

Bango Boost actively grows customers and revenues

Bango Boost ensures the maximum number of customers get the smoothest, most successful payment experience. It does this by analyzing your customers' payment performance, intelligently comparing them with your peers to identify and prioritize areas to improve and the actions that will quickly give you more customers, spending more, more often. Bango Boost actions deliver results across all markets from emerging to mature.



More successful payments

Bango Boost unlocks the spending potential of your existing customer base by identifying and eliminating payment blockers.

- Effective spend level management ensures more customers pay
- Price point analysis delivers insights to maximize customer spend
- Optimized customer journey reduces drop offs to maximize payment success

Promote customer engagement and loyalty

Bango Boost actions grow loyalty by helping you understand your customer base and where to focus marketing efforts for the best results.

- Identify your premium customers to drive engagement
- Understand customer behavior to effectively target marketing
- Identify your infrequent spenders and incentivize them to engage



Increase customer numbers

Bango Boost expands payments to more customers by helping you effectively promote the use of carrier billing amongst your subscriber base.

- Identify customers already set up to buy, but not yet spending
- Identify customers that are simply unaware of how to spend
- Connect with app developers and unlock your customers' spending potential

Unique Bango technology

Unique Bango Boost technology takes all your customer payment data and independently compares it with others across similar markets. It adds industry knowledge and market trends to intelligently analyze where the biggest optimizations should be made to increase payment success.

Unrivaled industry comparisons

Only the Bango Platform can independently benchmark payment performance across the industry, comparing your performance metrics with peers based on region, market maturity and user type - Bango Boost knows what works best for you and your market.

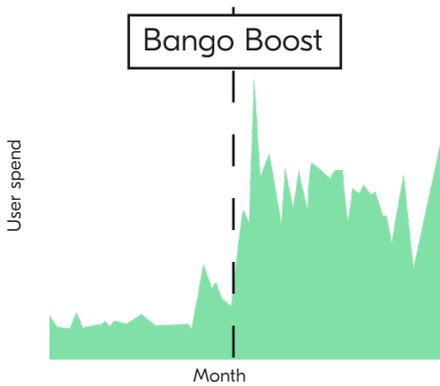
Peer analysis provides a clear measure of your performance and delivers unrivaled insights proven to identify and prioritize the best areas for improvement.

Bango Boost delivers proven results

Each Bango Boost action typically delivers a 20% - 40% increase in revenue or a range of customer associated benefits. Bango Boost has been proven to deliver rapid results, here are some examples of single boosts.

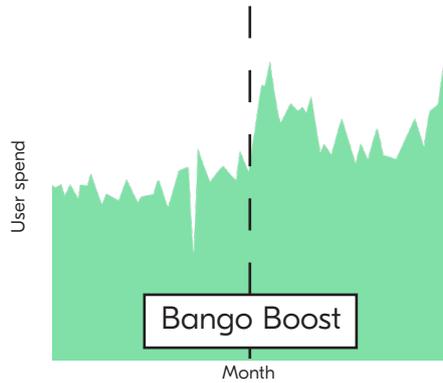
81% revenue increase

Bango Boost enabled effective spend level management, achieving an 81% revenue increase



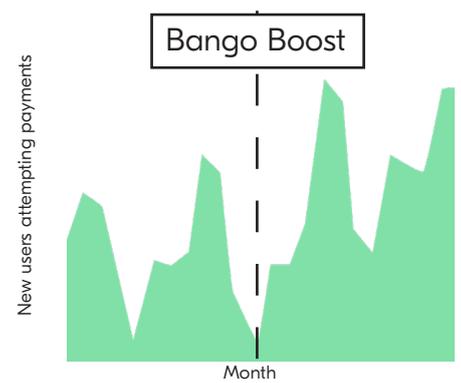
30% revenue increase

Bango Boost increased customer loyalty, achieving a 30% revenue increase



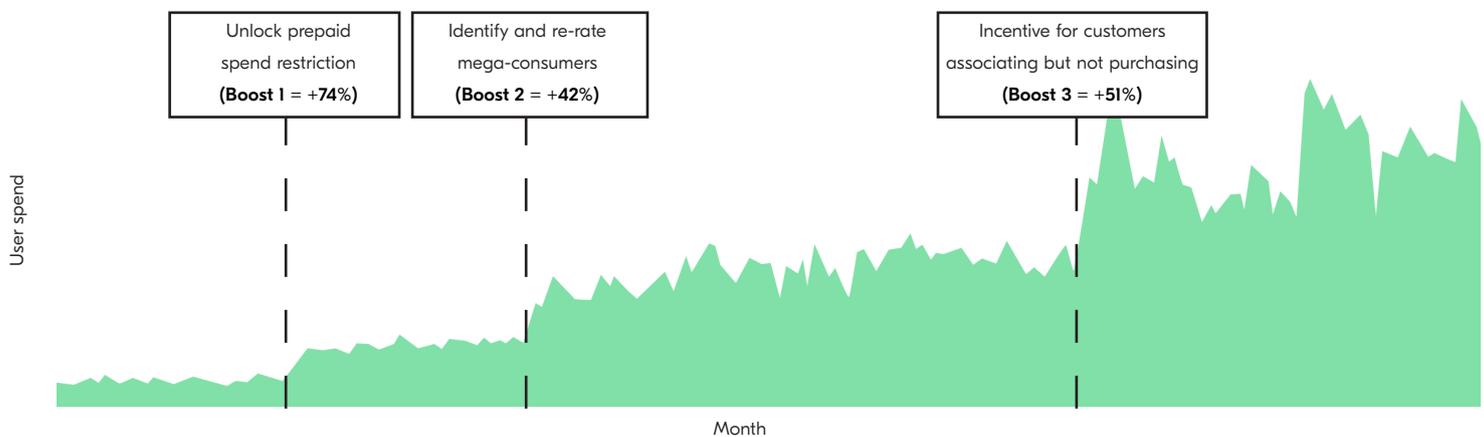
30% uplift in new users

Bango Boost identified ways to increase users activating DCB, achieving a 30% uplift in new users attempting to purchase with DCB



Actively growing payments

Bango Boost delivers multiple actions over time to quickly accelerate growth in customer numbers and spend. It actively increases loyalty and engagement while at the same time reducing customer churn. Stores, merchants and payment providers rely on Bango Boost to deliver ongoing business growth.



Bango Boost features:

- Clear focused actions delivered where room for improvement is detected
- Understand the value of performing each boost action including a clear view of revenue potential
- Reports on the success of the previous boost action performed showing actual benefits and revenue uplift
- Reports estimated revenue lost from boost action recommended but not yet undertaken

"Bango Boost has been an invaluable tool allowing us to monitor and optimize our carrier billing services with Bango. The data provided has helped fill gaps in the overall service performance and allowed us to take actions to continuously grow the service"

Noaf Eriqat, Director of
Digital Services & DCB at du