

App developers! Mobile Network Operators are your new best friends....

In 2018, Bango launched a revolutionary developer marketing business, giving app developers - for the first time - access to the information Mobile Network Operators (MNOs) have about their customers spending. MNOs collected over \$10Bn worth of payments in app stores during 2018, with more payments collected from additional services provided directly by operators and 3rd parties.

This payment information is very valuable because it helps app developers focus their marketing on customers that are more likely to pay. These 'pay proven' audiences give app developers a revenue boost from their campaigns and allow them to acquire high Life Time Value (LTV) customers.

Bango is now enabling developers to link with MNOs worldwide. Through Bango Marketplace MNOs offer app developers the opportunity to reach paying users in many countries. App developers browse Bango Marketplace to select these 'audiences' which align the marketing offer with customers more likely to pay.

The introduction of this pay proven attribute to user acquisition gives developers new options to run their campaigns. For many developers this means that a smaller overall audience can be targeted, meaning lower costs, and yielding more revenue from in app purchasing (IAP). App

developers can use these payment insights to build larger 'lookalike' audiences, knowing that the users acquired will include high LTV users.

Audiences

Bango Marketplace is a powerful tool for developers. First, it is the global store where MNOs publicize the availability of payment insights. Secondly, Bango technology turns these insights into audience segments in formats that developers can immediately apply to their Facebook, Google and other marketing channels. Developers are discovering that enriching a customer audience with payment insights, when applied to an existing marketing channel (Facebook, Google, Line etc.), is the quickest way to boost the monetary value of app marketing campaigns.

Friends with benefits

The audiences in Bango Marketplace provide the means for app developers to leverage MNO insights and find opportunities to reach millions of paying users. This is a first for mobile marketing, and break-through in the race to acquire and monetize customers worldwide.

Acquiring high value customers with Facebook

Facebook is a proven channel for identifying and acquiring new customers for mobile apps and is successfully used by most of the world's top app developers.

The Facebook Business platform makes it easy to segment defined target audiences and deliver compelling offers and advertising. To use Facebook, you simply select a range of demographic attributes that best match target customers of your game or app. Facebook users, opted-in to receive advertising, will see the ads as part of their Facebook news feed.

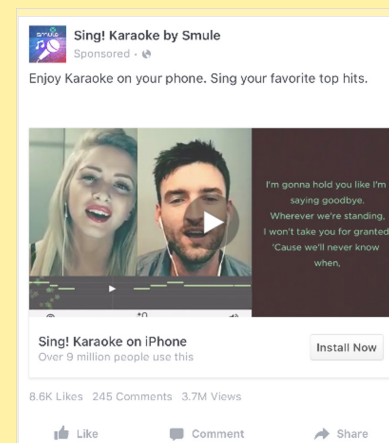
This method of advertising reaches large audiences but can deliver low monetization. App developers often see less than 2% click rates and more importantly, less than 0.5% proceeding to purchase or subscribe. This is partly because Facebook campaigns lack the relevant local in-store and in-app purchase insights needed to focus advertisements at customers more likely and able to buy.

Mobile Network Operators possess unique insights about their local market and have billing relationships with most of their countries population. Many mobile operators power app store payments using Direct Carrier Billing (DCB), giving them important knowledge of their customers in-store and in- app payments. Leveraging these unique insights makes your marketing and advertising significantly more relevant and direct.

Having access to these audiences within Facebook allows you to acquire a significantly higher number of paying customers - people much more likely to pay a premium for your in-app content, services or subscriptions.

Bango Marketplace enables these unique mobile operator insights to be segmented and mapped onto users in Facebook, and other channels — all without any data physically being shared. This allows you to target Facebook users that have a history of purchasing, those able to buy using their phone bill with DCB, or customers with specific app preferences.

Chosen mobile operator audiences are applied using the standard steps you are already familiar with in Facebook, making it easy to combine your current Facebook audiences, with powerful new Bango Marketplace audiences. Sign into Bango Marketplace today to select markets and audiences that will quickly grow the number of paying customers your marketing campaigns acquire.



