

Real-time Big Data based App / Retail Market Intelligence

: App Usage and Retail Brand Payments of Korean Consumers

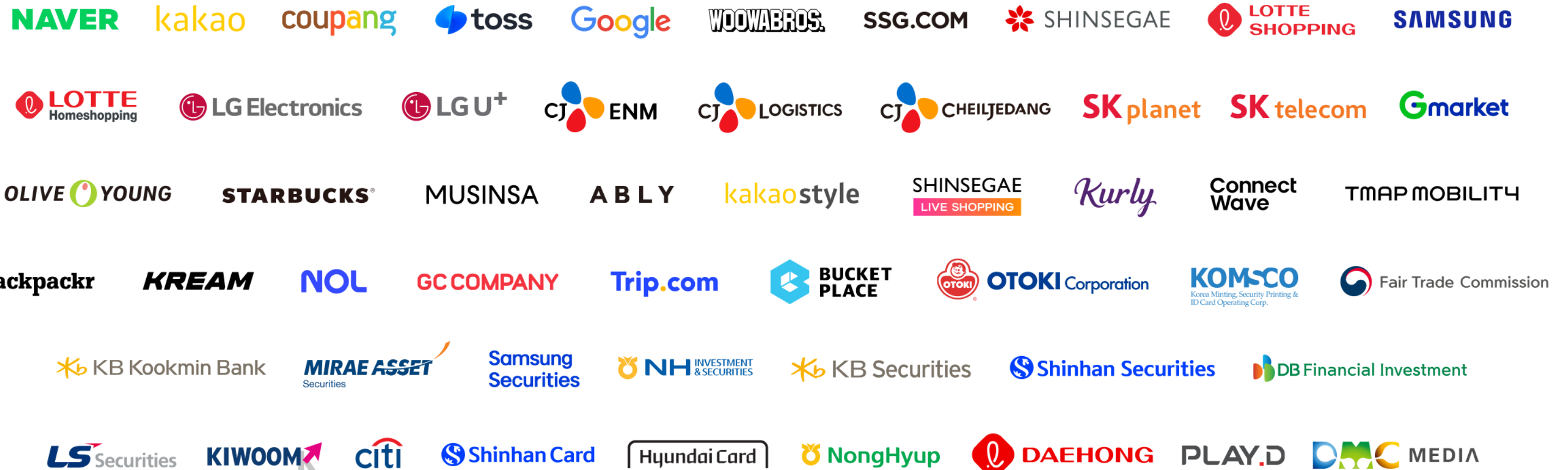
Update Date 2026.07.01

WISEAPP·RETAIL

Real-time Big Data-Based Market Analysis

WISEAPP/RETAIL is a service that analyzes app usage data and retail brand payments data in real-time.

Korean e-commerce, platform, retail, telecom, electronics, mobility, and financial services companies, as well as global investment banks, asset managers, and institutional investors, use our data for market intelligence and investment research.



Introduction to WISEAPP/RETAIL Service

Collects app usage, payment in real time and analyzes companies and markets.

Real time data allows you to find a real diamond in a rough.

WISEAPP

App Market Intelligence



- Analysis of app usage across 8,000+ popular apps
- Measured from a sample of 80K+ panels (0.2% of smartphone users in Korea)
- Provides app usage related data
- Use it for service analysis, competitive analysis, marketing, investment decisions, etc.
- Used by businesses and investment firms.

WISERETAIL

Retail Market Intelligence



- Payment analysis for 2,000+ popular retail brands
- Measured from a sample of 10M+ panels (34% of economically active population)
- Provides retail brand payments related data
- Use it for competition analysis, strategic planning, marketing, investment decisions, etc
- Used by online and offline retail and service companies, investment firms, etc.

