

UNION BANK BUSINESS METRICS IMPLEMENTING THE TERRAGON CDP

Acquisition: Total No. of Digital Customers

USSD (Aug - Dec)  
1,216,051

Mobile App (Aug - Dec)  
728,674

Behaviour: Net Active Users

USSD (Aug - Dec)  
666,298

Mobile App (Aug - Dec)  
328,828

Airtime Top-up Customers (Aug - Dec)  
550.0K

Revenue : Incremental Revenue to Union Bank

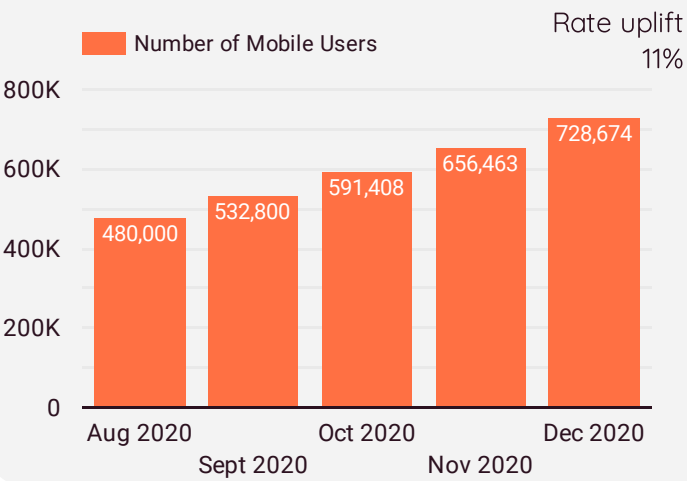
USSD ~by Dec 2020 (₦)  
242,801,275

Mobile App ~by Dec 2020 (₦)  
122,116,955

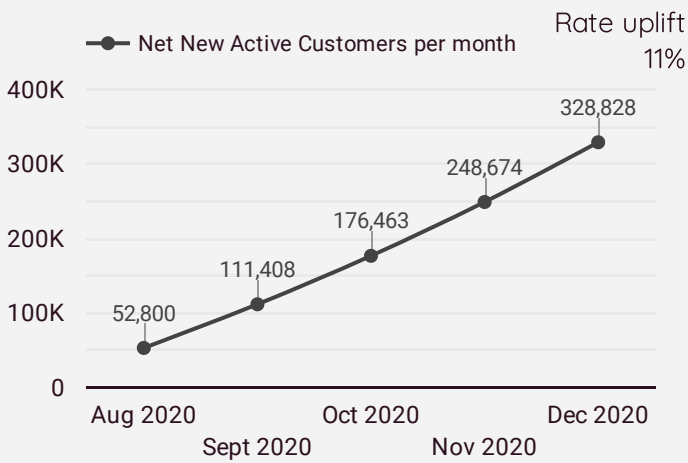
Airtime Top-up ~by Dec 2020 (₦)  
120.0M

USE CASE : TERRAGON CDP INCREMENTAL CUSTOMER ACQUISITION ON THE MOBILE APP

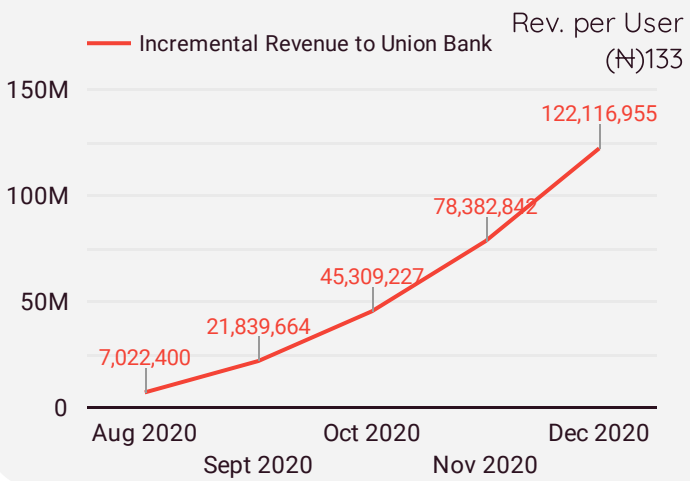
CUSTOMER ACQUISITION (MOBILE APP)



NEW NET ACTIVE CUSTOMERS PER MONTH (MOBILE APP)

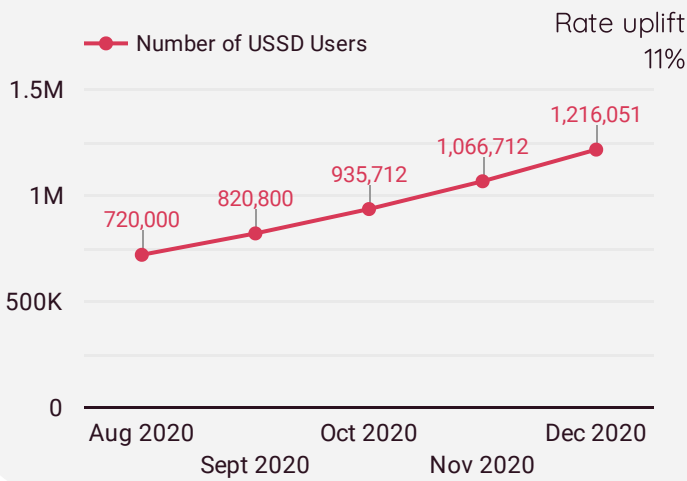


AVG. MONTHLY REVENUE PER CUSTOMER (MOBILE APP)

