

North America	Country F	Average RBM Spend per User by Value chain	N/A	N/A	Aggregator	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average WhatsApp Spend per User by Value chain	N/A	N/A	Aggregator	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Apple Messages Spend per User by Value chain	N/A	N/A	Aggregator	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Viber Spend per User by Value chain	N/A	N/A	Aggregator	N/A							
North America	Country F	Average Facebook Messenger Spend per User by Value chain	N/A	N/A	Aggregator	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Other OTT Spend per User by Value chain	N/A	N/A	Aggregator	N/A							
North America	Country F	Average In-App Push Spend per User by Value chain	N/A	N/A	Aggregator	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Social media Spend per User by Value chain	N/A	N/A	Aggregator	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Web Spend per User by Value chain	N/A	N/A	Aggregator	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Email Spend per User by Value chain	N/A	N/A	Aggregator	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average SMS Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average MMS Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Voice Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Video Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average RBM Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average WhatsApp Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Apple Messages Spend per User by Value chain	N/A	N/A	Supplier	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Viber Spend per User by Value chain	N/A	N/A	Supplier	N/A							
North America	Country F	Average Facebook Messenger Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Other OTT Spend per User by Value chain	N/A	N/A	Supplier	N/A							
North America	Country F	Average In-App Push Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Social media Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Web Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
North America	Country F	Average Email Spend per User by Value chain	N/A	N/A	Supplier	N/A	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX

Please note, sample datasheet only, subject to change

