

TRANSFORMING THE WAY USERS AND MERCHANTS INTERACT AND DO BUSINESS

KPIS OF A NON-PAYMENT DIGITAL WALLET SERVICE DESIGNED FOR COMMERCE

Infographic Data

The data in this infographic represents the performance of one of CardMobili's live commercial deployments and data was collected from April 1st to September 30th, 2014. Contact us directly at info@cardmobili.com



HOW MANY CARDS ON A DIGITAL WALLET?

LOYALTY, MEMBERSHIP AND REWARDS CARDS

★ **5**

Average number of digital cards per user

▲ **75%**

Users have up to 5 cards

▼ **25%**

Users have 6 or more cards

DIGITAL WALLET SUCCESS FACTOR

CONTENT IS KING

★ **301**

Merchants and brands in the digital wallet

★ **468**

Loyalty programmes provided

THE DIGITAL WALLET IS A MARKETING TOOL

AN EFFICIENT AND ENGAGING PROMOTIONAL CHANNEL

👤 **32% read**

Best response rate for an in-app message from a merchant to its loyalty subscribers

👤 **25% views**

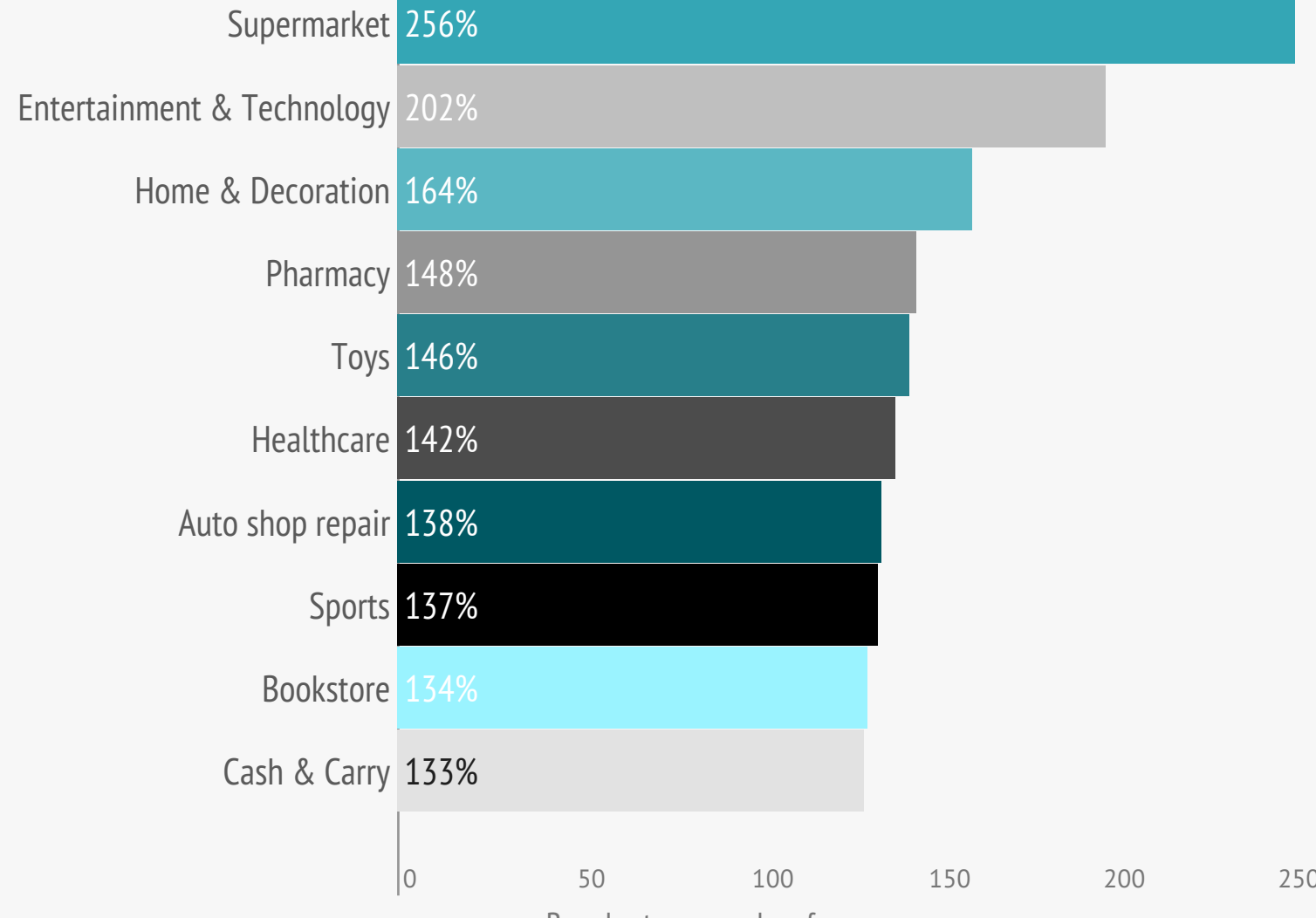
Highest performance for a brand campaign in a 48 Hours period

