



Realtime Data based App/Retail Market Intelligence Services

Understand the true value of companies

www.wiseapp.co.kr

WISEAPP WISE RETAIL

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Realtime Data based App/Retail Market Intelligence Services

Service that checks the payment & traffic of various companies in real time.

Leading companies make mission critical decisions with WiseApp/WiseRetail.



Realtime Data based App/Retail Market Intelligence Services

Collect app usage & payment data in real time, and analyze the company/market

With the real time data, you can find a real diamond in a rough.

WISEAPP

App market Intelligence

- Realtime usage analysis of 8K+ of most popular apps in Korea
- Provide app users, installers, hours of use, number of sessions, and etc.
- Measured from a sample of 60K people (0.2% of the smartphone user)

WISE RETAIL

Retail market Intelligence

- Realtime transaction analysis of 2.3K+ of most popular retail brands
- Provide payment related data. (Amount, Method, Payer, and etc.)
- Measured from a sample of 1.45M people (6% of economically active population)

Various of leading companies around the world are using our services for competitive analysis, planning, marketing and investment.

Can check yesterday's data this morning

- World's only daily provided App + Retail market analysis
- Provide app user, installer, usage time, and session data
- Provide retail payment amount, average amount, average # of payment, and payer information.

Data Reliability with the largest panel size in Korea

- Actual usage analysis of 60K+ panels(0.2% of the smartphone user)
- Actual transaction analysis of 1.45M+ panels(6% of economically active population)
- Guaranteed reliability with 5 years of app data, and 3 years of retail data

Specialized in Korean purchasing behavior

- Analyze Traffic and Payment of the Most Used Apps & Retails by Koreans
- Analyze 8K+ of apps, 5K+ of developers, and 51 of categories.
- Analyze 2.3K+ of actual retail payment
- In-depth analysis, which is not known by app and payment analysis alone

App Market Intelligence: Key Information

(Actual Usage + Market + Game Revenue)



Actual usage analysis: 8K+ of the most popular Apps

Provide actual usage data of users, usage time, sessions on daily, weekly, and monthly basis

Search by app name, package name, developer, company, gender/age, and category

2020. 11. ▼

DailyWeeklyMonthly

AndroidiOS?Android + iOS?KOREAALL CATEGORIES▼

ALLAllMaleFemale

ALLAll10s20s30s40s50s+

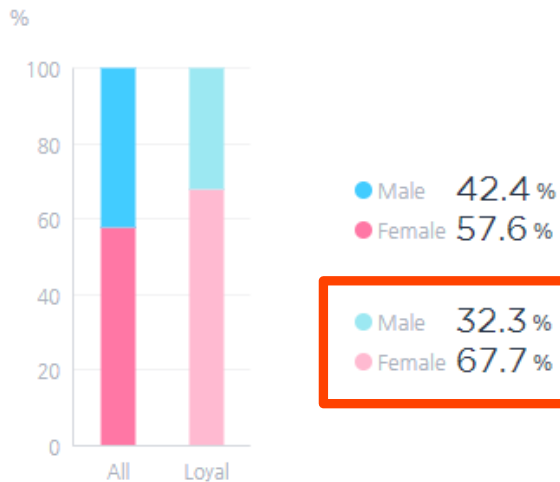
Rank	Unique Installs ?	Unique Users ?	% of Active Users	Total Time in App (1 for 1,000 min) ?	Avg. Time in App per User(min)	Avg. Active Days per User	Total Sessions (1,000 times) ?	Avg. Number of Sessions per User	Avg. Session Length(min)	Total Data Usage(TB)	User Growth Rate	
1	카카오톡 KakaoTalk Kakao Corporat...	36,970,095 95.7%	35,772,547 92.6%	96.8%	21,635,779	604.8	23.3	77,755,492	2,173.6	0.3	40,801.2	-0.3%
2	YouTube Google LLC	38,217,171 98.9%	33,724,948 87.3%	88.2%	51,597,419	1,529.9	16.8	7,260,149	215.3	7.1	495,942.1	-0.3%
3	네이버 - NAVER NAVER Corp.	32,570,137 84.3%	30,071,395 77.8%	92.3%	15,711,835	522.5	17.2	17,704,734	588.8	0.9	75,871.9	-0.1%

Distribution by gender/age of app

Analyze app usage by gender and age

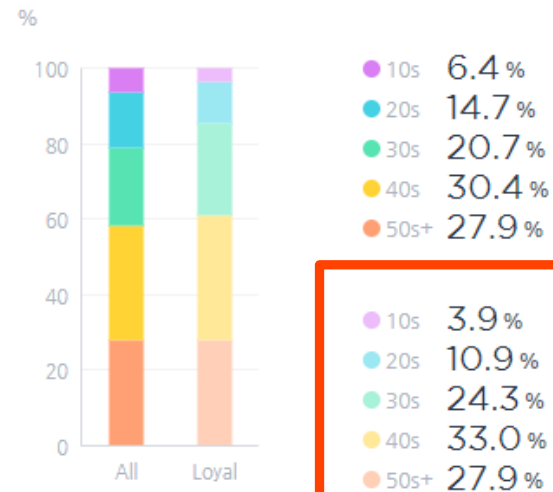
Gender distribution

✓ Key indicator regarding loyal users ?



Age distribution

✓ Key indicator regarding loyal users ?



Apps that are frequently use together

Analyze information and flow of apps frequently used with



Apps that are installed together

Analyze the app that is being installed by the person -> Identify user characteristics

Apps installed together ?



Exclude OEMs, Carriers, OS, etc.



See apps in the same category



11번가

47.1%



쇼핑을 바꾸는 쇼핑. G마켓 대표 (특가

40.2%



특가

37.3%



타임커머스

31.0%



GS SHOP - 당신의 가장 직

26.4%



홈쇼핑

25.3%



A.

24.2%



Hmall

21.9%



CJmall

21.6%



롯데홈쇼핑

20.2%



인터파크

20.0%



번개장터

15.5%



11번가 쇼핑

15.0%



에이블리 - 셀럽마켓 모

13.6%



NS홈쇼핑

12.6%



K쇼핑

12.6%



아이디어스 (idus) - 작품

12.3%



이마트몰 - emart mall

11.9%



지그재그 - 여성쇼핑몰

11.6%



온라인 패션 스토어 '무신

11.5%



SSG.COM

11.2%



공영쇼핑 - 공영홈쇼핑

10.5%



롯데마트 M 쿨론

10.3%



홈플러스 - 맛있는 마트

10.2%



AliExpress - 스마트한소

9.9%



Wish - 쇼핑

9.4%



롯데ON - 롯데ON 하나

9.3%



SK스토아 (SK가 만든

8.9%

Hourly users

Analysis the average number of users of apps by hours and days of the week in multiple charts

