

A new way to reach paying uSer\$

Bango Marketplace takes the guesswork out of finding high value customers. App marketing typically needs to cast a wide net to produce a return on investment. The hope is that by capturing a large number of sprats, a few prize fish will be landed! Until now, locating the users who make in-app payments, the high value games players, music fans or movie lovers has been an inexact science. They are out there somewhere, but sorting the gold from the gumbo can only be done once the marketing dollars have been spent.

Bango Marketplace, however, changes the economies of user acquisition. Until now, targeting high value, paying users has been a game of informed guesswork, at best. Bango Marketplace takes the guesswork away by bringing together users that do pay for relevant content and services organized into marketing audiences. These Bango Audiences have never been available before, app marketers have never had a proven method of getting their offers and promotions in front of paying customers, until now.

How does it work? Bango processes over \$1BN/yr of

payment data from hundreds of payment providers. The data is analyzed and segmented into audiences of users that are interested in buying certain types of content and can benefit from relevant offers. The data is anonymized to ensure users are not personally identifiable, and made available as audiences on advertising platforms such as Facebook or Google. Bango Marketplace offers hundreds of audiences from across the world, containing millions of high value, paying users. App marketers can now, for the first time, run a campaign focusing just on new paying customers.

Taking the guesswork out of acquisition campaigns is profoundly important to the commercial success of a digital product. With just 1 in 20 acquired users spending in-app (or on a subscription), but users paying for content deliver 80% of revenue (ad monetization accounts for the rest) - acquiring paying customers is vital.

For the first time, Bango Marketplace takes the guesswork away - marketplace.bango.com

Increase ARPU and get to revenues faster with Bango Audiences, visit marketplace.bango.com

How do you actually make money from a UA campaign?

Global mobile app revenue is projected to reach \$188.9 billion by 2020 (App Annie, 2019) with games dominating the list of top-grossing apps. Competing for a share of this consumer spending requires increasingly sophisticated marketing and monetization techniques. But in this highly competitive space, how do you make sure your acquisition campaigns successfully acquire users that will spend?

One of the treasure chests is held by Mobile Network Operators (MNOs). Billions of dollars of payments made by hundreds of millions of users through mobile app stores (e.g. Google Play) are processed by MNOs each year. Analysis of this data

provides insights into a user's ability and likelihood to pay for content.

Applied to user acquisition campaigns, these audiences capture a higher percentage of paying users and more effective return on advertising spend (ROAS) by targeting more efficiently. Put simply, you use these audiences to acquire the users who will provide the majority of your revenue.

Targeting your UA campaigns by user profiling — gender, age, location, employment status, interests etc. - gets more downloads and installs. But, now app marketers can run campaigns that acquire revenue as well as users.

UA cost and conversion rates



The worldwide average cost to acquire a paying user in a gaming app

The worldwide average cost to acquire a paying user in a gaming app is \$35.42. According to LiftOff's 2019 User Acquisition Trends & Benchmarks report, users "are willing to pay, play and stay around".

With mobile gaming forecast to generate revenues of \$95.4 billion by 2022, the opportunity is there for the taking.

Don't leave it to chance, go straight to the paying users with Bango Audiences and increase your slice of the app revenue pie.

Over 9x increase

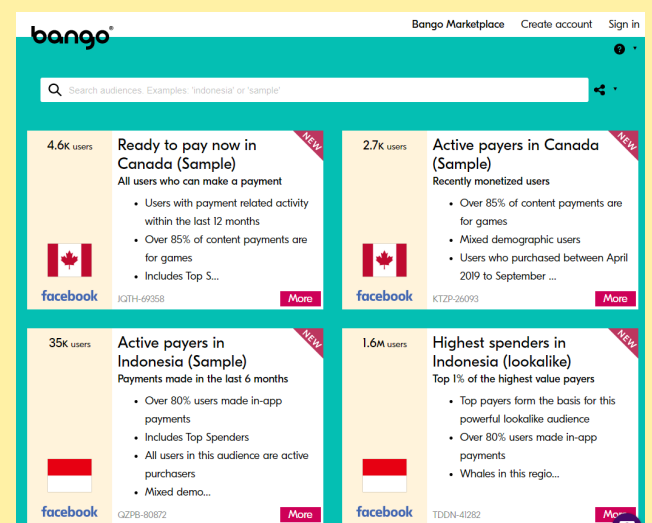


Bango Audiences deliver over 9X increase in conversion rate to paying users

PAYING

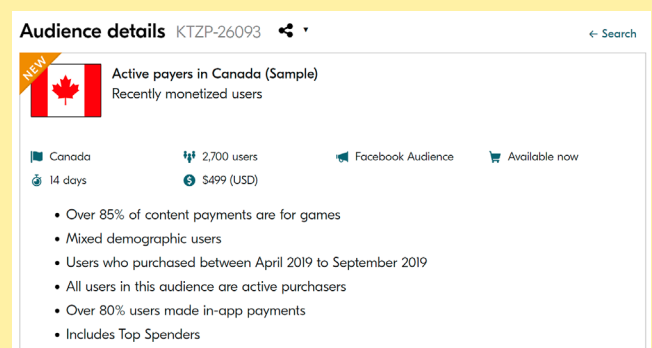
How to order Bango Audiences

Bango Marketplace is where app marketers go to immediately reach paying users. This article shows you how easy it is to start using it. There is nothing to install and no details to enter, just go to <https://marketplace.bango.com>.



