

# HOW PAYCELL GREW THEIR DIGITAL SERVICES REVENUES IN PARTNERSHIP WITH DOCOMO DIGITAL



## ABOUT TURKCELL

Turkcell is a digital operator based in Istanbul Turkey, and the only New York Stock Exchange listed company in Turkey. It serves tens of millions of customers in 4 countries with its unique portfolio of digital services along with voice, messaging, data and IPTV services on its mobile and fixed networks.



## ABOUT PAYCELL

Paycell is Turkcell's arm in the fintech industry, providing their customers and merchants with innovative mobile payment solutions. Established in 2015, it's a licensed e-money and payment company.

### Paycell provides consumers with a mobile app to:



Manage their Turkcell digital carrier billing limits and spending



Transfer money



Save and use credit cards in a mobile wallet



Top up Paycell cards



Pay for fuel and bills



And more

They also provide merchant-facing solutions like QR codes, CRM, and mobile checkouts.



by **docomo** digital

## THE CHALLENGE

As an alternative payment method integrator, Paycell is intent on providing leading-edge content to its users, supporting them on their way to becoming a cashless society.

They wanted to continue doing that while reaching more app store users, boosting the number of direct carrier billing transactions in selected app stores, and growing their revenue in the long term.

## THE SOLUTION

Paycell partnered up with DOCOMO Digital – the world's leading app store integrator for direct carrier billing.

The goal was to grow their revenues from Google Play Store carrier billing. The partnership that began in 2015 and continues to this day has witnessed multiple successes.



### Quick facts about Paycell in Google Play app store:



**Five-fold growth** in Average Monthly Unique Paying Users from Q4 2015 to Q4 2020



The YoY growth in 2020 in the Average Monthly Unique Users alone **was +52%**



Paying users as a percentage of all users of Turkcell **grew 3X in 5 years** since the launch

## GROWING FROM STRENGTH TO STRENGTH

Since then, DOCOMO Digital has expanded Paycell's store carrier billing footprint by bringing the Samsung and Huawei app stores to Paycell users.

Huawei App Gallery activation growth more recently has mirrored that of the Google Play store over the years, demonstrating DOCOMO Digital's expertise in driving adoption and transaction volumes for app stores.



HUAWEI

### Quick facts about Huawei App Gallery:



The **third-largest app store** following Google and Apple, growing phenomenally



Serving **400 million active monthly users** globally



Investing as much as **\$1 billion** to attract mobile developers to its app marketplace since last year

## THE RESULTS

Huawei smartphones are very popular in Turkey and their market share has been growing steadily. By working with DOCOMO Digital to integrate Huawei App Gallery direct carrier billing, Paycell has been able to considerably increase both their revenues and user base over the course of the year since the service launched to their subscribers in early 2020. The results were as follows:

**x4**

growth in revenues between Q1'2020 and Q4'2020

**x2**

growth in average transaction value YoY in 2020

**68.9%**

growth in unique paying users between Q1'2020 and Q4'2020





“ Working with DOCOMO Digital, we’ve been able to draw on their extensive experience in integrating top app stores for mobile network operators worldwide. Our relationship began with Google Play carrier billing back in 2015 and has grown from strength to strength ever since. Huawei App Gallery includes thousands of apps popular in Turkey, so it made sense for us to expand beyond Google Play.

DOCOMO Digital proved to be a reliable partner, providing us with both the leading-edge technology solutions and the expert support we needed to make the most of this integration and quickly see the results. We were delighted to notice higher conversions and revenues, but also a larger customer base we’re continuing to grow as we provide them with superior digital services to make their daily lives easier and more enjoyable.”



**Onur Güven**  
CEO @Paycell



“ Huawei is committed to providing industry-leading experience across all our ecosystem. Since last year, we have witnessed strong momentum from high-quality app developers in building AppGallery, the Huawei official app store, which an increasing number of Turkish users enjoy.

Turkey is a very important market for us, and we are pleased to see the win-win value proposition that our partnership with Turkcell and DOCOMO Digital enables.”



**Dr. Jaime Gonzalo**  
VP Huawei Consumer Mobile  
Services, Europe



# ABOUT US

DOCOMO Digital is the international payments business of NTT DOCOMO. We partner with carriers, merchants, OTT services, app stores and payment providers in both developed and emerging markets around the world. We solve the challenges of customer acquisition and retention, regulation, and complexity for our partners with alternative payment methods such as direct carrier billing and digital wallets. With teams based in fifteen countries, we enable our partners to grow their digital services revenues while enhancing the customer experience for their users. Our robust managed services platform and coverage across carriers and the most locally relevant payment methods enable faster time-to-market, especially for streaming, gaming, eCommerce, and productivity application providers.

**Looking for ways to drive more  
app store transaction volumes  
with direct carrier billing?**

Let's talk about how you can gain a competitive advantage from working with DOCOMO Digital. Get in touch.



by **docomo** digital

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