Users through time zone



By time



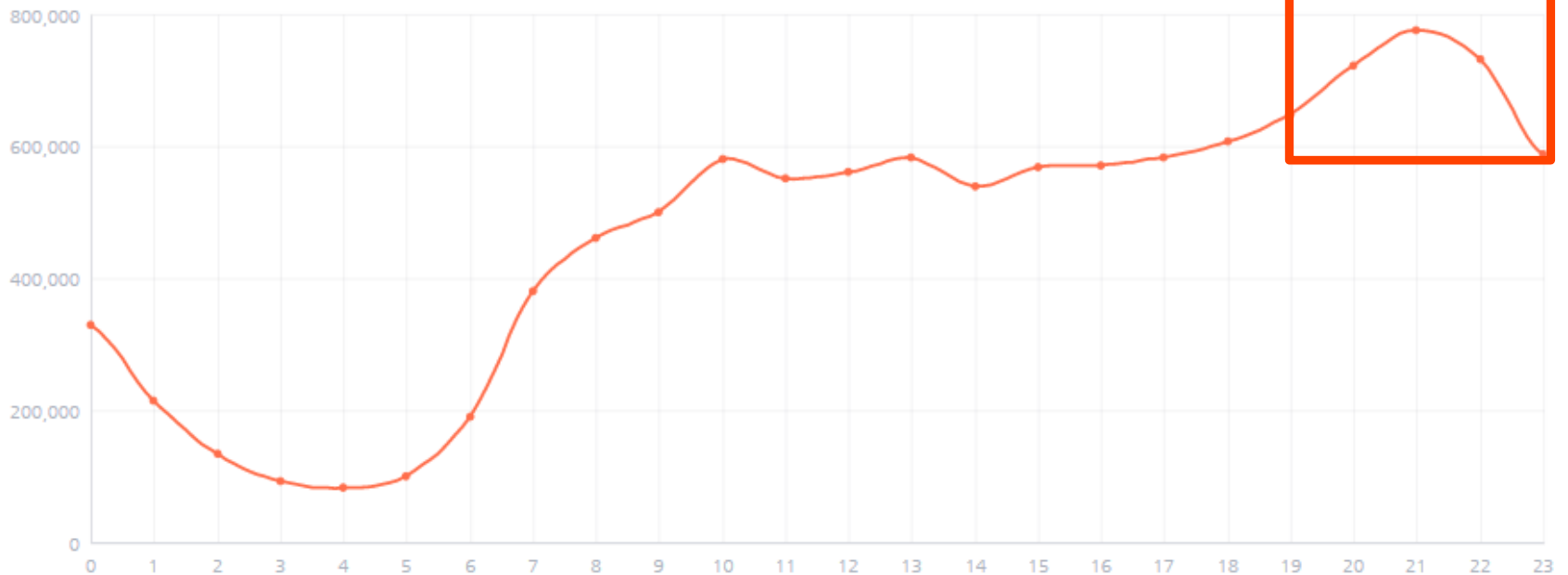
Day of the Week



By Gender



By Age



Revisit rate comparison

Compare customer loyalty of the app and its category

App vs Category Loyalty



88.2%

쿠팡 (Coupa... Loyalty ?)



60.8%

SHOPPING Loyalty AVG.



86.0%

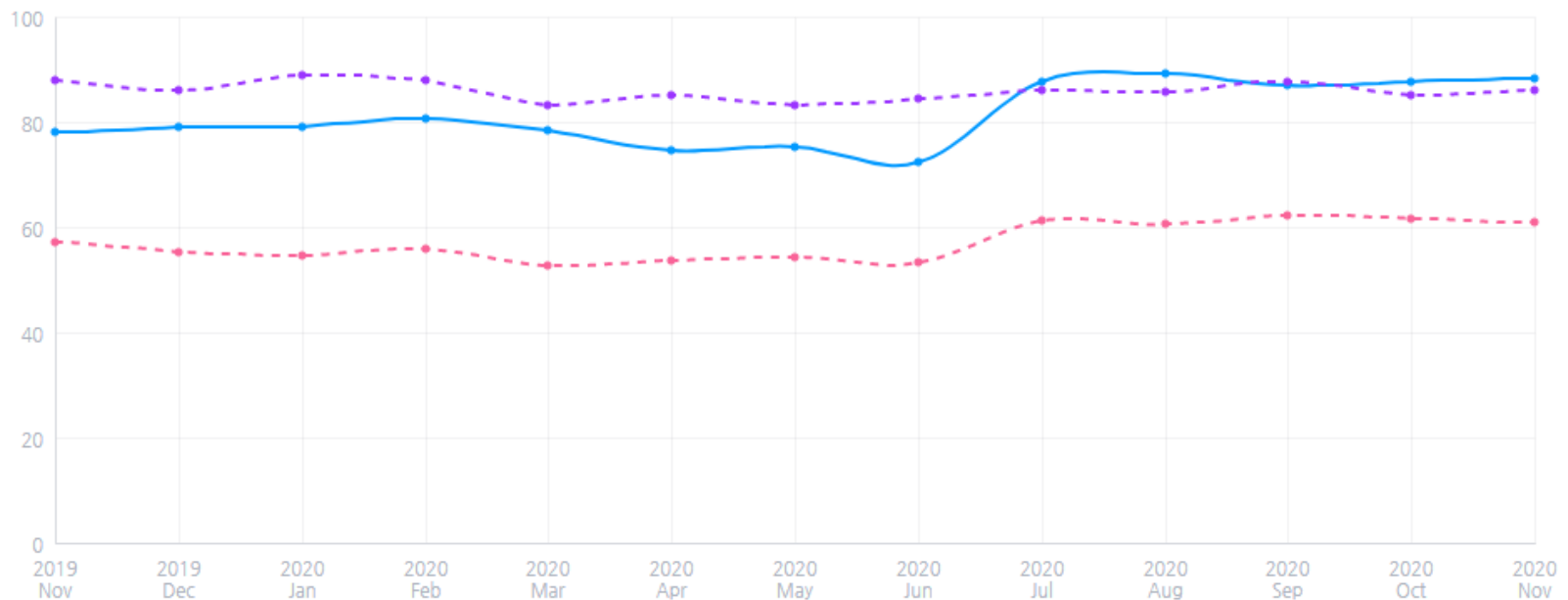
SHOPPING Top 10% Loyalty AVG.

