

bango®



Offers on Demand:
Reimagining the subscription economy

Consumers are constantly bombarded with new subscription offers.

Get six months Disney+ on us!



Watch sports, movies and more with our new unlimited bundles.

Sign up and choose an offer that's perfect for you.



And it's easy to see why. The market for subscription offers, bundles, and promos isn't just another revenue stream. It's a trillion-dollar business in its own right.



Millions of people enjoy digital experiences, including:

- Movies
- TV
- Sports
- Education
- Health & Well-being
- Food Delivery
- And more!

This 'subscription economy' has been driven by the convergence of two different worlds.

For digital service subscription providers such as Netflix, Disney+ and Spotify, bundling has become an increasingly vital part of their core business and user acquisition strategy.

For brands such as telcos and retailers like Verizon, T-Mobile and Walmart, offering subscription bundles is pivotal in fulfilling a long-term engagement, retention, and monetization strategy.

Regardless of the specific channels and approach, the result is the same. Millions of people enjoy digital experiences. And they want more.

More choice. More offers. And greater flexibility.

For those firms slugging it out in the digital economy, the ability to offer people preferential rates and privileged access is a huge win as they look to establish competitive advantage.

Easier said than done?

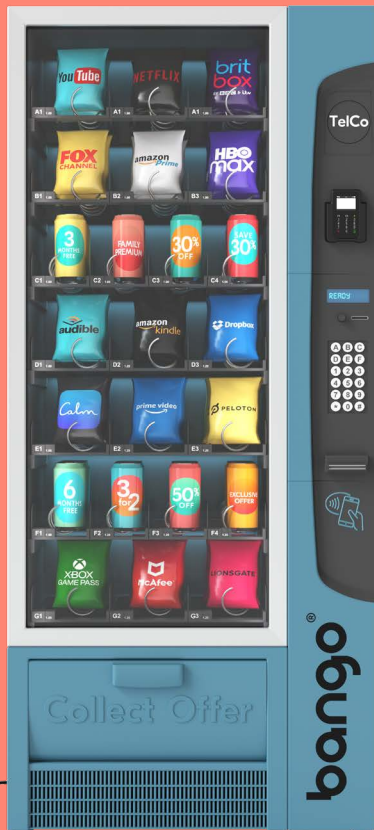
There's just one small problem. Creating and managing these sophisticated bundling capabilities is incredibly complicated.

From an operational and technical perspective, there can be intimidating levels of complexity: how can you onboard multiple partners and ensure seamless customer experiences? How do you handle potentially complex billing arrangements? How do you manage time-limited offers?

Until now, those operating in the subscription economy have been forced to 'hand build' a technical solution. But adding new partners — or creating new deals — can take months to complete. And the results aren't always worth shouting about.

Until now.

78% of US subscribers want a single platform to manage all of their subscriptions



Bango Resale: Offers on Demand

Offers on Demand is a game-changing technology for digital subscription service providers and brands. Resale — Bango's Offers on Demand tech — has been created for subscribers to manage subscriptions. And it allows brands to create a much greater range of offers for customers. And fast.

Instead of building a bespoke solution for each subscription service, **Bango Resale** standardizes product on-boarding. From the way offers are created and the entitlement lifecycle is managed, to customer segmentation and all payment actions, Offers on Demand technology handles them all.

Think of Bango Resale as a Digital Vending Machine for all product offers, bundles and deals.

What's *stocked* is down to the *vendor*.

What's *selected* is down to the *customer*.

One shiny, neatly packaged, *plug-in-and-play, come-and-buy-me* vending machine.

Instead of stocking snacks, *it dispenses digital subscriptions*.

This level of standardization and ease of use means **Offers on Demand technology** can be deployed in a tenth of the time it normally takes to build an offer. Technical and operational interactions between each partner are minimized. Instead, it allows providers and brands to focus on product choice, marketing, and merchandizing. It allows providers to zero-in on what's important — their customers.



Be at the heart of the subscription revolution

Bango Resale takes the cost and complexity out of delivering exclusive deals for subscription services. Although Offers on Demand is a new concept, it's the future for customer acquisition and retention programs.

Knowing the pace at which the subscription economy operates, it won't be long before it becomes the new model for the digital services industry. Why? Because subscribers are demanding it. Now.

And it is the provider with the most trusted brand — offering the flexibility that subscribers crave — that will succeed.

This is the subscriber economy, the next phase in the consumer subscription revolution.



Want to know more?

Contact Bango to talk about Bango Resale, our Digital Vending Machine.

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