👤 **19% views**

Minimum performance achieved by a brand campaign

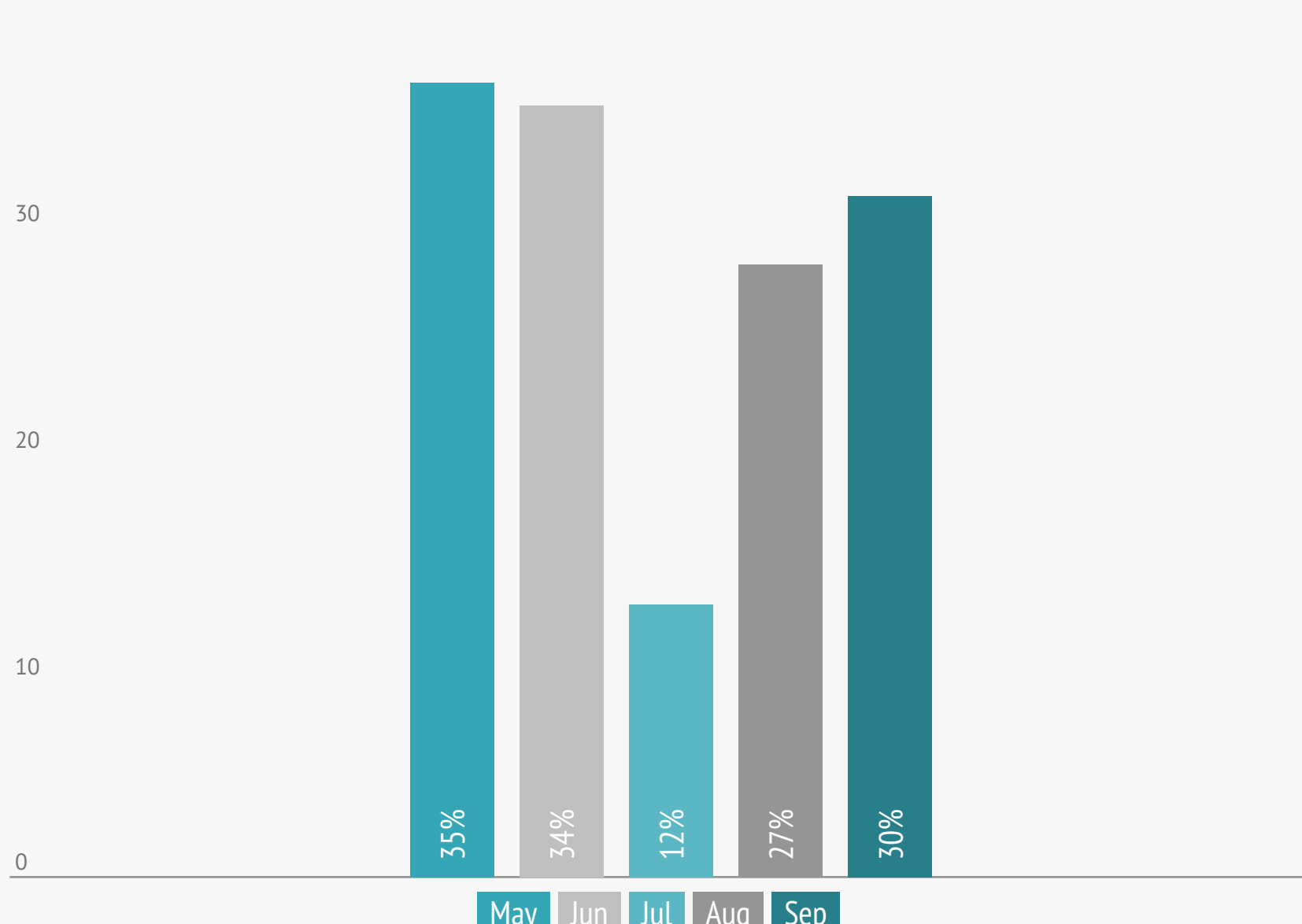
TOP 10 LOYALTY PROGRAMMES

GROWTH BY NUMBER OF LOYALTY CARDS



USER REGISTRATIONS