%

6M

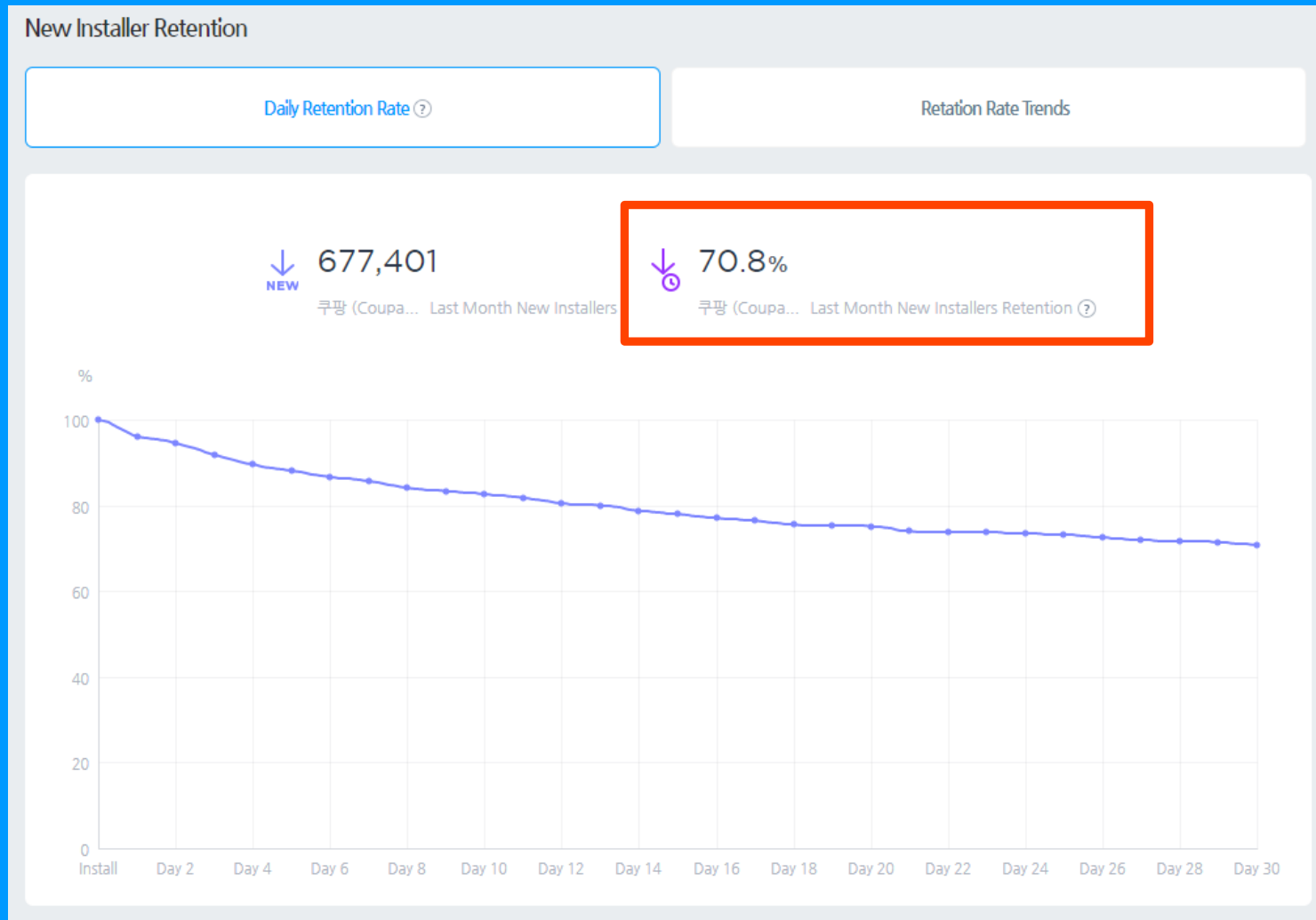
1Y

2Y



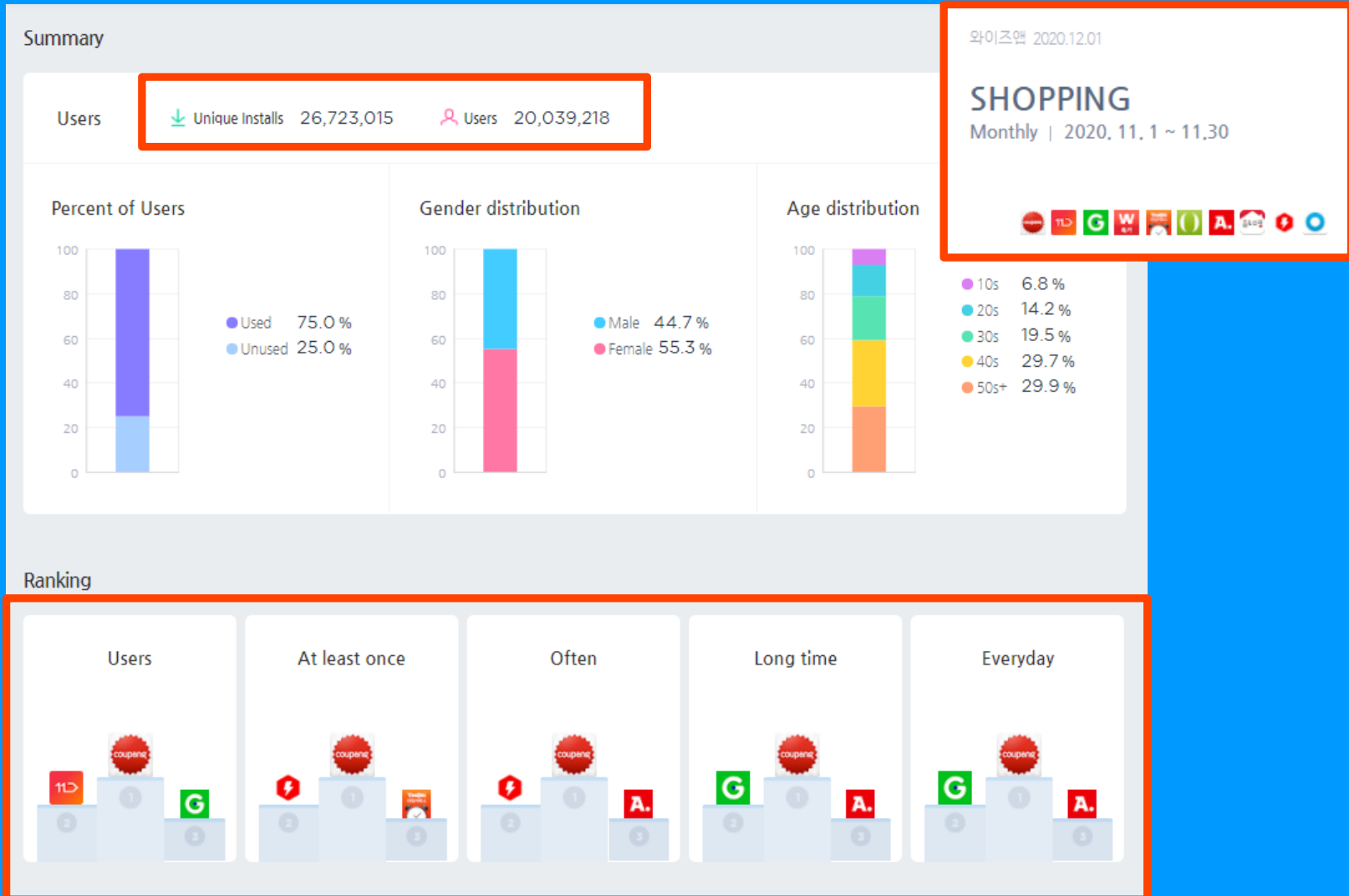
Remaining rate of new installer

Percentage of people who don't uninstall the app



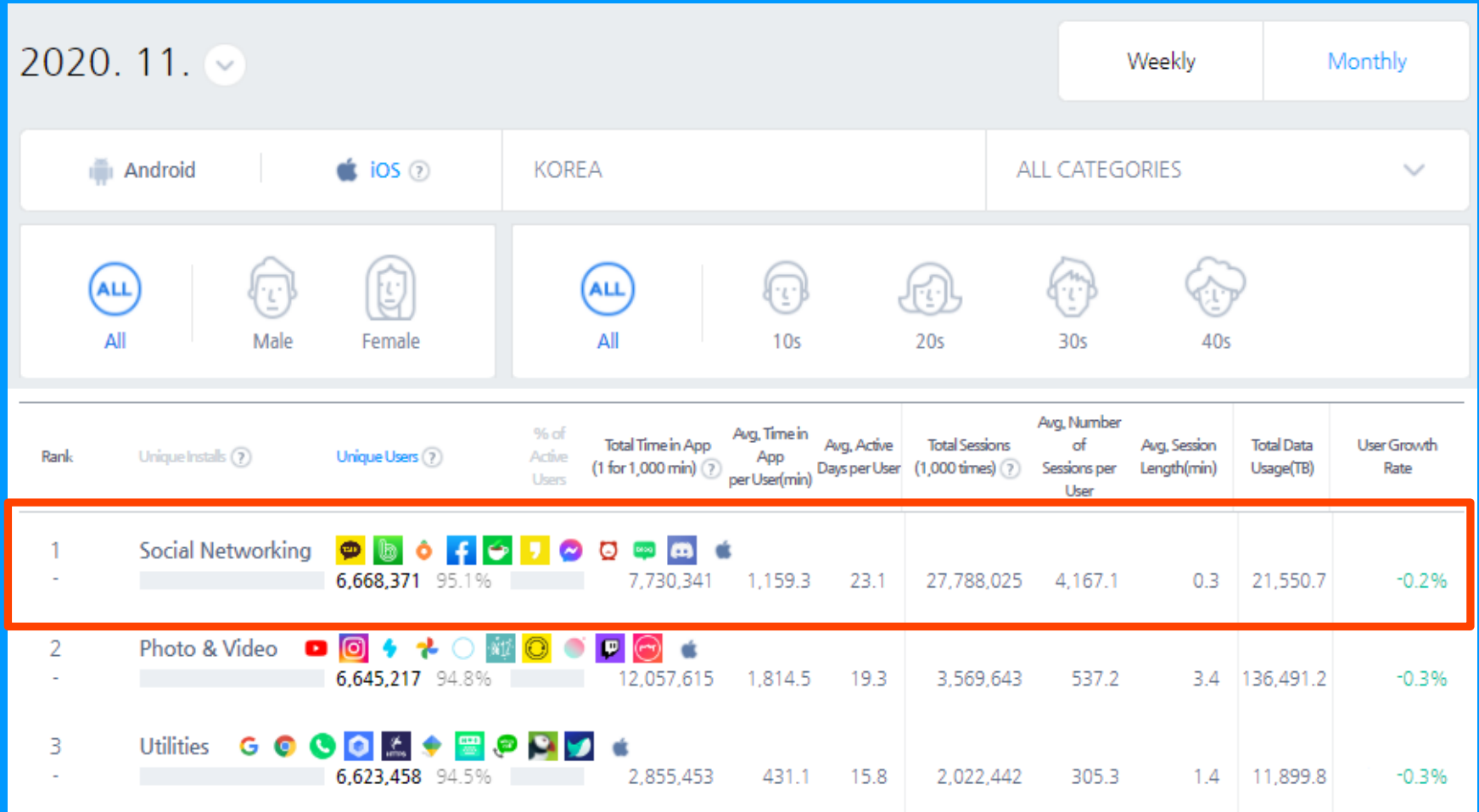
App Analysis Report: Auto analysis when user insert the app

Auto analysis report for Top 10 by category or user defined



Actual usage analysis of 51 categories

Actual usage analysis of users, usage time, sessions based on daily, weekly, and monthly basis



Actual usage analysis of 5K+ companies

Company: A unit that collects multiple developers belonging to a company.

Company Group: A unit that collects its affiliates and subsidiaries

Company/Group

Company Group

Search

New

Sort by Total Users

EXCEL

Rank	Unique Installs	Unique Users	% of Active Users	Cumulative users	Total Time in App (1 for 1,000 min)	Avg. Time in App per User(min)	Total Sessions (1,000 times)	Avg. Number of Sessions per User	Apps	User Growth Rate			
1	Google	38,656,279	99.9%	37,644,757	97.4%	97.4%	162,499,480	61,107,326	1,623.3	13,045,598	346.5	76	+0.2%
2	카카오	37,778,627	97.8%	36,504,132	94.5%	96.6%	93,808,141	32,572,112	892.3	90,279,179	2,473.1	73	-0.1%
3	네이버	37,038,490	95.9%	34,786,331	90.0%	93.9%	113,855,397	24,762,903	711.9	38,191,881	1,097.9	61	-0.2%
4	삼성	33,659,571	87.1%	31,268,352	80.9%	92.9%	157,967,331	11,939,269	381.8	7,713,158	246.7	74	+0.7%
5	SK Telecom	29,520,463	76.4%	22,662,313	58.7%	76.8%	60,677,984	8,433,895	372.2	8,856,694	390.8	81	-0.2%
6	쿠팡	18,356,477	47.5%	15,104,305	39.1%	82.3%	16,618,863	1,420,410	94.0	5,051,864	334.5	6	+4.1%

Provide revenue on a daily, weekly, and monthly basis

Provide detailed ranking and amount of individual game app/category/developer


2020. 9. ▼











DailyWeeklyMonthlyQuarter

AndroidKOREAGAME ALL ▼

? Revenue data are estimates and may differ from actual revenue.
'Revenue' is the amount paid by the customer to the App Store excluding VAT (Publisher revenue + Platform fees).
Based on revenue earned from paid downloads and in-app purchases, the revenue from in-app advertising is not included.

All ▼AllSearch

✓ New 

Rank	Name	Developer	Category	Store Revenue Ranking(Best)	Store Popular Ranking(Best)	Revenue
1	 리니지M 	NCSOFT	GAME ROLE PL...	1	92	83,532,794,112