Korea's Largest and Longest-Running Panel-Based Dataset

The largest panel data in Korea

Korea's largest proprietary panel of over 10 million people

WISEAPP•RETAIL

The longest reliable data in Korea

Korea's longest and most comprehensive consumer data

80K+ panels

0.2% of Korean smartphone users

App Usage Data

10 years

8K+ of apps

10M+ panels

34% of Korean economically active population

Retail Brand Payments Data

8 years

2K+ of retail brands

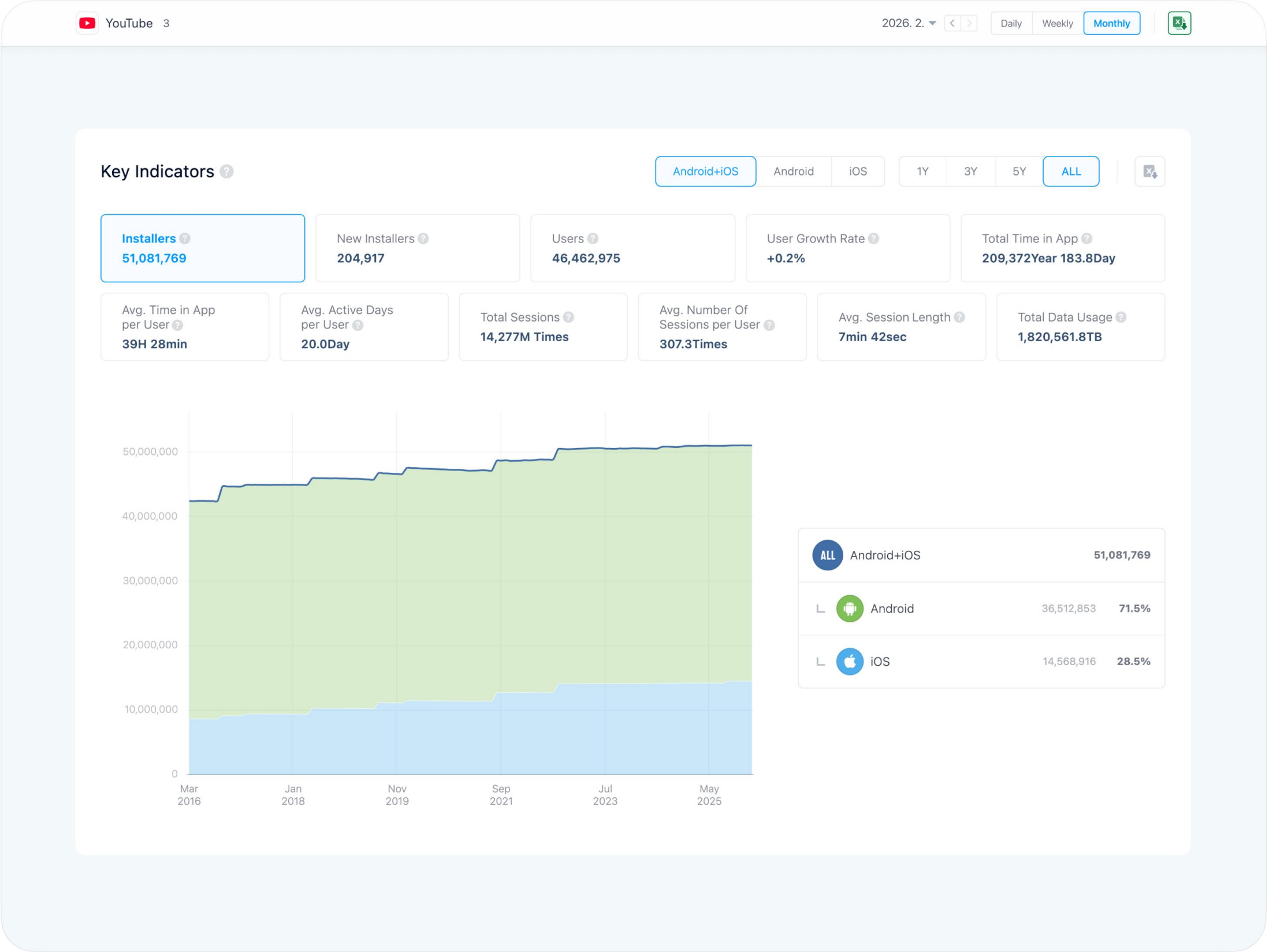
App Market Intelligence: Key Information

