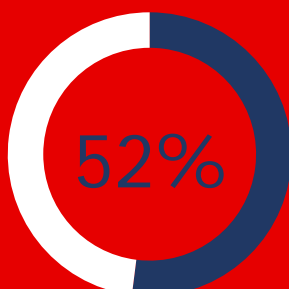
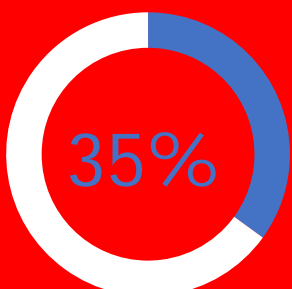
## Spend per user

Amount spent on content per user, per month



## Returning users

Percentage of users attempting to pay on more than one occasion



Some countries within the GSMA market types will show higher performance than others

Get in touch and see how the Bango Platform will grow your mobile business