2	 리니지2M 	NCSOFT	GAME ROLE PL...	2	-	49,516,372,676
3	 바람의나라: 연 	NEXON Company	GAME ROLE PL...	2	12	48,909,497,312
4	 R2M 	Webzen Inc.	GAME ROLE PL...	4	2	8,008,048,256
5	 기적의 검 	4399 KOREA	GAME ROLE PL...	5	25	5,522,771,655

A hand holding a credit card over a payment terminal, with a blue overlay.

Retail Market Intelligence: Key Information

(Card Payment + Account Transfer + Mobile Payment)

Actual Payment analysis: 2.3K+ of the most popular Brands

Provide payment amount, # of payment, # of payer, average amount/payer

Search by retail name, company name, gender/age, industry

Rank	Net Payment Amount ?	Total Payment Amount ?	Total Payment Cancellation Amount ?	Total Number of Payments	Total Payers ?	Payment Amount per Payer	Payment Amount per Payment	Payments per Payer	Days per Payer ?	Net Payment Amount Growth Rate
1	네이버 <small>네이버(주)</small> ★									
-	2,465,611,587,003	2,579,596,005,148	113,984,418,145	51,329,244	16,322,570	158,039	50,256	3.1	2.7	+1.3%
2	쿠팡/쿠팡이츠 <small>쿠팡(주)</small> ★									
-	1,967,014,328,460	2,025,034,814,480	58,020,486,020	63,232,977	14,900,400	135,905	32,025	4.2	3.6	-0.6%
3	옥션/G마켓/G9 <small>이베이코리아(유)</small> ★									
-	1,652,026,290,801	1,731,138,847,853	79,112,557,052	29,570,090	10,804,223	160,228	58,544	2.7	2.3	+28.8%
4	삼성화재 <small>삼성화재해상보험(주)</small>									
▲ 1	1,055,233,335,414	1,060,611,375,232	5,378,039,818	6,686,952	4,149,670	255,589	158,609	1.6	1.3	+2.0%
5	11번가 <small>11번가(주)</small> ★									
▲ 2	1,049,983,410,706	1,113,488,451,105	63,505,040,400	25,269,225	7,521,062	148,049	44,065	3.4	2.8	+27.8%
6	이마트 <small>(주)이마트</small>									
▼ 2	1,032,579,564,798	1,051,896,538,624	19,316,973,826	20,037,176	8,984,485	117,079	52,497	2.2	1.9	-1.4%
7	배달의민족 <small>(주)우아한형제들</small> ★									
▼ 1	882,714,491,739	883,741,325,474	1,026,833,735	37,650,803	10,261,624	86,121	23,472	3.7	3.3	+3.3%
8	롯데백화점 <small>롯데쇼핑(주)</small>									
▲ 1	808,902,095,439	896,465,402,134	87,563,306,695	9,928,438	3,998,682	224,190	90,293	2.5	1.5	+8.9%

Key Indicators of Retail Payment Analysis (Daily & Monthly)

Identify of customer purchasing patterns and forecast company's performance
based on actual retail payment data

Key indicators



₩1,967,014,328,460
Net Payment Amount ?