Provides usage analysis information such as daily/weekly/monthly Installers, Users, Time in App, Days used, and Sessions

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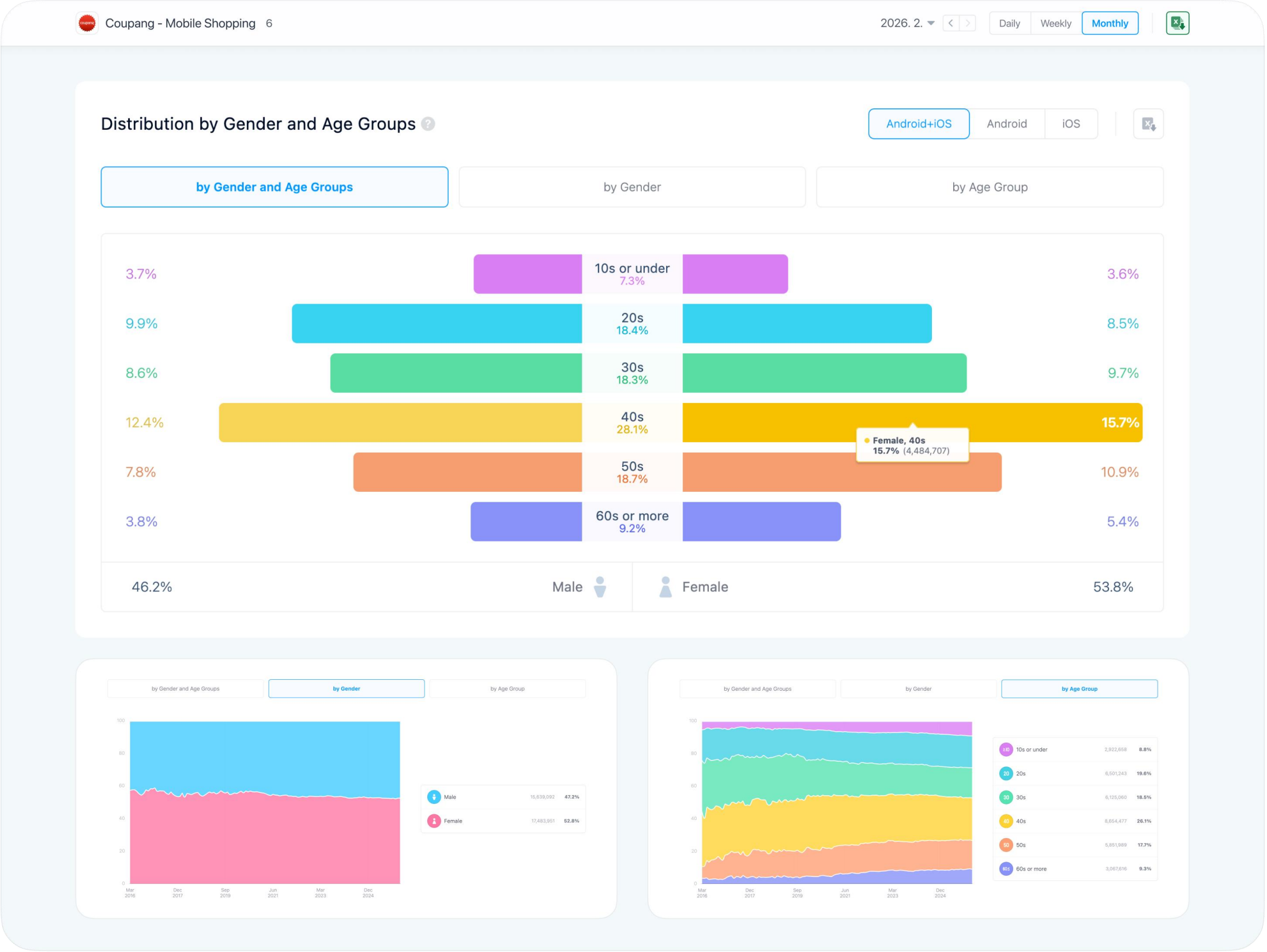
Key Indicators

This metric provides a comprehensive view of app performance by capturing the overall scale of app usage.



