

## Case study



### Goals:

- Sell Touchnote cards to users from the Nokia Ovi Store and iPhone app store worldwide
- Offer consumers the opportunity to use photos stored on their mobiles, to create and send post cards to friends and family from anywhere in the world
- Make it easy for consumers to pay for Touchnote cards via in-app billing - using phone bill, credit card and PayPal from within the application
- Have a quick and simple route to market without needing to integrate with each payment method
- Offer a fast and secure payment experience for customers that yield high conversion rates and successful transactions, across multiple territories and networks

### The solution

Touchnote is a digital greeting card company that enables people to create and post cards using their mobiles from anywhere in the world. Consumers can create the cards, personalise them, using their own photos or photos from the Touchnote gallery. The service launched in 2009 and is proving to be very successful amongst mobile users. Touchnote is available on mobile via the Nokia Ovi Store and the iPhone App Store.

With 167 billion photos taken using mobile phones, and 40 billion stored on Facebook alone (one of the world's largest social networks) Touchnote realized there was a gap in the market for creating and posting cards using photos taken with mobile phones. They decided to address this opportunity, having been approached by Nokia at the time of the launch of the Ovi Store – Touchnote was one of the first applications available in the Nokia app store. This was later followed by the addition of the application to the iPhone app store.

To help users pay for the Touchnote cards quickly and easily using their phones, Touchnote evaluated different mobile billing providers. The Bango in-app billing solution was chosen as it was the only one that offered, for minimal effort, a straight forward implementation and integration, allowing Touchnote to charge users anywhere in the world. Bango Payment uniquely enables Wi-Fi and smartphone users to pay on their phone bills.

Bango's in-app billing solution uses standard web browser mechanisms, to maximise the sales and speed up implementation, while minimizing refunds and payment fraud. When Touchnote users click to pay, this in turn opens a browser and directs Touchnote users to a Bango-powered payment page. The user is offered payment by single-click operator billing, credit cards or PayPal, with the help of the Bango BillRank™ technology.

"In the world of mobile commerce in-app billing solutions are very limited. A quick and simple integration with Bango Payment has allowed us to give our Touchnote customers the speed and convenience of familiar operator billing.

"By using Bango Payment's new technology we provide our customers with a slick and consistent payment experience that delivers higher conversion rates."

**Raam Thakrar CEO Touchnote**

## How Bango helps

- Provides in-app billing to Touchnote users, allowing them to pay on their phone bill, by credit card or PayPal anywhere in the world
- Develop a new revenue stream by allowing Touchnote to sell postcard credits to users directly from within the application
- Provides an optimized mobile payment experience
- Give a consistent operator billing experience to phone users who connect via Wi-Fi