₩2,025,034,814,480
Total Payment Amount ?



₩58,020,486,020
Total Payment Cancellation Amount ?



63,232,977times
Total Number of Payments



14,900,400
Total Payers ?



₩135,905
Payment Amount per Payer



₩32,025
Payment Amount per Payment



4.2times
Payments per Payer



3.6Day
Days per Payer ?



-0.6%
Net Payment Amount Growth Rate



-0.6%
Total Payment Amount
Growth Rate



-3.8%
Total Payment Cancellation
Amount Growth Rate



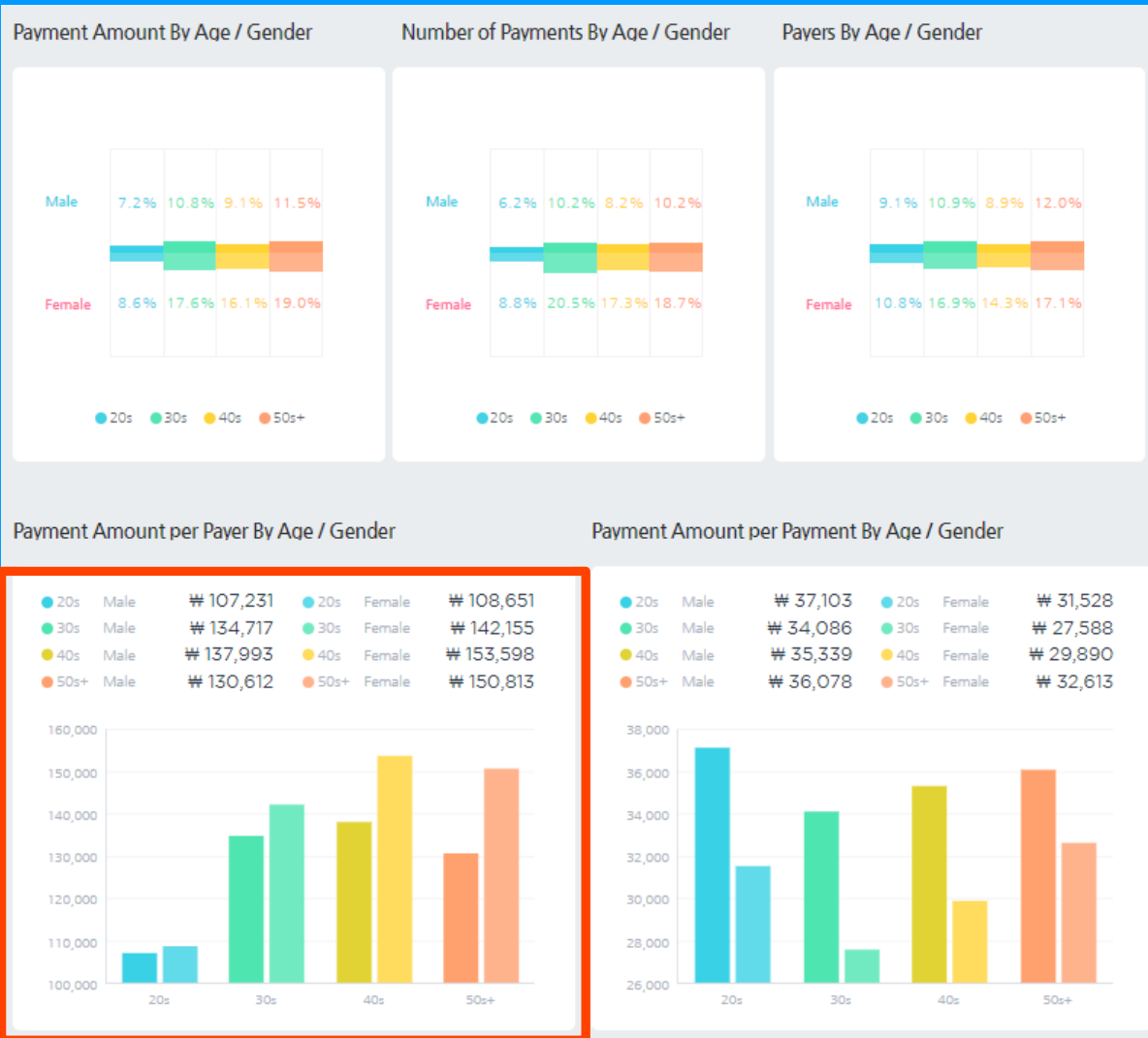
3.0%
Payments Growth Rate



2.0%
Payer Growth Rate

Payment distribution by gender/age

Payment distribution by gender/age of retail

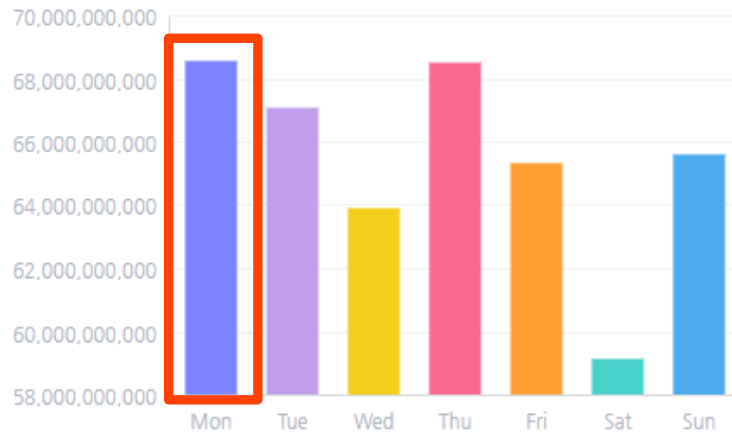


Payment analysis by day of the week

Provide average payment amount and frequency analysis per day of the week

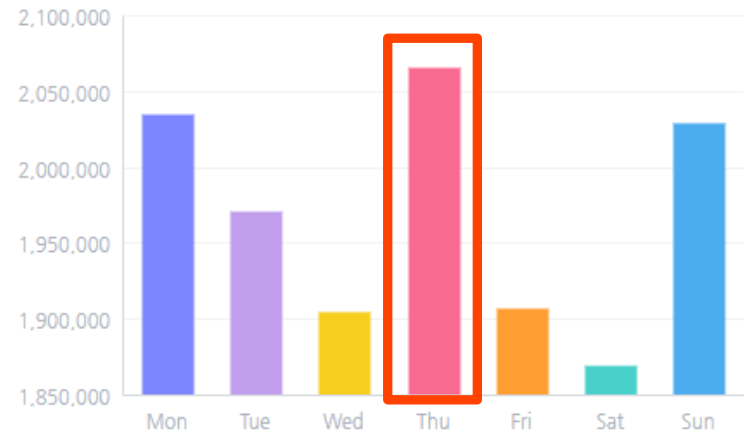
Payment Amount By Day of the Week

Mon	₩ 68,555,445,014	Tue	₩ 67,106,408,907
Wed	₩ 63,917,589,111	Thu	₩ 68,535,462,555
Fri	₩ 65,338,497,530	Sat	₩ 59,136,925,982
Sun	₩ 65,619,513,209		