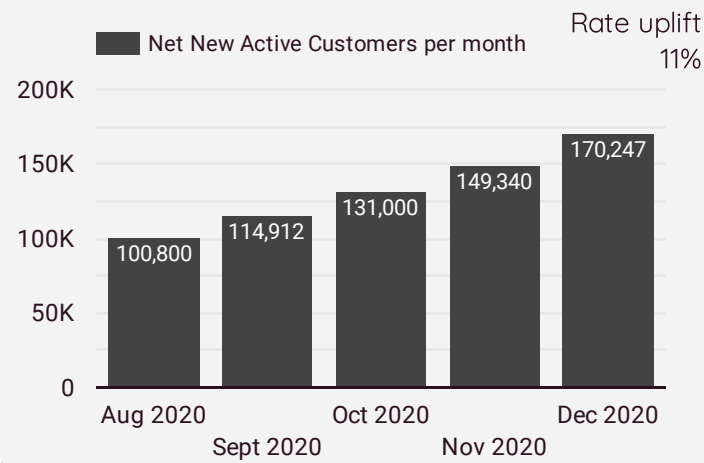


USE CASE : TERRAGON CDP INCREMENTAL CUSTOMER ACQUISITION ON THE USSD CHANNEL

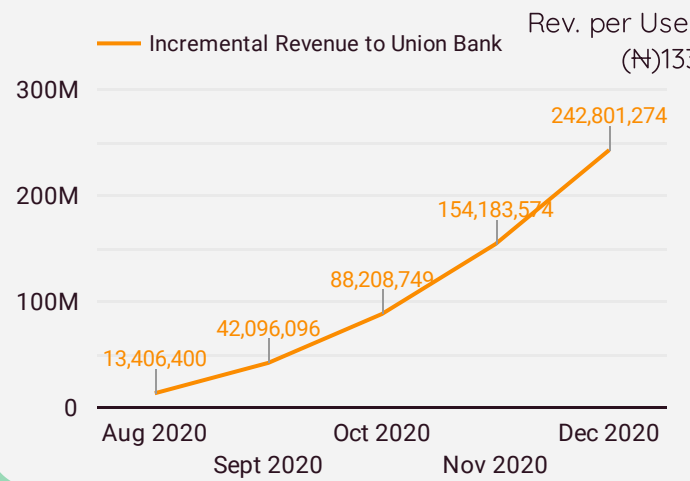
CUSTOMER ACQUISITION (USSD)



NEW NET ACTIVE CUSTOMERS PER MONTH (USSD)

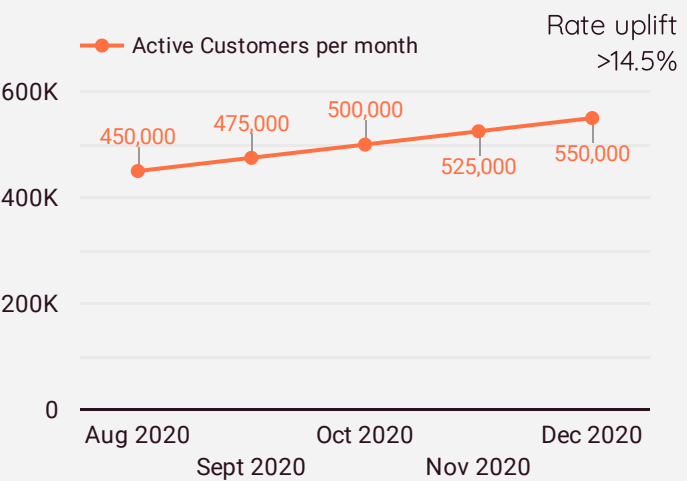


AVG. MONTHLY REVENUE PER CUSTOMER (USSD)

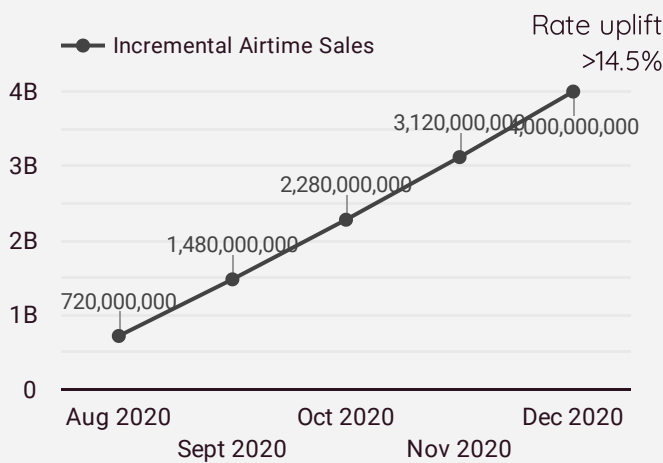


USE CASE : TERRAGON CDP INCREMENTAL AIRTIME SALES

ACTIVE CUSTOMERS PER MONTH (AIRTIME TOP-UP)



INCREMENTAL AIRTIME SALES (AUTO TOP-UP)



INCREMENTAL REVENUE TO UNION BANK (AUTO TOP-UP)