Register now to participate in the world's biggest app developer marketplace at bango.com

Bango Marketplace - Access to millions of active paying users

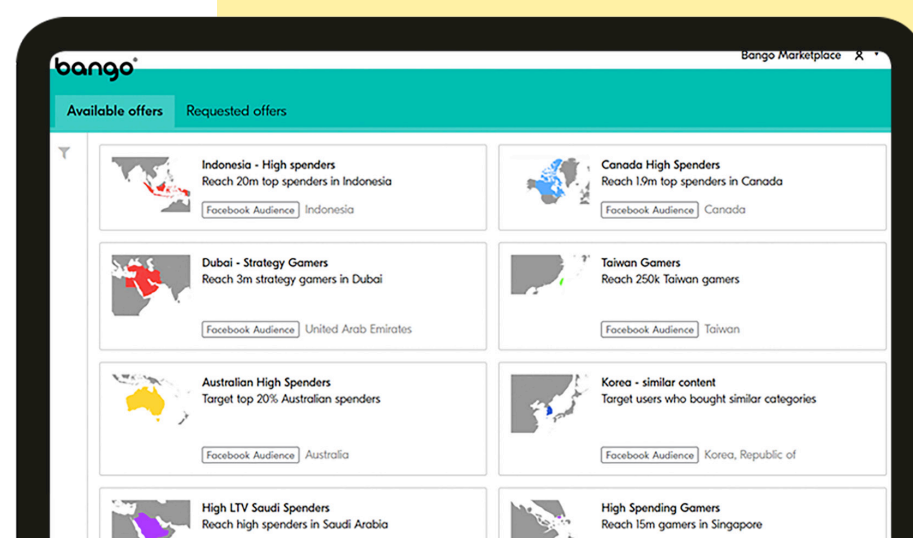
Access to high LTV users through the Bango Marketplace:

- Choose a country or countries to target
- Request access to an audience of users based on buying behavior
- Audience is shared to you on Facebook Business Manager or Google AdWords
- Run your campaign and acquire more paying users

Bango Marketplace is the place for app developers to access high value, ready to pay users by using the reach of mobile operators around the world. These users are published on Bango Marketplace as audiences per country, with some audiences defined by payment activity levels. Bango does this by analyzing payment data to reveal which users can pay, how much they spent and how often they buy. Information about products and services customers buy can also be made available. These insights are used to publish audiences available to app developers who register at Bango Marketplace. These audiences are then shared with you for use on standard advertising platforms such as Facebook Business Manager and Google AdWords.

Maximize ROAS through Bango Marketplace:

- ✓ Target high LTV users
- ✓ Increase conversion rate from free to paying users
- ✓ Increase IAPs



App developers are partnering with MNOs to access high value users

It's not obvious to app developers that MNOs can lead them to the most valuable users they could possibly acquire. Payments made by millions of users on mobile app stores (e.g. Google Play) are processed by MNOs. Analysis and segmentation of this data provides insights into a user's ability and likelihood to pay for content. As an app developer, you can use this information to acquire users providing most of your revenue, illustrated by the graphic on the right.

App developers derive income from two sources:

1. In-app purchases (IAP) — minority of users but majority of revenue
2. In-app advertising (IAA) — majority of users but minority of overall revenue

“One IAP user acquired is worth five IAA users”

Currently, many app developers acquire users by running advertising campaigns targeting users based on their demographic profile — gender, age, location, employment status, interests etc. However, these demographics do not identify users who are likely to make in-app or app store payments. By using Bango Marketplace, you get access to audiences derived from analysis of users' payment capability and behavior. This leads to a higher conversion rate to paying users and more effective return on advertising spend (ROAS) by targeting more efficiently (less money spent on users unlikely to pay).

Acquiring in-app purchase users is the equivalent of finding gold! MNOs hold the keys to this treasure...