MONTH ON MONTH GROWTH

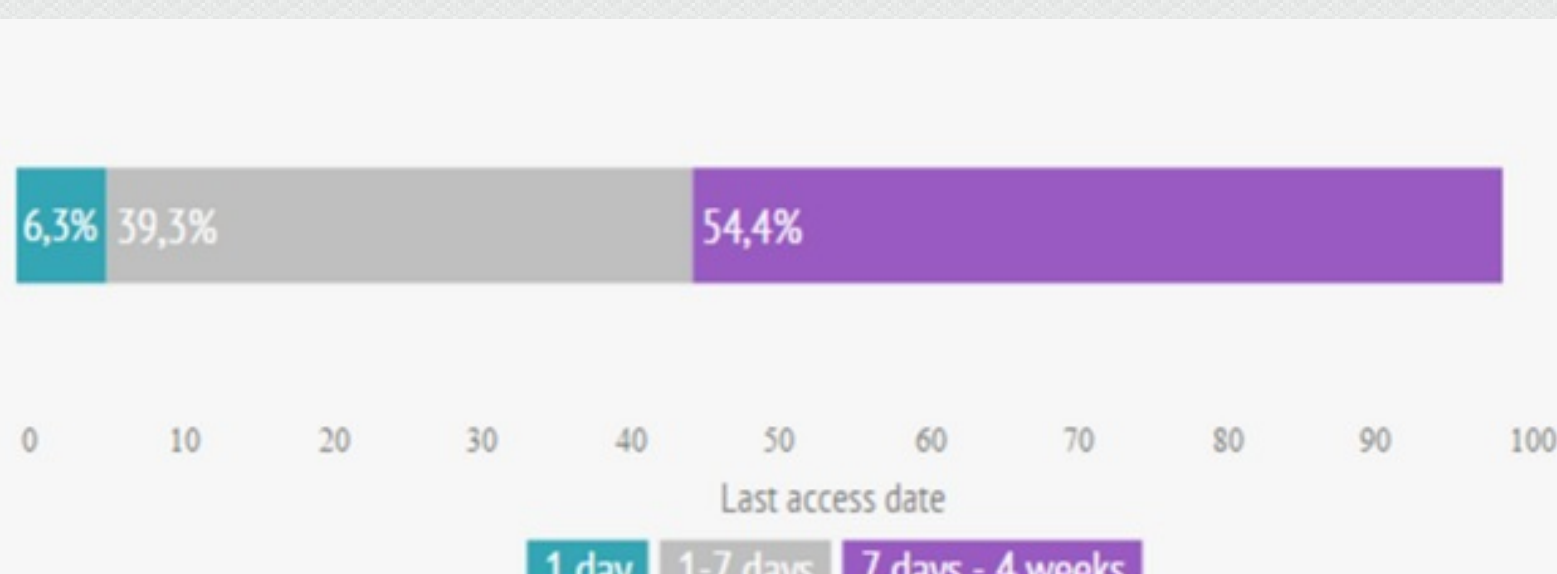


USER ENGAGEMENT

MONTH OF SEPTEMBER

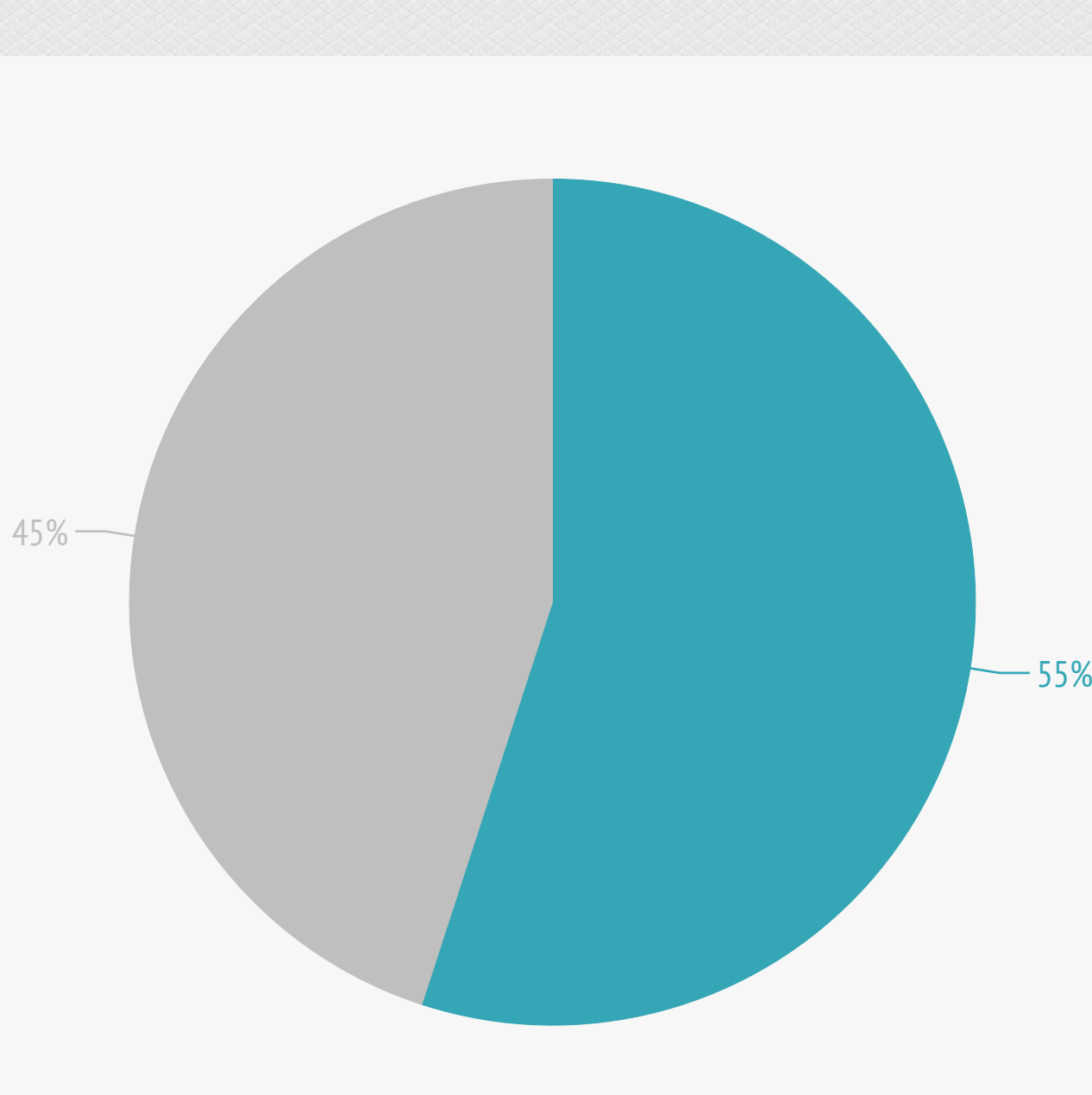


Monthly active users



MOBILE APPLICATIONS

DOWNLOADS BY PLATFORM



SOURCE: CARDMOBILI

CARDMOBILI IS A LEADING TECHNOLOGY PROVIDER FOR DIGITAL WALLET SOLUTIONS FOCUSING ON VALUE ADDED SERVICES FOR THE COMMERCE EXPERIENCE.