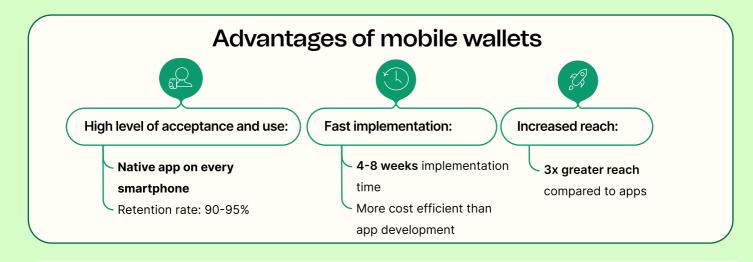
Mobile wallets and Apps

A powerful duo for your marketing strategy.



Synergies between mobile wallets and apps

Complementarity instead of competition:

- Increases traffic to the app and generates higher usage frequency
- Promotes app installations through direct download links on Wallet cards
- If a customer owns both (wallet & app), the app is automatically preferred.

Targeted push notifications:

- Personalized approach through CRM systems
- Avoiding duplicate notifications

Targeted approach to different customer segments

- Separate approach to wallet users
- Preferential treatment of app users



App download rate

Only 5% of the customer base download the app

10%

App retention rate

90% delete the app after three months or deactivate notifications

4-6 Apps in use Daily use is limited to 4-6 apps



Push opt-in rate

Only 30-50% of app users are optin for push notifications.

Examples of successful integration

Statistics about apps

Successful brands like these use the synergies between wallet and app.

 $\underset{KFC}{\longrightarrow} M \qquad OEC4THLON$

The goal is to reach all customers who like your brand, but not enough to stay opt-in for push apps!

Brevo

