

# Mobile Carrier Billing and Loyalty Programs

source: [business.koomalooma.com](http://business.koomalooma.com)



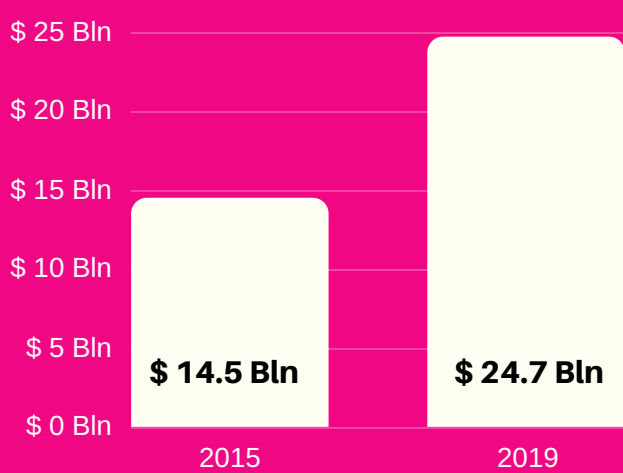
## Mobile Carrier Billing used for

- ➔ Mobile Operators
- ➔ Mobile Payment Service Providers
- ➔ Digital Content & Service Providers (Games, Dating, Video Streaming)

## Why?



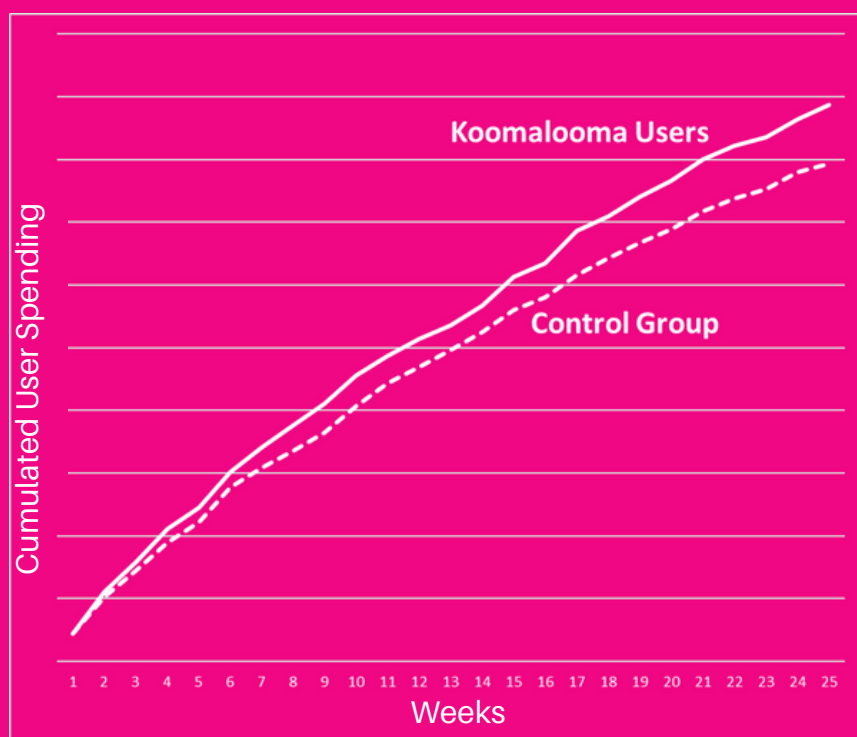
- to reach unbanked users
- to reduce friction during purchase



## Global MCB Transaction Volume

### How to increase MCB Gross Transaction Value with a Loyalty Program?

- ➔ 100% Frictionless Flow
- ➔ Mobile Credit Top-up as a reward: 400 Operators / +80 Countries
- ➔ Completely Managed Process



**With koomalooma Loyalty Solution for Carrier Billing, retain users and boost MCB revenues 12-14% more**

Want to find out more about MCB and Loyalty Programs? Download our Whitepaper here!