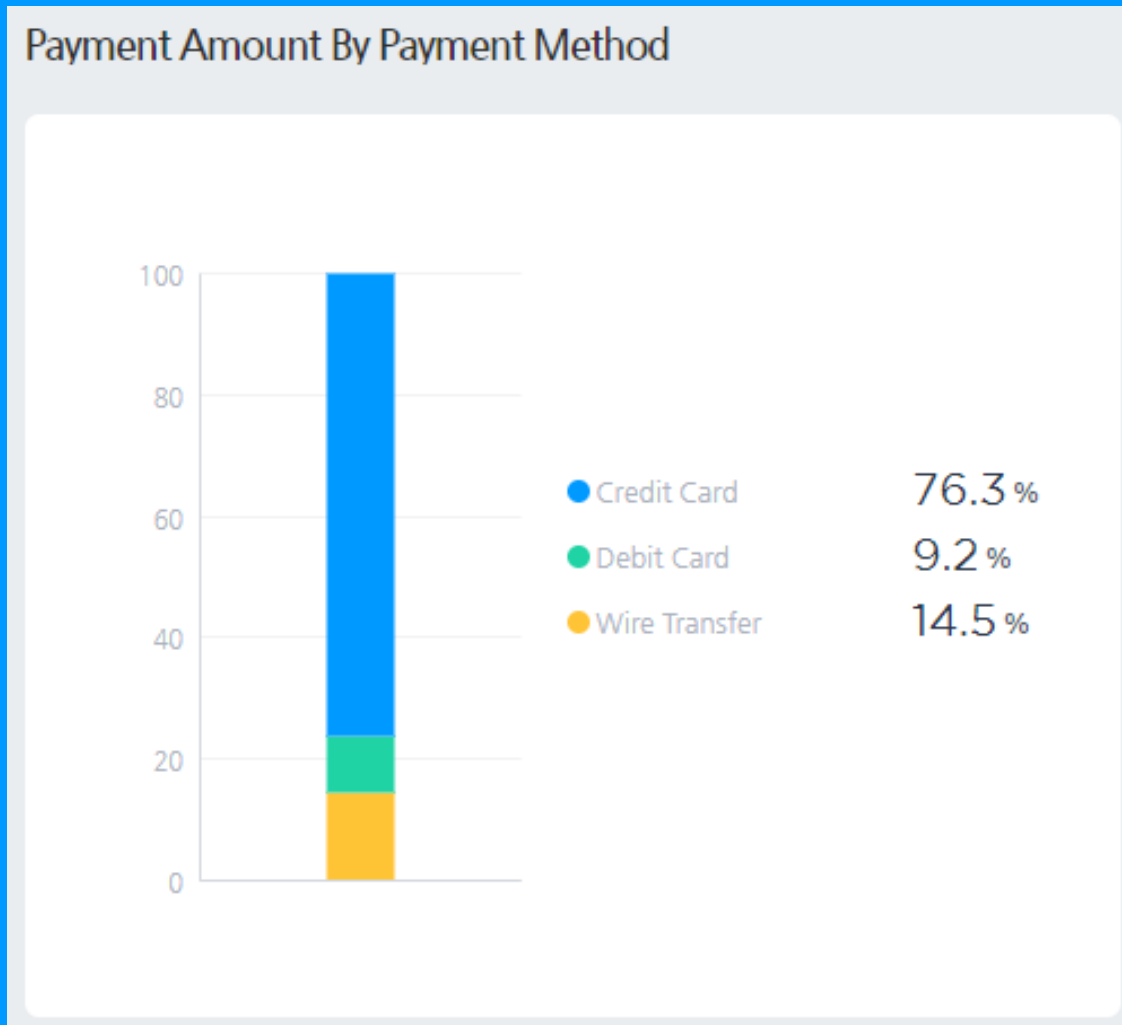
Number of Payments By Day of the Week

Mon	2,034,787 times	Tue	1,971,306 times
Wed	1,904,582 times	Thu	2,065,340 times
Fri	1,907,625 times	Sat	1,869,357 times
Sun	2,029,084 times		



Payment Amount Analysis by method

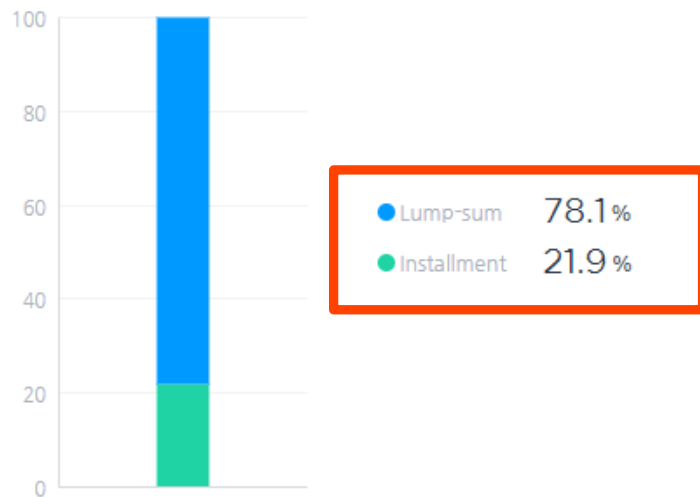
Ratio & Amount by payment method; Credit Card / Account Transfer / Mobile Payment



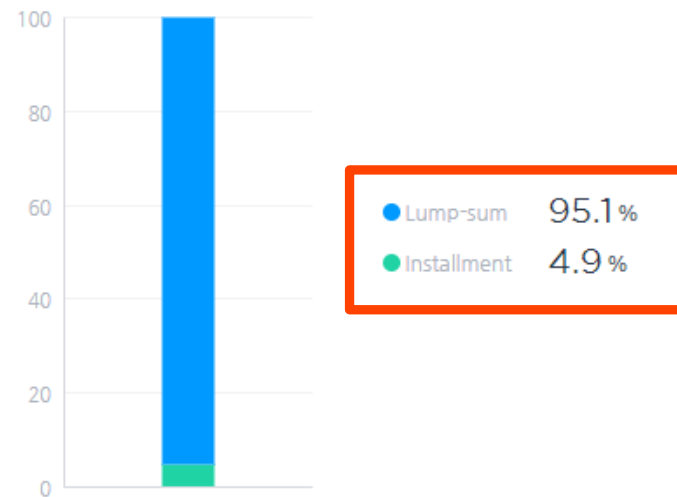
Lump sum and installment analysis

Amount & frequency distribution by credit card company, and Lump sum & installment distribution

Credit & Debit Card Payment Amount By Lump-sum / Installment



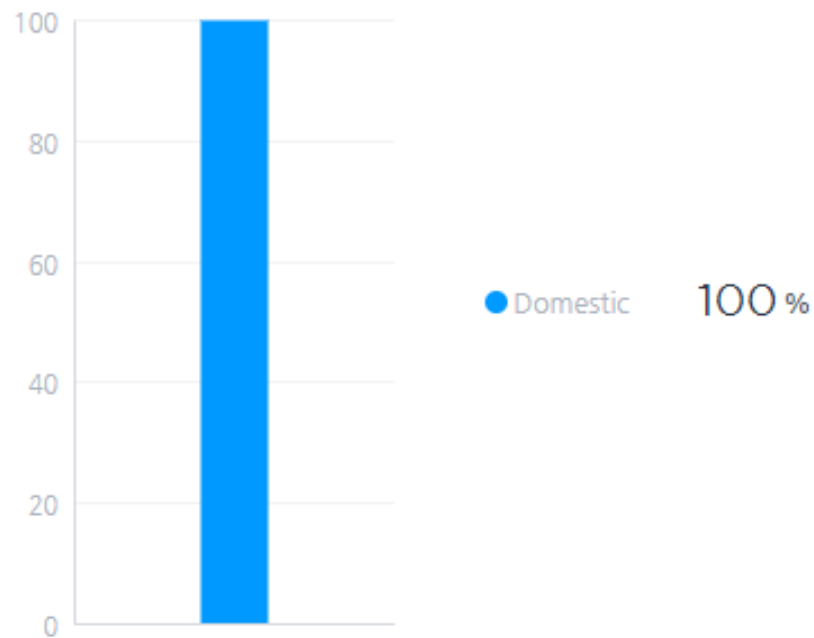
Credit & Debit Card Number of Payments By Lump-sum / Installment