Each tile represents a Bango Audience, a group of users with similar payment characteristics or behavior. You can scroll through the available audiences or search for something that fits your requirements e.g. 'highest spenders' or 'Italy'. The top right audience, 'Active payers in Canada', is made up of users based in Canada who have all made one or more payments in the last six months. Some of these users will have made multiple payments, some of them may have paid higher than the average amount and others may have made just one payment. The majority of these transactions are in-app purchases, primarily games. All of these users have one thing in common, they are all known to have made a payment recently. This increases the likelihood of them making an in-app payment in your app compared to users who have not bought anything.

Clicking on an audience tile reveals more information and provides you with the option to place an order.



Placing an order starts the buying process and you will be guided to a simple online order form. Complete the form and Bango will share the audience with you on Facebook manager to fit in with your campaign start date. You can use the audience for as long as you need. It's as simple as that. No integration required and ready to use on the most popular advertising platform for app marketers.



Q&A with Ninnu Campbell, Senior Product Manager at Bango

“With Bango Marketplace we do it differently... We focus on the lifetime value of users”

Bango welcomes Ninnu Campbell, as Senior Product Manager for the recently launched Bango Marketplace. Ninnu previously worked as Product Manager at Digital Chocolate, a Finnish games studio whose apps include Crazy Penguin Wars. Here she discusses her experiences and lessons learned from years spent in the mobile gaming industry.

What is your background in the mobile gaming industry?

“At Digital Chocolate I was very focused on the customer side of things and how to monetize users in the game. I looked at usability, first time tutorials and a lot of click analysis of what people are doing in game, and how they’re using it. Devising the future roadmap to quickly improve results.

Interestingly, the Digital Chocolate studio was founded by Trip Hawkins, Ex-Director of Strategy and Marketing at Apple, and Founder of Electronic Arts. Some people may know that Supercell was a splinter of the Digital Chocolate studio. When the battle for gaming platform of choice was between mobile and Facebook, Supercell decided to pursue mobile. They made a very good call.

What have been the biggest changes in the app industry over the past 10 years?

The combination of increased readiness to pay and ease of payment on mobile has been revolutionary in establishing the app ecosystem.

There is increased willingness to pay by mobile. We spend massive amounts of money without any fear or concern. I dish out a lot of money on mobile purchases from groceries to mobile apps! Paying by mobile for virtual and physical goods has become so frictionless and so mainstream.

Looking ahead we will see a rise in subscription and streaming based monetization strategies. These will really take off with the increase in 5G coverage and the success of cloud-based gaming ecosystems.

What is your advice on successful strategies to monetize apps?

When you’re talking to app developers, often the marketing people are only looking at the user acquisition side, so they’re just driving installs and they don’t really care about monetization in the game as much. Then you have the people who are in charge of the game monetization, who focus on monetizing the people already playing the game. So, it’s like having a little wall between these people of what metrics they follow to measure their success. There might not be as much communication in between as you’d imagine.

That’s why LTV is increasingly recognized as the most important KPI, as it crosses this wall. You’re not looking only at install rates, DAU or spend/conversion rate, but rather the whole picture of the lifetime value of the customer. And that’s something that Bango Marketplace can really impact. With Bango Marketplace we do it differently, we focus on increasing the lifetime value of your users.

What are your plans for Bango Marketplace?

Bango has created a product that is answering the needs of game and app developers. Bango Marketplace is where app marketers go to immediately reach paying users. App marketers can go straight to audiences of paying users in their target market to increase their revenue, fast.

I want to ensure that we give them even more audiences they can monetize. At the same time ensuring data providers recognize the value of Bango as a partner. I want to use my skills, intuition and logical thinking to feed the virtuous circle that grows the Bango ecosystem, increasing value for all our partners.”



About Bango

App developers, 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. bango.com

Meet Bango

To find out more about how you can get your campaigns straight to paying users, meet the Bango Marketplace team at the following upcoming events, email: sales@bango.com

Games Forum - Seattle

22-23 October, 2019
www.globalgamesforum.com

App Promotion Summit - Berlin

5 December, 2019
apppromotionsummit.com/BERLIN/

Pocket Gamer Connects - London

20-21 January, 2020
www.pgconnects.com/london/

White Nights - Amsterdam

23-24 January, 2020
wnconf.com/en/amsterdam

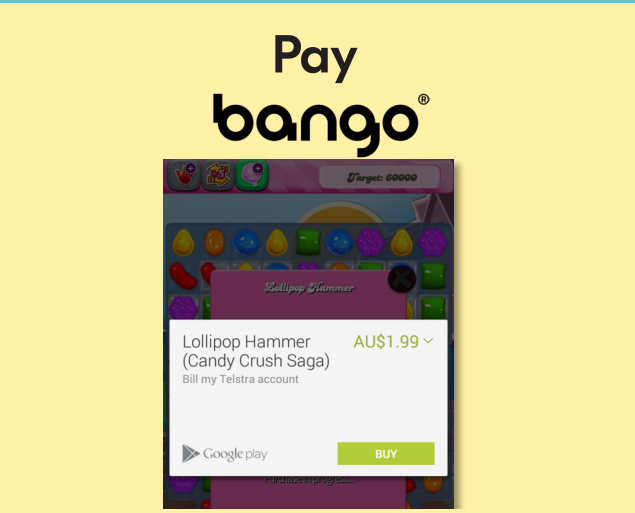
A revolution in app marketing



Target based on what people look for



Target based on what people say they like



Target based on what people pay for

UK
Bango, 5 Westbrook Centre,
Cambridge, CB4 1YG

USA
Bango, 675 North First Street, Suite
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Daehak 4-ro, Yeongtong-gu, Suwon-si,
Gyeonggi-do, Republic of Korea, 16226

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