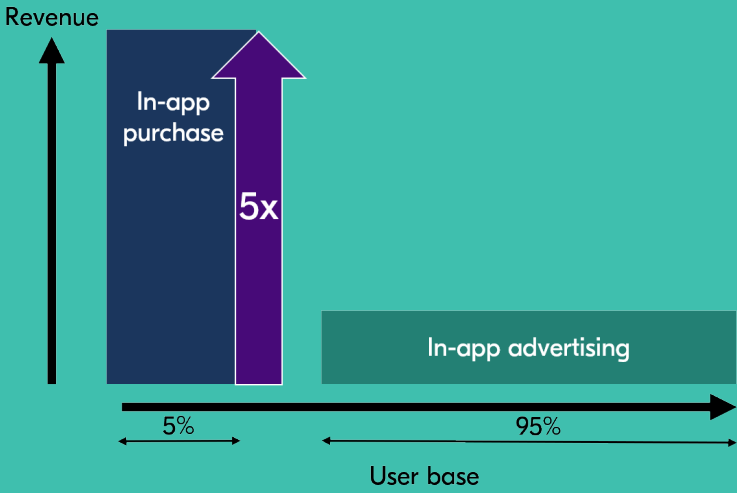


Image data sources:
<https://www.appsflyer.com/resources/state-app-spending-global-benchmarks-data-study/>
<https://www.braze.com/blog/in-app-purchase-stats/>
<https://www.statista.com/statistics/220186/total-global-in-app-revenue-forecast/>

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



Partner with MNOs

App developers can see which MNOs will deliver the best customers and revenues. App developers can access MNOs across the world



Reach target audiences

The Bango Platform analyzes buying behavior to allow app developers to identify their ideal audiences. For example, identify people that have the highest potential to spend, customers that have purchased similar games or apps, or previous customers that have not paid for months



Measure success

Track payments and their frequency to measure customer lifetime value. Use the Bango Platform to monitor conversion to paying customers

Bango Marketplace Nexus, Jakarta

Google, Indonesian mobile operators and leading app developers attend Bango event to accelerate their success

Bango hosted an exclusive event for mobile operators and leading Google Play app developers at The Ritz Carlton, Jakarta, Indonesia. Part of Bango's long running Nexus series, the event gathered leaders in mobile commerce to make introductions, share ideas, and ultimately thrive by creating profitable app developer and mobile operator partnerships.

Focused on how mobile operators and app developers can amplify success by partnering for marketing activities, Bango Nexus Jakarta welcomed attendees from the Indonesian mobile operators Telkomsel, XL, Indosat, Smartfren, US app developer Smule, numerous leading Indonesian app developers and Google.

Bango shared details of how app developers and mobile operators can partner, applying unique Bango Platform audience insights to maximize customer acquisition and revenue growth through marketing campaigns. Smule, publisher of the popular karaoke app, shared the success they're seeing, giving a case study of campaigns run with Indonesian operators targeting high spending users which saw a significant increase in the conversion of paying users.

For details of future Bango Marketplace Nexus events contact sales@bango.com

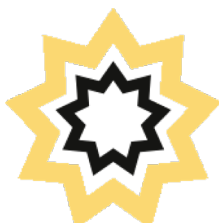
Developer campaign offer example

Bango enables app developers to target millions of mobile subscribers based on their buying behavior



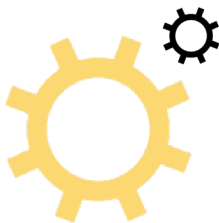
Target audience

Users who have made a purchase in the last 12 months



Offer

50% discount on premium subscription through Google Play



Mechanic

Banner ad on mobile operator's Facebook page



Expected outcome

2X increase in conversion from free to paying users

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.

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

USA
Bango, 675 North First Street, Suite
1180, San Jose, CA95112

Japan
Bango K.K. Spline Aoyama Tokyu,
Building 6F, 3-1-3 Minami-Aoyama,
Minato, Tokyo, 107-0062

Korea
706-A, Ace Gwanggyo Tower 1. 17,
Daehak 4-ro, Yeongtong-gu, Suwon-si,
Gyeonggi-do, Republic of Korea, 16226

Singapore
Bango, One Raffles Quay, North Tower,
Level 25, Singapore 048583

Brazil
Bango, 1912 Av. Brigadeiro Faria Lima,
Jardim Paulistano 01451-907,
Sao Paulo



bango®

sales@bango.com

bango.com