

## Follow in the footsteps of online giants to unlock new revenue potential

Amazon. Google. Microsoft. Online giants trust the Bango Platform to deliver the best payment experience for their customers. Mobile operators that partner with Bango unlock the revenue growth driven by these trillion dollar global leaders.

With ONE Bango integration, operators win twice: First, your Bango Platform integration enables you to offer carrier billing to these leading stores plus a range of other merchants and content providers. Secondly, you benefit from unique Bango marketing technology that gets the right offers in front of the right customers at the right time, to maximize user engagement and grow revenue.

Bango offers numerous opportunities to grow your carrier billing business, activate bundling and resale relationships, and to benefit from new revenue paid from app developer marketing campaigns.

Bango powers payment experiences for:

- digital content and services (Google Play)
- physical goods (Amazon Japan)
- streaming services (You Tube TV)
- virtual goods, like transport and ticketing (aeTolls)
- mobile wallets and alternative payment methods

Our unique, intelligent growth technology, Bango Boost, activates more of your subscriber base to start using payments, increasing carrier billing revenue by up to 80%. It identifies new and ‘dormant’ users through the analysis of demographic and payment information to enable you to target them with compelling offers.

In summary, stepping inside the Bango circle is the gateway to multiple ways to grow your revenue. Join the Bango circle to be where you thrive.



and **MORE**

“What makes Bango Payments stand out is its ability to grow your payments revenue, through unique opportunities like app developer marketing, bundling OTT services, and new ways to drive up user acquisition, all through a single integration.”

Maria Vidondo, VP Payments at Bango

## Your next steps on the path to glory

Integration with the Bango Platform is the first step towards revenue growth from carrier billing, engaging your user base and acquiring new users with compelling offers. But that’s not where the journey ends with Bango!

- ✓ Integrate once with the Bango API to secure payments coverage.
- ✓ Whenever stores and merchants upgrade their technology, the Bango Platform takes care of all upgrade processes. You do not need to worry about keeping up-to-date.
- ✓ Instantly enable carrier billing with the world’s leading app stores, OTT media providers, merchants and app developers.
- ✓ Mobile operators that offer mobile wallet solutions can also activate these with merchants and stores.
- ✓ Expand your payments footprint easily by activating new merchants through the Bango Platform.
- ✓ Bango Boost finds the customers most likely to pay and incentivizes them to spend on 3rd party products and services.
- ✓ Unlock the massive marketing spend of the world’s app developers to increase payments. Capture a share of the marketing budget that app developers spend on customer acquisition.

- ✓ Use your Bango partnership to activate bundled offers, and partner with the world’s best content providers to increase the attractiveness of your plans.

What would you like to do?  
The Bango Platform has the solution

	Bango API	Bango Payments	Bango Boost	Bango Resale	Bango Marketplace
Integrate once and activate any merchant	✓				
Guarantee compatibility with app store API changes	✓				
Offer carrier billing to merchants		✓			
Offer mobile money (wallets) to stores		✓			
Add new merchants and new products		✓		✓	
Grow the number of paying users			✓		✓
Capture new revenue from app marketing activity				✓	✓
Increase attractiveness of your subscriber plans				✓	
Enable customer offers to high value subscribers					✓

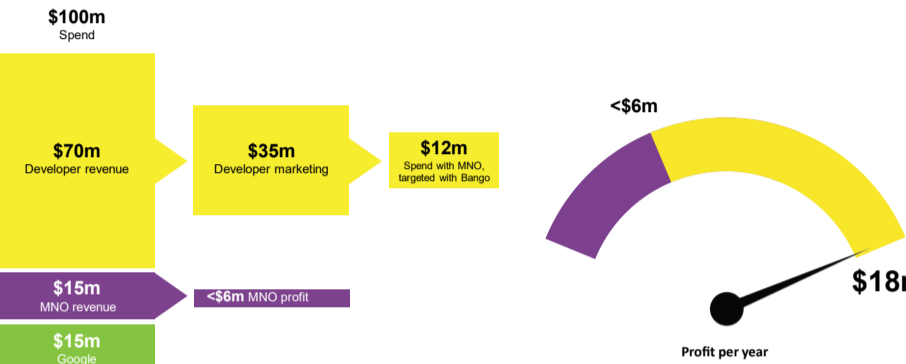
# Massive new revenue opportunity from app developer marketing

Bango Marketplace, launched in 2019, is a route for mobile operators to access app developers' multi-billion dollar global marketing spend. Hundreds of app marketers use Bango Marketplace to target their budgets at users that pay for content.

Payment information is used to create audiences (a set of users with similar payment characteristics) more likely to make in-app purchases (IAP). Bango does this by analyzing over \$1BN of carrier billed payments to gather information

on which users have made payments, what they bought, how much they spent and how often they make payments. These are then turned into aggregated, anonymous Bango Audiences.

