

Bundle your way  
to success

Deliver the  
best results from  
your bundling  
and resale



# Bundle your way to success

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# Bundle your way to success

When it comes to being a superhero, you need a superpower!

By drawing on the Bango Platform with its deep immersion in the bundling and resale industry, you connect into a world where consumer knowledge becomes your superpower.

This guide is for telecommunications companies, retailers and other mass market consumer businesses. It explains how to supercharge a bundling and resale initiative through the power of a data-rich bundling and resale platform. Use this knowledge to win, monetize and retain more customers with first and third-party products than is possible on your own. Equip yourself with the information you need to become a bundling and resale superhero, one that stands out amongst your competition for delivering an unbeatable customer experience, with the best offers that are most relevant, and timely.

Get it right and you will attract more customers that stay loyal to your business for longer.

# Bundle your way to success

## Laying the foundations for success

## Launch the services customers want, when they want them

Customers love a deal. But with so many tempting offers out there, the question is: how do you deliver the choice customers expect quickly, easily and at scale?

### Bundle your way to success:

#### Use a highly capable, market proven platform

Don't Do-It-Yourself! Delivering offers matched to customer interests and payment capacity is an exact science. It is very hard to manage this efficiently using standalone technology and bilateral partnerships. It is extremely difficult to generate high ROI on your bundled offers without the benefit of market-wide insights, which cannot be obtained through a DIY solution.

There are a number of fundamental capabilities the platform you use must have for you to succeed. These include: the ability to easily add new products and launch in a four-week window (to ensure flexibility), add and delete bundles, change pricing and launch offers through multiple CRM / marketing channels. By pushing out varied and evolving product bundles, your customers will stay interested and curious about what's new. Create an irresistible pick n mix of bundled services to differentiate your offering and extend customer lifetime value. A proven platform does all this hard work, so you don't have to.



#### Sky TV & Netflix



#### Sky Ultimate TV

Sky TV. Netflix. YouTube. Spotify. BBC iPlayer. ITV Hub. All 4. It's all of you in one place.

**airtel** PAY & RECHARGE BUY BANK WITH US OUR NETWORK GET HELP GET APP

Amazon Prime at no Extra Cost  
Recharge with Rs 299

Unlimited Calls | 2.5GB/Day | 28 Days



#### #airtelThanks Benefits



Amazon Prime Membership  
Latest movies & TV Shows, FREE fast delivery and more



Airtel TV Premium  
Get ZEE5, HOOQ, 350+ Live TV Channels, 10K+ movies & more



Wynk Music  
Enjoy unlimited music downloads for free



Norton Mobile Security  
Protect your smartphone from all kinds of security threats for 1 year

RECHARGE NOW →

#### Service consolidation brings benefits

If you are currently in the bundling and resale business, you will have one or more offers live in the market that incorporate first and third-party services. By consolidating these services through a solution like the Bango Platform, you will improve the value of your customer data and make your offers more successful. There will also be significant gains in operational efficiency and time to market for new offers.

# Bundle your way to success

## Forward planning and time to market are the gating factors

Both merchants and resellers need a proven platform that automates the provisioning of offers and provides operational expertise to get your offers into the market quickly and error-free. Batch processing of subscription entitlement status is an example of how the Bango Platform speeds up time to market for resellers.

## Insulate yourself from merchant changes

New merchant requirements and regular updates to merchant systems, APIs and operational process are costly to your business placing additional load on in-house solutions. Make sure the bundling and resale platform you use automatically takes care of these requirements and changes, seamlessly.

## Close monitoring of success factors

Your bundling and resale platform needs to include a dashboard, which enables close monitoring of offer uptake, channel engagement, conversion from trial to paid subscriber, and other important success factors. This is vital to help you understand the effectiveness of your campaigns and identify ways to optimize. Also, it should have the ability to identify issues including activation link errors, authentication errors and offer activation failures - responding in the quickest time to reduce churn and deliver the best customer experience.

A key benefit of the Bango Platform is that it manages multiple reseller partnerships for merchants. Therefore, it is likely to identify problems with activations faster than could be detected on a bilateral, DIY set up.

## Themed offers increase uptake

Customer offers that are themed produce higher redemption rates than vanilla offers. Things like holidays and sporting or religious events provide excellent opportunities to configure themed bundles. To capitalize on thematic offers as opportunities arise requires technical and operational agility you can only get from a sophisticated platform.

# DON'T D.I.Y

Launching a range of services is operationally and technically complex, with each requiring additional integration and testing.

Using a solution like the Bango Platform gives you many merchant services pre-configured. Reduce time to market, avoid common mistakes and get the insights to target and deliver each new service that can only be acquired from a solution that delivers services across the market.

By deploying a purpose-built, trusted platform, you can focus on your customers as you build, manage and grow your bundling successes. Stay ahead of the game.