Domestic/Overseas Payment Analysis

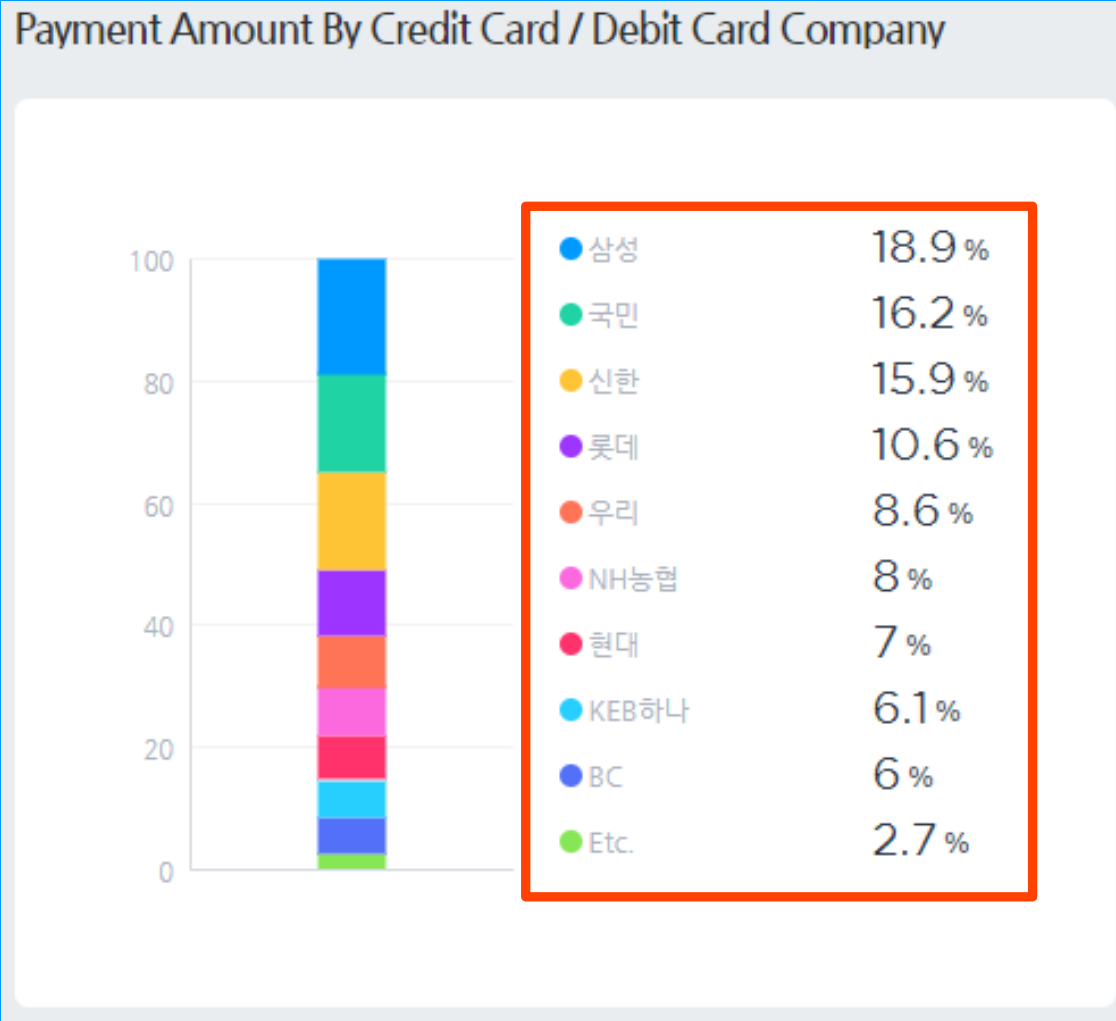
Domestic/Overseas Payment Analysis

Credit & Debit Card Payment Amount By Domestic/Overseas



Payment Amount by Card Company

Payment Amount & Number of Payment distribution by Card Company



Payment Analysis Flows by Hour

Analysis of the change in the average amount and frequency of payment by hour/day

Differentiate by analyzing major sales time by industry and competitor

Payment Amount through time zone



By time



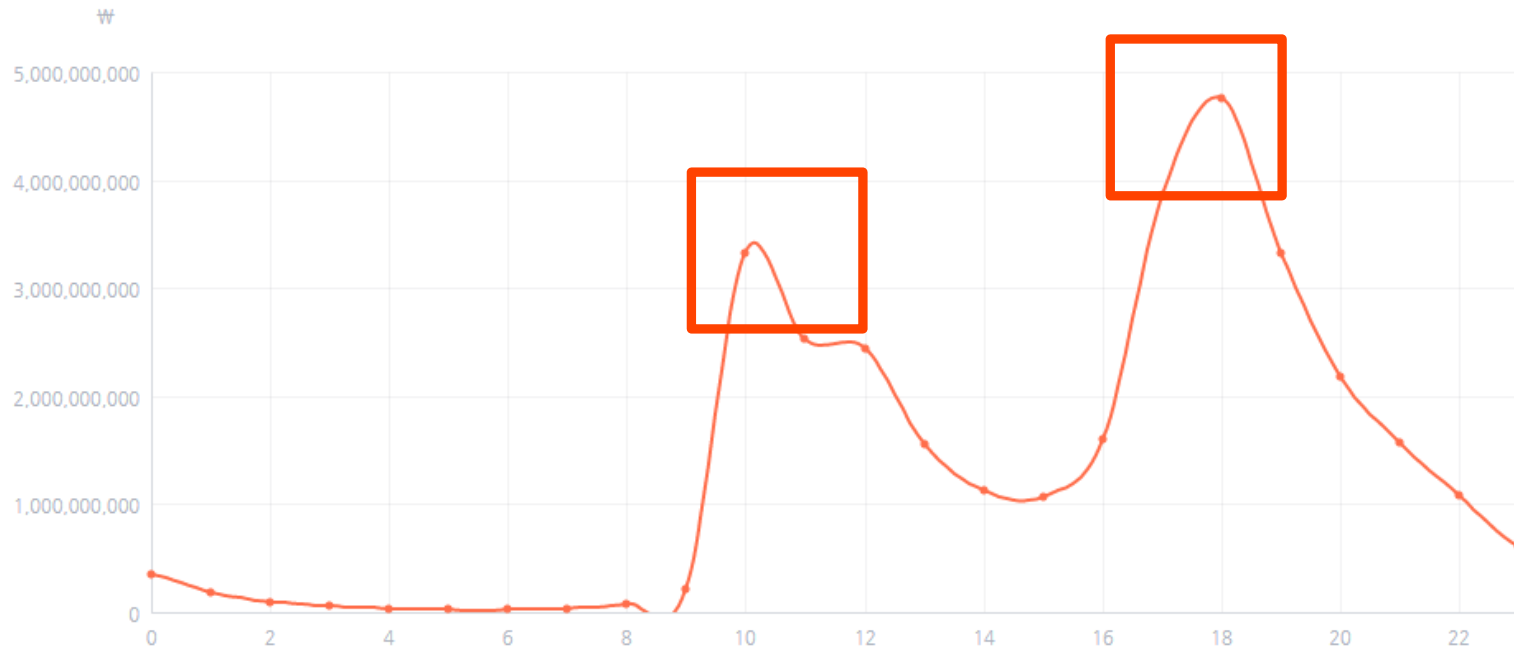
Day of the Week



By Gender



By Age



Compare re-purchase rate

Compare the ratio of payments made to the industry average and the industry's top 10 percent.

