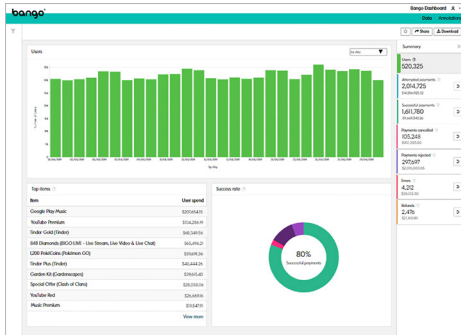


## Real-time payment insights across your services

Bango Dashboard delivers real-time sales and transaction data for stores, merchants and payment providers. Quickly see how many customers you have, how much they are spending and what they are buying. View payment trends for the year or across multiple months, or drill into a specific day or hour. Measure payment cancellations, refunds, and understand and eliminate payment rejections.



## One consistent view

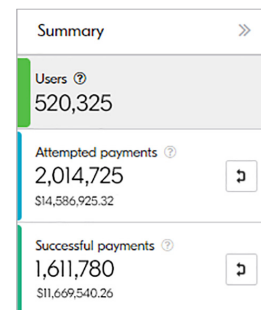
Available online, at any time, from any device, Bango Dashboard delivers a consistent, unified way to measure, analyze and compare billing performance.

Stores and merchants can directly compare payment performance across multiple payment providers, while a payment provider can compare success with each store or merchant.

## Key insights

Bango Dashboard is focused on what matters most – more customers that spend more, more often. Easily forecast future payment trends and deliver the best customer growth and revenue performance.

Build stronger partnerships by understanding the top selling apps and content. Optimize and target marketing campaigns based on real customer engagement results and revenue figures.



Item	User spend
Google Play Music	\$207,654.15
Youtube Premium	\$104,206.91
Tinder Gold (Tinder)	\$68,349.56
848 Diamonds (BIGO LIVE - Live Stream, Live Video & Live Chat)	\$65,496.21
1,200 PokéCoins (Pokémon GO)	\$59,691.36
Tinder Plus (Tinder)	\$40,444.26
Garden Kit (CardScapes)	\$39,615.43
Special Offer (Clash of Clans)	\$28,058.06
Youtube Red	\$26,669.16
Music Premium	\$19,547.91

## Boost your revenue

Bango Platform data across all stores and payment routes is used to uniquely benchmark your performance using Bango Boost technology. Where room for improvement is detected a Bango Boost action is assigned.

## Grow your business

### Understand customers and optimize your marketing

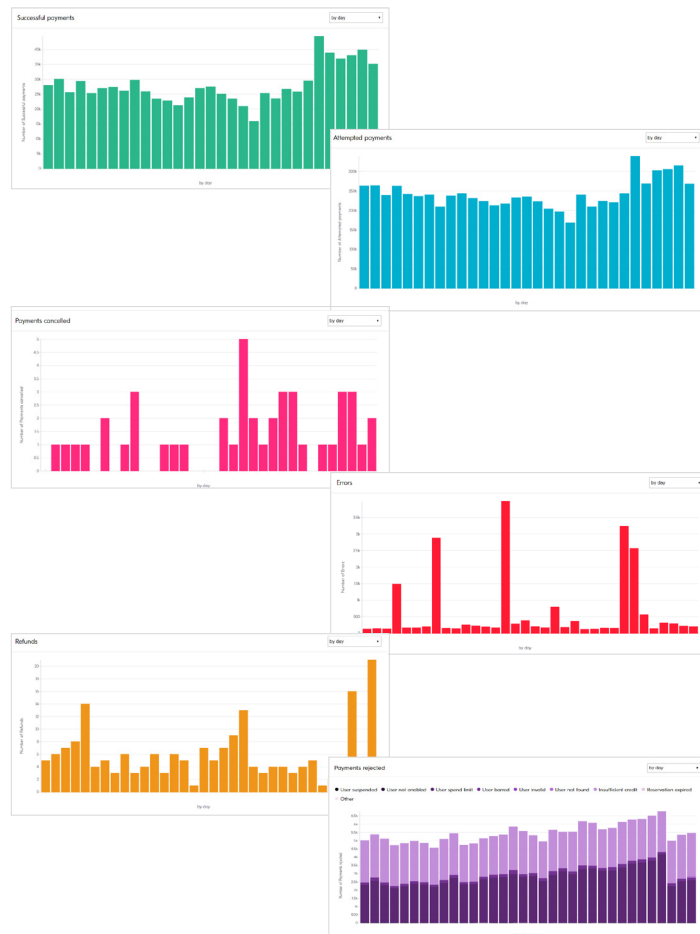
Which products and price points generate the most customer interest and highest spend? What grows loyalty and retention? Use this information to improve your marketing efficiency and return on investment.

### Increase payment success and subsequent revenues

Understand and eliminate the reasons for payment failure, cancellations and refunds, to grow customer satisfaction and increase revenues.

## Access key insights:

- Number of users
- Number of attempted payments and the value
- Successfully completed payments and user spend
- Number of cancelled payments and the value
- Number of rejected payments and the value broken out into specific reasons including:
  - user suspended
  - user spend limit
  - user barred
  - insufficient credit
  - and more
- Number of payment errors and the value
- Number of refunds and value refunded
- Top selling apps, media and in-app content
- A view of the overall success rate breaking down all payments attempted, successful and rejected

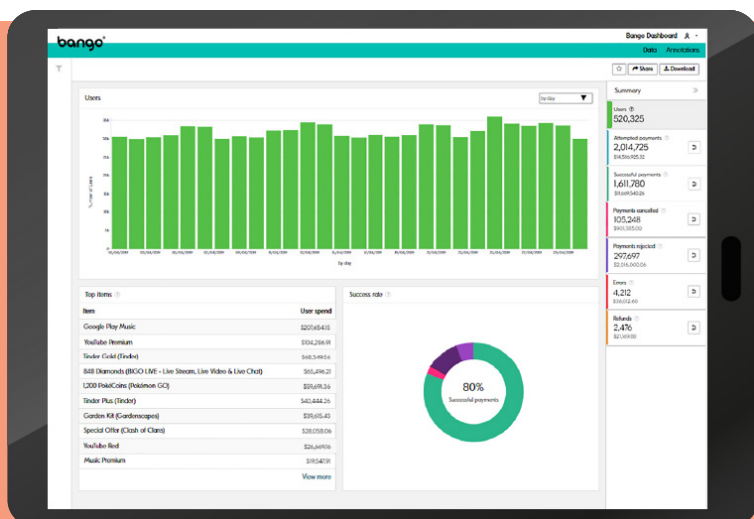


## Clearly understand:

- Top selling products and trends
- Sales conversion rates
- Popular price points
- Purchase details, including the number of payments, cancellations, errors and refunds
- The most successful apps and vendors
- Customer behavior
- Precise reasons for payment failure
- How your marketing campaigns and advertising really perform
- Sales across different days, weeks or months
- Peak sales periods to optimize marketing

## Easy access and full control:

- Real-time, online access
- Stores and merchants view by payment route
- Payment providers view by store or merchant
- Filter by date and time
- Annotate charts to highlight campaign results and track key events
- Download full data for the filtered charts directly to Excel
- Unlimited user accounts with online management of standard or administrative permissions
- Unlimited user accounts (standard or admin)



*“Bango Dashboard is a great tool that helps us understand our customers behaviour in real time and provides insight for preparing strategies to grow our carrier billing revenue.”*

Helmi Fadilah, Strategic Partnership Manager at Indosat Ooredoo