# Bundle your way to success

*“Bundling a number of services is part of our strategy and working with partners such as Bango, I don’t have to do it myself. We’re very pleased to be one of their ecosystem partners and the work we’ve done on the Play Stores and Amazon Prime and Google is hopefully nothing but the start of a healthy relationship for many years to come.”*

## Ibrahim J Gedeon, CTO, TELUS

An EU mobile operator reversed the trend in subscriber decline by bundling a leading OTT service. Subscriber churn was reduced by 2% and new subscribers added by the attractive offer.



# Bundle your way to success

## It's all about data

### Drive usage and maximize customer retention

Once you've launched your offers data is your most important asset — your superpower! After acquiring new customers with your compelling product bundles, use data insights to keep them for even longer.

#### Bundle your way to success:

##### **Harness the power of data**

Identifying the right audiences to target with compelling offers and messaging at the right times is key to success. To generate these marketable audiences requires sophisticated data insights that enable a deep dive view into your data and intelligent analysis. Generating audiences of users with matching interests, capacity and inclination to take out paid services, enables more successful targeting and higher adoption. Crucially, this technology keeps Customer Acquisition Costs down, compared to unfocused marketing which causes CAC to eat into the LTV of each customer engaged or acquired.

##### **Use industrywide insight**

Access to knowledge from across the industry will provide the insights you need to take your campaigns to the next level. This learning and level of understanding will only come from using an independent platform rather than your own in-house solution. New offers are more successful, and the performance of existing bundles will be boosted.

##### **Analyze customer preferences and spending**

Generate marketable audiences that align with what customers like, what they're willing to pay for and how much they are likely to spend. Find customers who pay for media subscriptions, play games, watch sports and target campaigns based on these interests. This is vital for the success of bundled and resale offers.



# Bundle your way to success

## Use automation to engage users at key times

Engage users at the right time with relevant messages and offers. Add automation into the mix and set up key triggers to automatically send reminders to activate third-party subscriptions, sign up for a paid service at the end of a trial and more. Deliver and automate rewards based on a customer's action such as topping up, upgrading or reaching an anniversary. Prompt customers so they don't miss out on rewards and increase offer discovery. Never miss an opportunity to grow customer engagement.

## Access the right creatives to optimize performance

A merchant's content library is the best way for you to access the right media for the right product. Test different media and understand which works best for future optimizations. Working with your partners you can build a media assets library to ensure the right assets are used for the campaigns you run.

## Complement your first-party services

Offering users third-party bundles as a reward to stay with you longer is a proven, effective strategy to inspire loyalty to your own services. Give customers a compelling reason to stay with you by providing offers that encourage them to renew and upgrade.



Data gives you the knowledge to drive the long-term success of your bundling and resale initiatives. Your business will have access to its own insights, but to be truly unbeatable you need knowledge and data from across the industry. This can only be accessed through a market-wide platform. These insights will enhance your ability to identify the right audiences for the right campaigns at the right time, boosting your success.

# Bundle your way to success

## Drive third-party offer uptake

### Grow customer loyalty, build positive merchant relationships and increase revenue

By getting more of your customers to activate - and ultimately pay for - third-party bundled subscriptions, your business will benefit. If your customers have enjoyed and gained real value from the service they originally signed up for, don't lose them at the end of their trial period. Give them an easy way to pay to increase engagement and loyalty.

By maximizing the conversion from trial to paid subscribers, you build positive, long-term relationships with your customers. On top of this, you'll also gain a slice of revenue from every payment made.

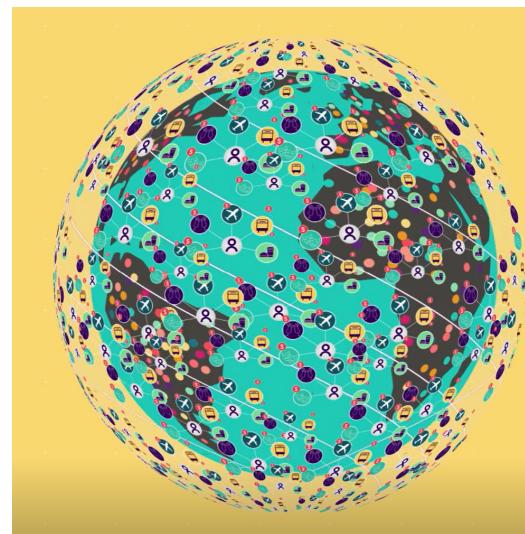
### Bundle your way to success:

#### Engage customers across the whole journey

Identify key triggers, including unredeemed offers, activation failures, trial period ending and first-party services coming up for renewal. Make sure you capitalize on all these opportunities by delivering the right messages at the right time to increase activation and trial to paid offer uptake.