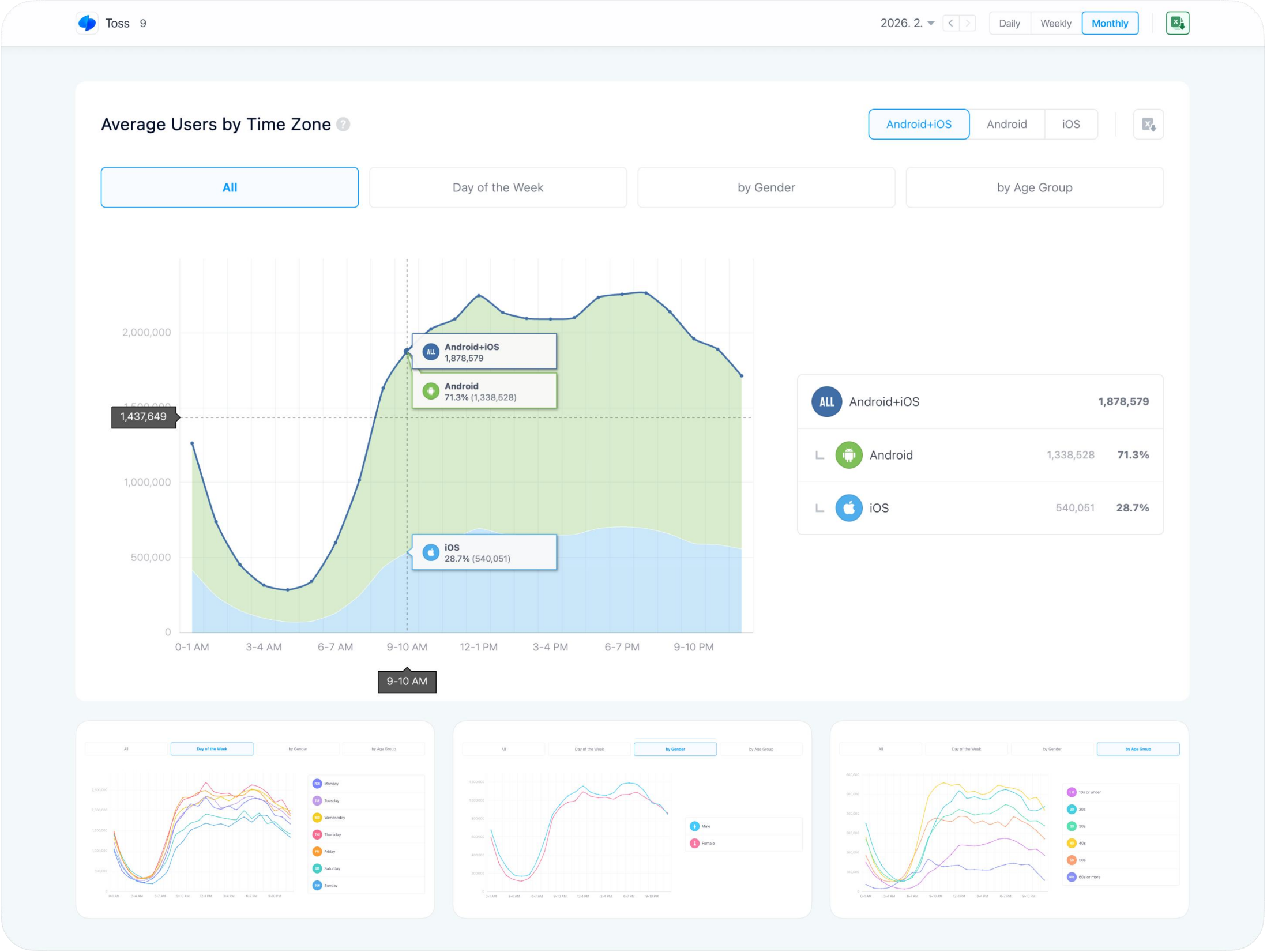
Distribution by Gender and Age Groups

You can analyze the main user groups by checking user distribution by gender and age.



