



arpuup  
SUITE

At the right time, the right offer  
More conversion. More sales. **ARPU Up!**





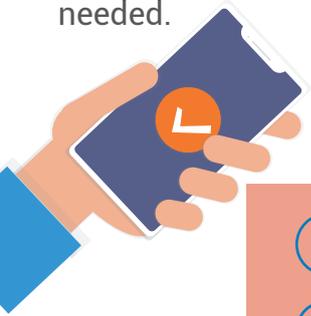
**ARPU Up Suite** is a set of products and services that are pushed to the mobile operator subscribers by different channels: SMS, Mobile Apps, IVR and USSD, considering their past spending and top-ups, delivering an offer that adapts to each user individually.

ARPU Up Suite gives extraordinary acceptance rates by sending **the right offer at the right time!**



## How it is done

Designing and sending package sales and loans that are matched with each user's needs at the time that is specifically needed.



## The Suite's products

 **BALANCE LOAN**

 **PACKAGE OFFER**

 **EMERGENCY CALL**

 **INVISIBLE OFFER**

 **PACKAGE LOAN**

ARPU Up Suite has **benefits** for all actors.



### FOR THE USER

- ✓ Intuitive and friendly use.
- ✓ Easy to operate.
- ✓ **Multichannel.**
- ✓ Specific offers that match its needs.
- ✓ At the right time.
- ✓ Easy confirmation and acceptance.

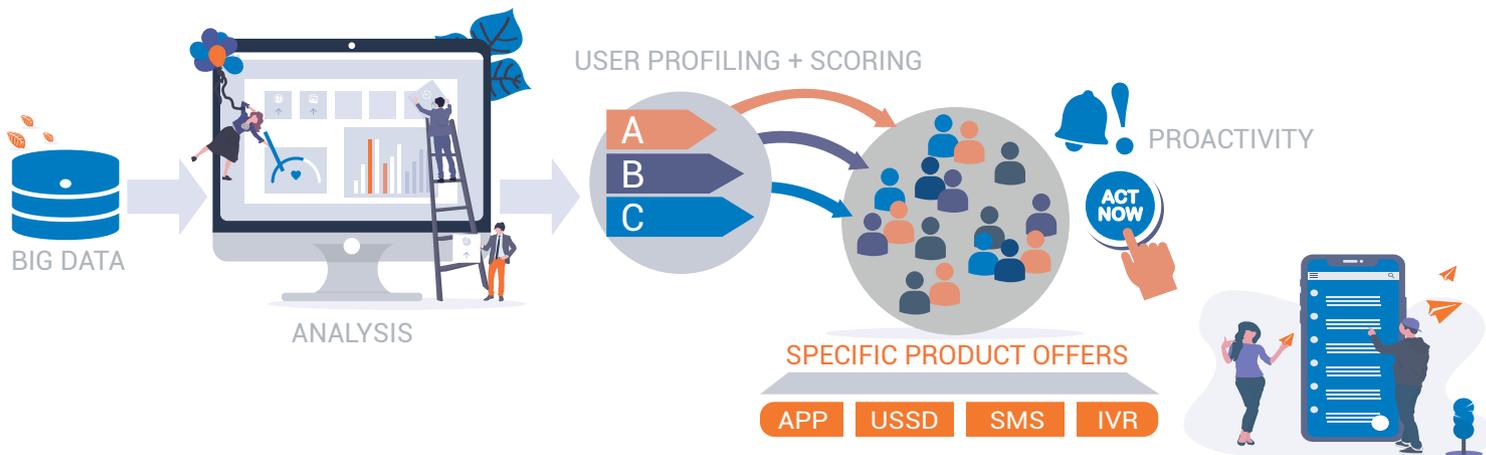


### FOR THE OPERATOR

- ✓ **Flexible** personalized offers creation that are event-triggered, with specific messages.
- ✓ **Simple** commission configuration, black & white lists, limits.
- ✓ **Explore**, activate and measure new services and offers.

# Our technology

By means of integration with the mobile operator systems and powerful **business analytics** tools, **users spending and top-up** is analyzed, determining a **scoring** and assigning a particular profile that feeds **configurable rules for specific products**. The platform will push to users at specific times (**triggers based**), **maximizing acceptance rates, revenue results and overall user experience**.



**Our difference:** the combination of technology and human operation focused on maximizing and obtaining extraordinary results.

1

## Market configurable technology

All products of ARPU Up Suite can be configured specifically to address the needs of the operator to reach their goals, pushing products and offers through all available channels at specific moments, while ensuring users don't receive undesired communications.



2

## Business Support service to guarantee the offer success

We offer a multidisciplinary team exclusively dedicated to designing the business strategy and operating the ARPU Up Suite platform with the operator to guarantee great revenue results.

Competitive intelligence & benchmarking | Business Intelligence | Technical Operation

# Proven results

**ARPU Up Suite** platform has proven to be a success with mobile operators, even among those who already had similar solutions, given its flexibility to adapt to different market realities. In addition, with IN Switch's business support services, our customers obtain an increase in **ARPU up to 10%** and particularly **up to a 600%** increase in balance loans and data package sales.



↑ **10%**  
**ARPU**



↑ **6x**  
**Transactions**



↑ **3x**  
**Users**

## About IN Switch

IN Switch is a global leader in mobile financial technologies, operating over 100 platforms in 40 countries.

For more than 15 years, we have been helping governments and corporations offer massive mobile financial services through our cutting-edge solutions.

**More info?**

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