#### Deliver a smooth trial to paid customer journey

Any friction in the path to becoming a paid subscriber causes customers to drop out. Make sure you have the technology in place to charge the customer's bill on behalf of the merchant. Ensuring a frictionless payment at scale maximizes revenue from your third-party product offers. Alternative payment methods providing a seamless payment experience include Direct Carrier Billing and wallets.



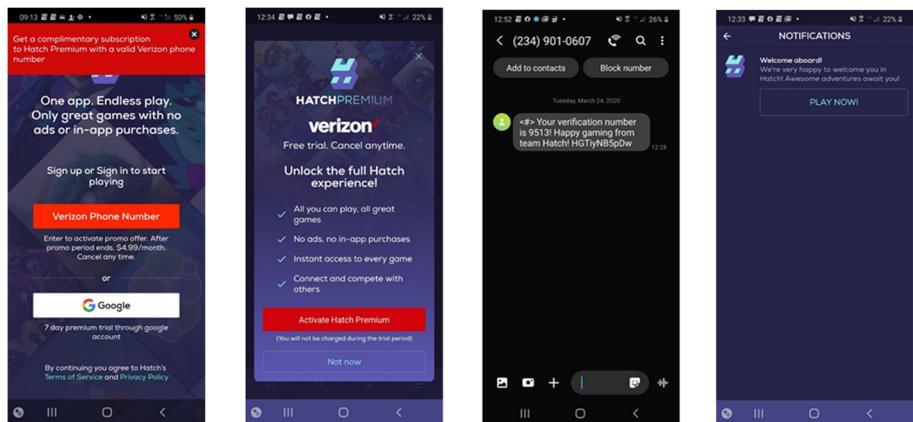
# Bundle your way to success

## Maximize subscription renewal success

With charge to bill you can also optimize subscription payments by using Bango 'Predictive Authorization' technology — continue subscriptions for credit worthy customers and collect payment when funds are available. Applying technology that smooths the customer experience makes you an integral part of your customer's OTT content relationships. More regular renewals that attract a lower charge, lead to fewer cancellations than less frequent renewals at a higher price point.

## Maintaining customers' subscription services

Acquiring new customers with your offers takes work and investment. Those that upgrade from trial period to paid subscription provide long-term value and will stay with their service provider for longer. It's vital you look after these customers, which means maintaining their subscription services. Bango's pioneering 'Suspend and Resume' technology allows a customer to go into arrears without deleting their subscription entitlement. Instead, once the customer has their account back in good order, they resume their subscription products where they left off. No customer frustration or loss.



Don't lose your customers. Encouraging third-party offer uptake coupled with the best payment experience is key to growing loyalty and retaining your customers for longer. Benefit from the knowledge and expertise of a market-leading platform to deliver a seamless bundling and resale experience. Increase offer uptake, maintain subscriptions for longer and ensure payment success alongside service continuity with hassle free content access for your customers.

# Bundle your way to success

## Supercharge your bundling and resale performance

Bango is the unique superpower you need for bundling and resale success! It does all of the above – and more! By stepping inside the Bango Circle, there's no need to DIY, because Bango handles all operational requirements and brings market-wide benefits that you cannot obtain through a standalone solution.

Launch multiple first and third-party product bundles in the fastest time – within four-weeks - and access Bango Boost technology to improve the performance of new and existing bundles. You will reap the benefits of Bango's unique 'Suspend and Resume' and 'Predictive Authorization' technology to maintain subscriptions for longer and collect more payments. Through Bango's market-wide data insights, you deliver bundled offers that customers actually want and at the right time, plus you have the flexibility to give your customers the choice they desire.

### Marketing tips

- Email is the lowest conversion method, frequently gets blocked.
- Use multiple communications channels so that offers are reinforced across the mix of CRM and marketing channels.
- Ensure that you set up your offers through your offer platform so they are linked to identifiable individuals. Bango does this automatically for you.
- Use the Bango Platform to increase your offer conversion ratio by over 15% and speed up the offer redemption time by up to six days.
- Before you launch any introductory or trial period offers, how will you convert and monetize users at the end of the initial period? Providing the easy addition of ongoing charges drives the highest conversion, but you need to be road tested and ready.

# Bundle your way to success

## Key takeaways



Always ensure your customers have a choice to engage and retain their interest — one size does not fit all



Don't DIY! Manage bundles through one platform - like Bango - for scale, speed, and effective results



Use data insights to target the right audience with the right product at the right time



Use bundled third-party offers to effectively extend first-party services



Activate more offers with a frictionless, no-fuss payment experience. Improve customer loyalty and build positive merchant relationships



Switch to Bango technology to supercharge your existing and future bundling and resale performance

To find out more and learn why Bango is chosen by the world's biggest merchants and resellers, visit [bango.com/resale](http://bango.com/resale) or contact us at [sales@bango.com](mailto:sales@bango.com)

# Bundle your way to success

## 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.

For further information about the Bango Platform visit:

<http://bango.com>



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