bxPrompt

Effective App Distribution and Install Verification

What is BxPrompt?

BxPrompt is a service to facilitate effective app distribution to subscribers of mobile operators. It enables timely and meaningful interaction with subscribers who are activating a new device. The service can prompt the user to get an app and provide confirmation that the app continues to be installed on a device. This makes it possible to offer incentives or service terms that are conditional on subscriber's device having a specific app, for example, the mobile operator's customer care app.

How Does BxPrompt Work?

BxPrompt is initiated when a device is powered up with a new SIM card. This event causes BandwidthX's servers to determine if the device has the app already installed. If it does not, BxPrompt can send a customized welcome message to the device prompting the subscriber to install the app. This message can include information about the incentive or the service terms that are conditional on having the app. It can also contain a web link for installation or version update.

BxPrompt utilizes the functions of the BxMarket. These functions are added to the customer care app using a simple SDK. The SDK runs a background service that keeps in daily contact with BxMarket servers as long as the app is present on the device. This allows BxPrompt to react if the customer care app is removed.

For example, a mobile service plan may be priced based on the condition that the customer care app is downloaded and remains on the device. If the subscriber removes it, a message is sent notifying the user that the terms of their subscription will be modified unless the app is restored. Mobile operators now have the flexibility and tools to broaden their service offerings to include features or terms that can depend on having a specific app on the subscriber device.

BxPrompt opens up new opportunities in app distribution and creation of new service offerings. In addition, by having the BxMarket functions on subscribers' devices the full suite of BX tools ranging from automated Wi-Fi access to data analytics are available.

bandwidth X

Unlocking the Value in Unused Data Capacity
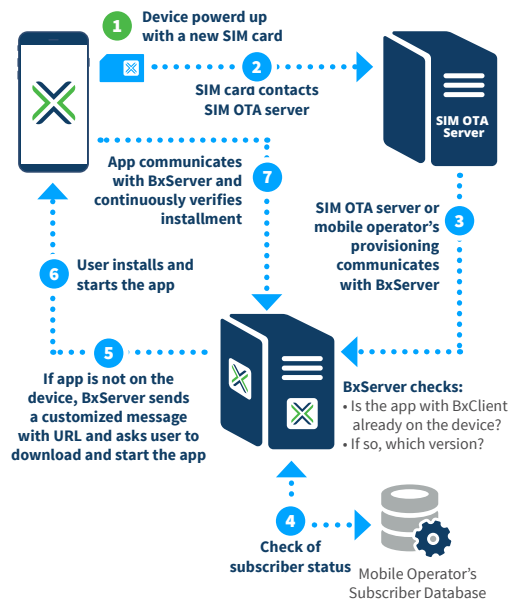
26% of installed apps are abandoned after the first use.**

24% would reuse an app if offered exclusive or bonus content.**

SALE

30% would use an app again if offered a discount.**

What reasons have influenced you to download new apps?

Purchased a new phone	**60%**
Recommendation from a friend	**40%**
Saw an ad for the app on my phone	**31%**

The average email CTR is **6-7%**. ‡

The average text marketing CTR is about **36%**.‡
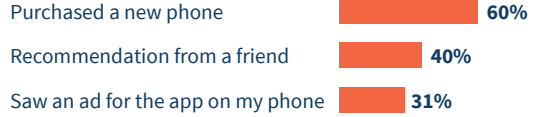
BxPrompt connects with the user at the right time using the best messaging channel. Offering incentives can help keep the app on the mobile device.

BxPrompt opens up new opportunities for incentive driven service plans with verifiable app installment and use.

12% or **30 million** smartphones in the U.S. market are unlocked. This is up from **7%** in 2014.*

78% of companies use paid media to drive app downloads.†

BYOD users are a growing blind spot for operators. Get in touch with your BYOD subscribers at the start with **BxPrompt** and encourage your app download for better insights and retention.

BxPrompt is a more targeted approach than traditional paid advertising. It drives app download at subscriber activation for both new and BYOD devices.

* Strategy Analytics, 2017
**James Tiongson, *Mobile App Marketing Insights: How Consumers Really Find and Use Your Apps*, May 2015
† Adobe Mobile Maturity Survey, 2015
‡ Kirsten, *Text Marketing Vs. Email Marketing: Which One Packs a Bigger Punch?* SlickText.com, June 2016

Services, Benefits, and Tools

Effective app distribution to new, BYOD, and iOS subscribers

Ability to offer incentives for getting and keeping an app

Customizable prompt messages and URL links

Facilitate subscriber activation and on-boarding

Targeted messages to new subscribers

New options for service plan types

Use of the full suite of BxMarket tools

Access to BxMarket amenity and premium Wi-Fi supply

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