Bango Audiences are offered on Bango Marketplace to app marketers. These audiences are used by app marketers in advertising campaigns to acquire users more likely to pay within their apps. Mobile operators can offer their audiences on Bango Marketplace to get a share of the revenue generated.



## Unlock a new revenue stream

- Access a new revenue stream from app developer marketing
- Increase the number of paying users
- Grow your revenue through Google Play
- Boost the profit you make from carrier billing

## It's as easy as 1, 2, 3...



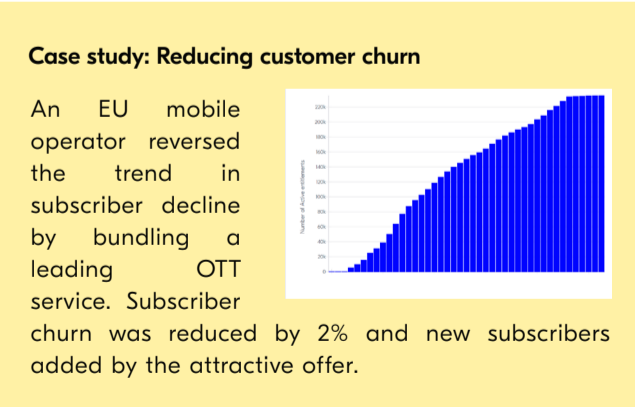
# Add some OTT magic to dazzle your customers

Making your service stand out from the crowd is a challenge. By leveraging the power of desirable OTT services from leading brands, you will gain a competitive edge, attract more users and boost engagement with your most valuable customers.

Strengthen your offerings by bundling third-party services with your own. Leading OTT providers are looking to partner with resellers like you to get their streaming services in front of a new audience. As a result, you benefit from delivering offers that broaden the appeal of your service, grow subscribers and re-engage millions of existing customers. It's a win-win arrangement.

Embrace the power of the multi-bundle to help you differentiate. Consumers expect choice and by offering multiple complementary services you'll attract and retain more customers. Offer subscription services from leading brands including Spotify, Amazon and Pandora with Bango Resale.

Focusing on loyalty and retention amongst your subscriber base is essential. Bango Resale technology enables you to effectively engage users with unique data-driven insights. These insights increase your marketing effectiveness and enable you to target key subscribers with the right offers at the right time, to upsell, retain and re-engage.



# Turning your data into Tada!

Getting your customers more actively engaged, loyal and spending, is everyone's goal. To smash that goal and grow revenues depends on your ability to:

1. Understand individual customers across online and offline touchpoints
2. Deliver the most engaging, personal experiences
3. Target them with the relevant messages and advertising

Bango products do this out of the box, using Bango Boost technology. It's the reason mobile operators choose Bango to power their carrier billing and bundles.

To achieve maximum customer delight, highest revenues and lowest churn requires the same personalized experience and communications across all your customer touchpoints. Bango makes this simple with the Audiens Customer Data Platform (CDP).

The Audiens CDP quickly unifies customer data from all your different websites, apps, CRM, POS and other databases and tools. Brands operating retail stores use Audiens to link online and offline activity to get a complete picture.

Customers are automatically grouped into meaningful audiences based on behavior, purchase history, subscription details and more. This reveals 7 top spenders, most likely to buy, VIPs, most active or risk of churn, and more key customer attributes. Using Audiens, mobile operators unlock those "Tada!" moments, when the data reveals unexpected insights that can be actioned to benefit customer and mobile operator.

The audiences can be instantly activated on the world's leading advertising networks, marketing channels or communications tools — from Facebook, Google or Verizon Media to MailChimp. They can also be used to personalize web or app experiences.

Taking an audience and automatically applying a simple method — like "email an offer to inactive customers after 20 days", delivers a powerful recipe for engagement.

Audiens has been designed to be used by everyone, out of the box. There is no complex IT integration and no costly consultancy to implement or run. It gives better results, immediately and at low cost, through a simple SaaS usage model.

Mobile operators also use Audiens to engage directly with their customers, and to monetize data, by publishing chosen audiences on advertising marketplaces. For example, audiences of paying users can be published for sale to top mobile games developers through Bango Marketplace.

[audiens.com](https://audiens.com) — Tada!

## About Bango

Merchants, app stores and payment providers cross the threshold into the Bango ecosystem to converge, grow and thrive.

By bringing businesses together and powering e-commerce with unique data-driven insights, Bango delivers new business opportunities and new dimensions of growth for customers around the world. Being inside the Bango circle means global merchants including Amazon, Google and Microsoft can work together with payment partners from Africa to the Americas, accelerating the performance of everyone on the inside.

Bango. Think inside the circle.

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