Retail VS. Category Repurchase Rate



72.7%

배달... Repurchase rate (?)



36.5%

Deliv... Repurchase rate AVG.



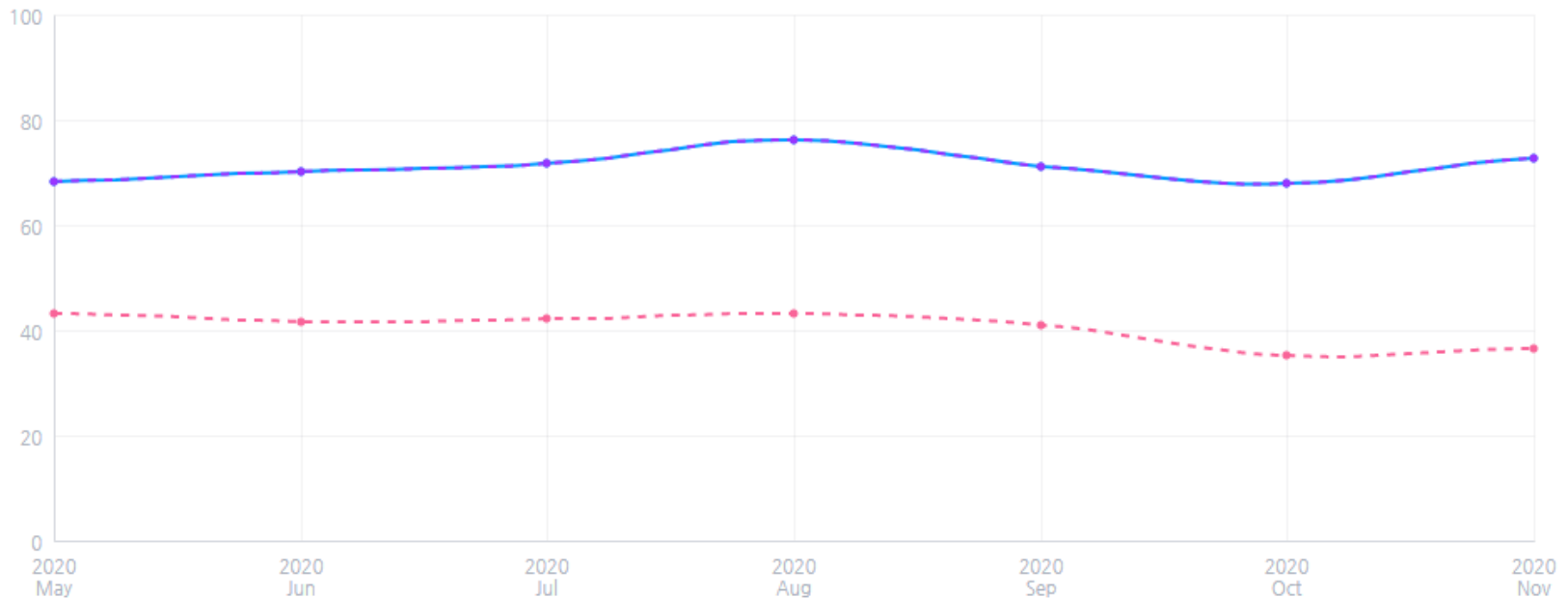
72.7%

Deliv... Top 10% Repurchase rate AVG.

6M

1Y

2Y



Retail that is frequently consumed together

Provide retail information consumed on the same date or month

쿠팡/쿠팡이츠 2

2020. 11. ▾

Daily

Monthly

Retails Frequently Payed Together ?

Same Month ▾

ALL CATEGORIES ▾

네이버 Internet Service	4%	GS25 Convenience store	3.8%	씨유(CU) Convenience store	3.7%	배달의민족 Delivery	2.9%
파리바게뜨/파리크...	2.5%	세븐일레븐 Convenience store	2.4%	다이소 Department/Shop...	2.1%	이마트 Department/Shop...	1.8%
홈플러스 Department/Shop...	1.5%	스타벅스 Beverage	1.5%	11번가 TV/Internet shopp...	1.5%	옥션/G마켓/G9 TV/Internet shopp...	1.4%
emart24(위드미) Convenience store	1.4%	농협하나로마트 Department/Shop...	1%	맥도날드 Hamburger/Pizza	1%	위메프 TV/Internet shopp...	1%
DB손해보험 Insurance	1%	올리브영 Cosmetics	1%	GS홈쇼핑/GS Shop TV/Internet shopp...	0.9%	메리츠화재 Insurance	0.9%

Key Terms

- **App Market Intelligence**

Installer: Number of non-duplicated people installing the app in the selected period

User: Number of non-duplicated people using the app in the selected period

Usage Time: Number of hours that the app's users have stayed in the app for the selected period

Session: Number of times that app's users have run the app in the selected period

- **Retail Market Intelligence**

Retail: Individual retail brand or corporate name

Total Payment Amount: Payment amount includes VAT paid in retail by credit card, debit card, account transfer, and mobile phone small payment

Recognition of payment amount: The brand listed in the consumer's payment details/statements (Credit card payment statement, account transfer record)

Number of Payers: Number of non-duplicated people paid in the retail in the selected period

Allocation of amount: Payment amount is allocated to only one retail

Direct Management/Franchise: Franchise does not distinguish between direct management and franchise

Installment Payment: Recognized only in the first month of installment payment, and the full payment amount is included in the first month

Check [WISEAPP site FAQ](#) for additional terms

Historical statistics delivery period and update cycle

App Market Intelligence

- **Statistical period**

Actual Usage(Android App): Mar. 2016. ~

Actual Usage(Android Category/Developer): Apr. 2014~

Revenue/Value (Android App/Category/Developer): Jan. 2018 ~

Market Ranking(Android App): The last 2 months

Actual Usage(iOS App): Sep. 2020. ~

Actual Usage(iOS Category/Developer): Sep. 2020~

Revenue/Value (iOS App/Category/Developer): N/A

Market Ranking(iOS App): The last 2 months

- **Update Cycle**

Daily actual usage, Ranking, keyword, intrinsic value: D+1

Weekly actual usage : Second business day every week

Monthly actual usage: Forth business day every month

Daily Revenue : D+2

Retail Market Intelligence

- **Statistical period**

Monthly Payment Analysis: Jan. 2018~

Daily Payment Analysis: Jan. 2020 ~

- **Update Cycle**

Daily Data: D+1

Monthly Data: Forth business day every month

Service Price List

	App Market	Retail Market	App + Retail
Access License	5 Accounts	5 Accounts	5 + 5
Annual Cost	KRW 20M	KRW 40M	KRW 50M
Price changes depending on the number of accounts			VAT excluded

	App Market	Retail Market	App + Retail
1 Year	KRW 20M	KRW 40M	KRW 50M
2 Year	KRW 36M	KRW 72M	KRW 90M
3 Year	KRW 48M	KRW 96M	KRW 120M

Provide additional discount according to multi-year contracts

VAT excluded



The End

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WISEAPP WISE RETAIL

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