

#1 Monetization Tool for App and Game Developers

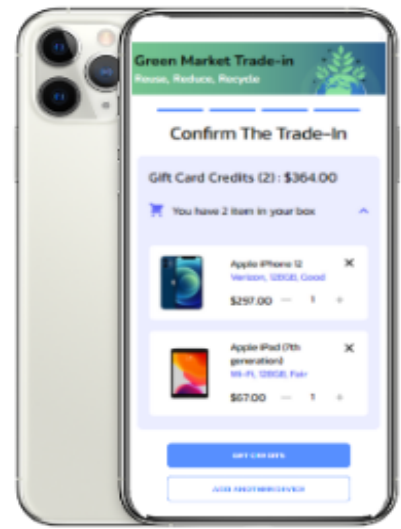
Convert more app users to in-app purchasers by enabling trade-ins

> Problem

As a leading mobile app developer, **your biggest challenge is that most of your app users fail to convert to in-app purchasers.** The main reason being a gap between the requested cost from the user and the value offered. Most users refuse to spend even a limited dollar amount in exchange for digital content or service regardless of the value of content or service offered.

> Solution Overview

Sellpay helps you convert more users to in-app purchasers by reducing users dollar cost to zero while you get paid for your content and services. Instead of paying cash, **we offer users to trade-in their used goods for gift card credits,** and spend it on your content and services. As U.S. households own over \$500 Billion of used goods, enabling this trade-in increases your IAP conversions, revenues and helps our planet at the same time.



Learn More at [Sellpay.AI](https://sellpay.ai)

Key Benefits

- Increase ARPU by as much as 30%, lift profits or spend on UA to lead category
- Easy integration: Branded and seamless, using our professionals or self service
- Reduce churn by reducing the number of ads, bad ratings and churn
- Boost brand & ratings by offering a green solution, reducing CO2 & landfill mass
- Convert non-payers to spend big on your app, increasing satisfaction & profits

How it Works

- Connect your app and register as many apps as you would like
- Prepare some ads informing users about the new trade-in option
- Customize the trade-in widgets and embed the sellpay trade-in link or code on ads and in your app
- Check your email or the reporting console to measure and maximize completed trade-ins & gift cards sent

Unlock the full potential of your In-App Purchases

Try Sellpay today or contact us to learn more