



“ Bango helps us partner with operators in key markets. Using payment insights provided by Bango to identify high LTV audiences has delivered Smule a significant increase in acquisition of paying users. ”

Matt Mandel, Director Business Development, Smule



Smule, developer of the highly successful Sing! Karaoke app, ran a marketing campaign targeting Indonesian mobile subscribers that were proven to pay for in-app content.

The result was an increase of over 2x the conversion rate of free to paying users.

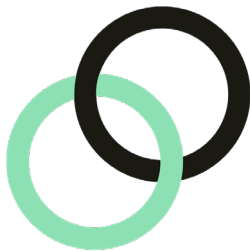


**Smule boosts paying users
in Indonesia through
Bango Marketplace**



Maximize paying users by targeting a high value audience

Already highly popular in Indonesia, Smule wanted to acquire new paying users for their Sing! VIP monthly subscription. To maximize campaign effectiveness, Smule needed to identify and target the right audience, users who were able to pay (preferably using Direct Carrier Billing as credit card usage in Indonesia is low), with a recent history of making in-app purchases (IAP), excluding any users who had already purchased with Smule.



Reach target audiences by connecting with Mobile Network Operators (MNOs)

Through Bango Marketplace, Smule partnered with Indonesian MNOs Indosat, XL and Smartfren to run a focused campaign targeting top spending mobile users over the past 12 months. These mobile users had not made a purchase in the Sing! Karaoke app before. The campaign was launched during Ramadan, offering users 50% discount on the price of a VIP premium subscription. The offer included a link to directly download the Sing! Karaoke app in the Google Play store, with an offer ID linked to it.

Over
2x



Over 2X increase in conversion rate to paying users

By targeting users identified as proven to pay by the Bango Platform, the Smule campaign delivered a conversion rate of free to paying users that was more than double the rate compared to their standard acquisition campaigns. The Bango driven campaign delivered a 1.92% CTR (click through rate) and 4.4% conversion to paying users within 3 weeks. Smule has since run a second campaign and plans more to benefit from the growing range of operator marketing offers available in Bango Marketplace.

About Smule

Smule develops Sing! Karaoke, the world's most popular karaoke app, connecting users through their love of music. With 40 million monthly active users, Smule is the global leader in social music and singing apps. The app is free to download, and users get access to an extensive library of songs through the Smule VIP premium paid subscription service.

www.smule.com

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.

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