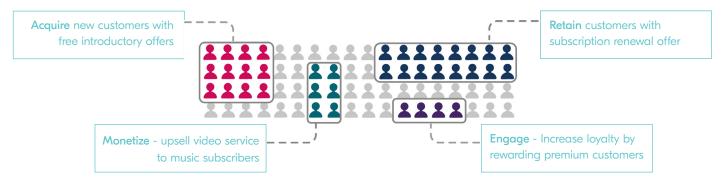


Bango Resale

Bringing people to products

Bango Resale is a cloud-based service for businesses wanting to **acquire**, **engage and monetize** customers with valuable third-party product offers. Powered by Bango's advanced ML-based technology, personalized offers are delivered to targeted audiences to maximize acquisition, engagement and revenue.



Communications, retail and other mass-market businesses enrich their services with third-party products through Bango Resale. Products from any 3rd party are added quickly and easily.

Using advanced data segmentation techniques, these offers are

result, customer acquisition success rates are boosted, life-time value grows, and engagement with your services is increased which reduces churn and increases ARPU.













Compelling offers, strong customer relationships

Acquire

Acquire new customers with attractive 3rd party product bundles and discounts. Use the same platform to bundle your own 1st party offers.

Engage

Engage and upsell existing customers to increase customer loyalty with personalized, targeted offers that provide irresistible value

Monetize

Monetize customers more effectively with longer-term commitment to the products they love, backed by frictionless payment

Simplify

Simplify the customer experience by aggregating the billing and provisioning of multiple 3rd party services.

Choice

Provide choice and flexibility with a range of offers, payment options and billing choices.

Bango Resale brings the best out in your customers

- Create compelling product offers across multi-play services with one integration
- Segment customer base to focus promotions for retention, upsell, rewards and more
- Present offers through all channels including online and pointof-sale
- Increase ARPU by upselling existing customers to better plans, new devices etc.
- Reduce churn by strengthening customer engagement with new services
- Enable charge-to-bill payments
- Complete solution, fast time-to-market and recipes for success

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Bango Resale

Benefits

- Compelling product offers 3rd party and 1st party through a simple, one-time customer registration experience
- Innovative use of data to develop personalized offers get the right offer to the right people at the right time using advanced machine learning
- Complete marketing solution to support and manage campaigns for your offers
- Pick and choose what you need from Bango Resale, when you need it. Includes offer creation, entitlement management, subscriptions, targeting, messaging, social media offers, payments, billing, and collection
- · Choose what you need to get started
 - Flexibility to use your own functionality for billing, payments and marketing
 - Switch on/off different components (billing, payments, marketing) as you need them
 - Add more products to your offers with no effort
- Payment flexibility
- Deliver offers through any channel links, web portal, apps, email and SMS etc.



How to launch offers with Bango Resale

You identify 3rd party content and services to make compelling offers for your customers. Use the same system for your own 1st party offers

You decide / agree pricing and commercials

Use Bango data segmentation techniques based on analysis of customers and offers to achieve the highest uptake

Simply activate offers through the Bango Resale cloud platform

Customers respond to great value offers for premium products

Your customers only need to register once to access multiple offers as you launch them Deliver more value to your customers — it's easy to add new products and services

Switch on what you need to engage with customers and attract new customers

- ✓ Customer targeting
- Marketing offers
- ✓ Payment processing
- ✓ Reporting and analytics
- ✓ Manage subscriptions
- ✓ Billing choices

 ✓ Offer enablement (registration management)

Bango technology enables you to bring products and customers together. Benefit from the technology used by Amazon, Pandora, Spotify and other "OTT" leaders to engage and monetize customers everywhere. Together we thrive.

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