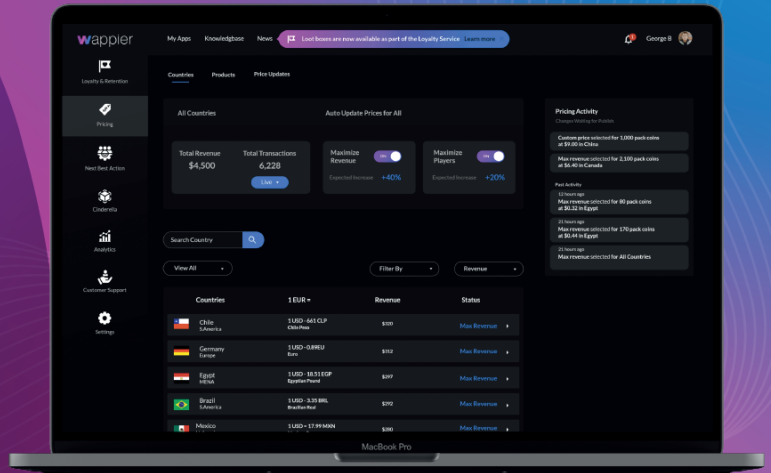


Global Pricing

20-40% Higher Revenue by optimizing IAP prices per country



The Challenge

There is no one-size-fits-all when it comes to Pricing. A player in Morocco doesn't have the same purchasing power with a player in Germany, which makes currency rate conversion in App Stores insufficient. At the same time, creating 100s of price SKUs is a challenging necessity. In-app products need to be priced based on local market demand curves which requires deep understanding of economic data and in-country game statistics.

The Solution

wappier's **Predictive Analytic Econometric Models** move beyond local currency exchange rates and identify differences in consumers' willingness to pay based on the country they are in. The wappier **Optimal Pricing Index** discovers the price elasticity curves real-time and computes an optimal price for each in-app product in each country resulting in more payers and higher revenue without any engineering effort from your side.

Product Highlights

No Code Set up

Setup and start managing your game's IAP pricing in as little as **one day**. Fast and super-easy integration, requiring zero engineering resources from your side, since **no SDK** is needed.

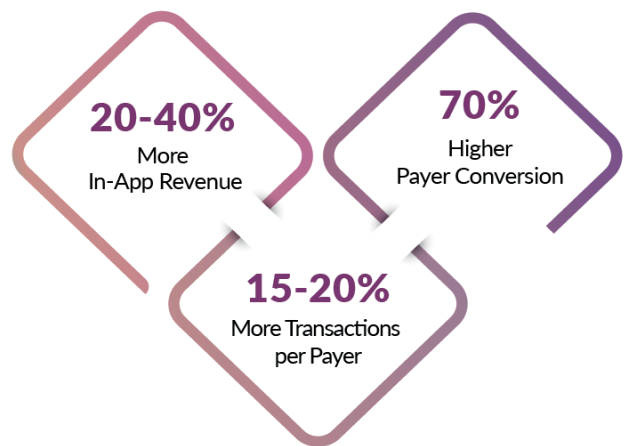
Optimal Pricing Index

Our pricing engine collects and analyzes gameplay data and global micro and macroeconomic data that capture currency fluctuations, demand estimation, and price elasticity curves. This advanced dataset comprises what we call the "**wappier Index**", an Optimal Pricing Index that enables our predictive econometric algorithms to **compute an optimal price for each in-app product within each country**.

Go Auto-Pilot

Manually managing and updating hundreds of price SKUs for just one game on two app stores and across multiple countries is an operations nightmare. This is magnified when you are managing multiple titles. Through the wappier platform you can **automatically update the pricing policy for all your in-app products across all countries directly in the app stores**, while a highly-skilled wappier team supports you in running the service offering valuable guidance, consultation and deep insights. Check the Analytics Dashboard to maintain control and visibility into how your game's revenue and transactions are impacted.

Expected Results



"Since the start of our partnership in 2019, wappier has been the revenue management platform of our choice having helped us optimize pricing for our in-app purchases across 35 countries and effectively boost key KPIs. The combination of self-service analytics dashboards and actionable insights provided through their CS team has given us a better understanding of our players behavior."

Jure Rasic
Head of Games at NANOBIT

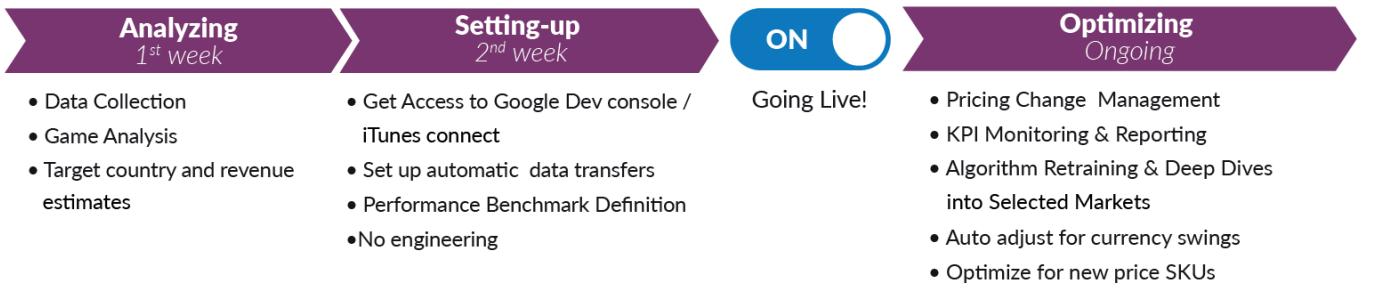


Methodology



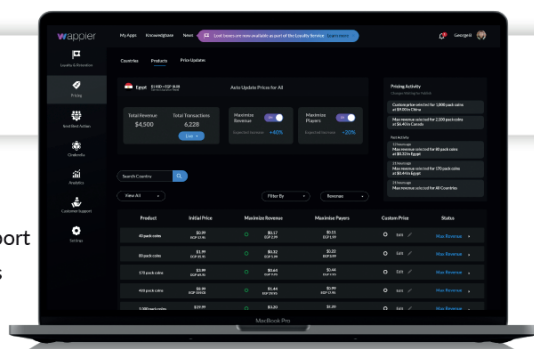
There is no one-size-fits-all when it comes to Pricing. **Each country is different.** Auto-adjusting the pricing of hundreds, and even thousands of SKUs for various countries is the only way to efficiently maximize global revenue.

How We Work Together



SDK-Less

- ✓ Set-up in days
- ✓ Zero Engineering Effort
- ✓ Customer Success Team Support
- ✓ wappier Professional Services



SDK Extras

- ✓ Performance Assessment via Control Group
- ✓ Automated Data Exchange and Tracking
- ✓ Audience Management with Predictive User Attributes
- ✓ Reporting and Analytics Dashboard
- ✓ Ready to add Personalized Offers and Automated Loyalty, no additional SDK needed!

Why Go wappier

Go Live Fast

Enjoy a quick and easy integration because no SDK is required. Deployment can be completed in a few days and results can be experienced in less than a month.

Get Lift

Drive incremental revenue lift by automatically optimizing and updating global prices for thousands of SKUs, for your game or app according to local demand.

Gain Insights

Our Cloud-Based Platform automates price changes but also gives you deep insights into player behavior, helping you better understand what works and what doesn't.