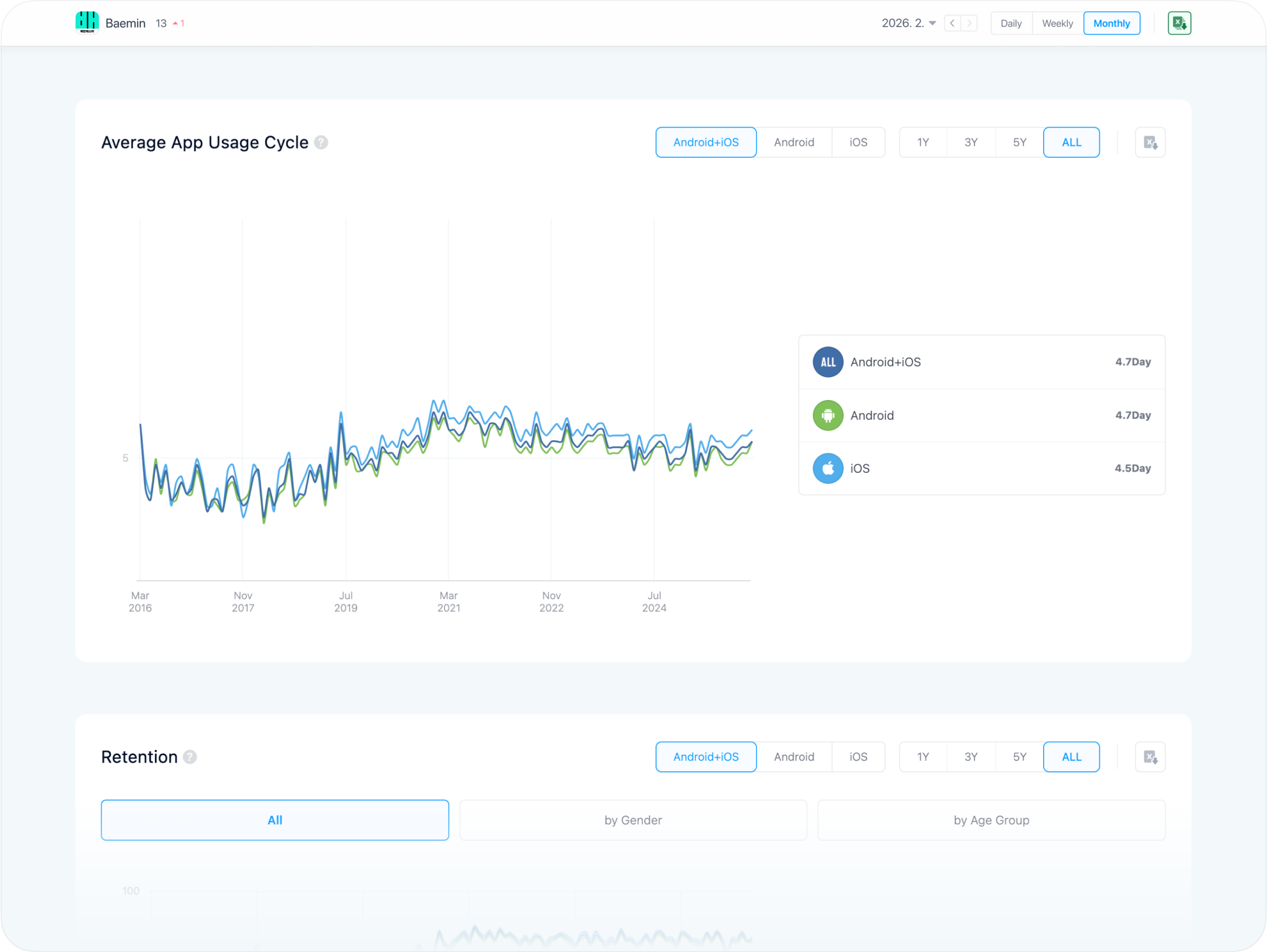
Average Users by Time Zone

Identify usage patterns by analyzing the times when users are most active on average. Data is available in 1-hour intervals throughout the day, with breakdowns by day of the week, gender, and age group.



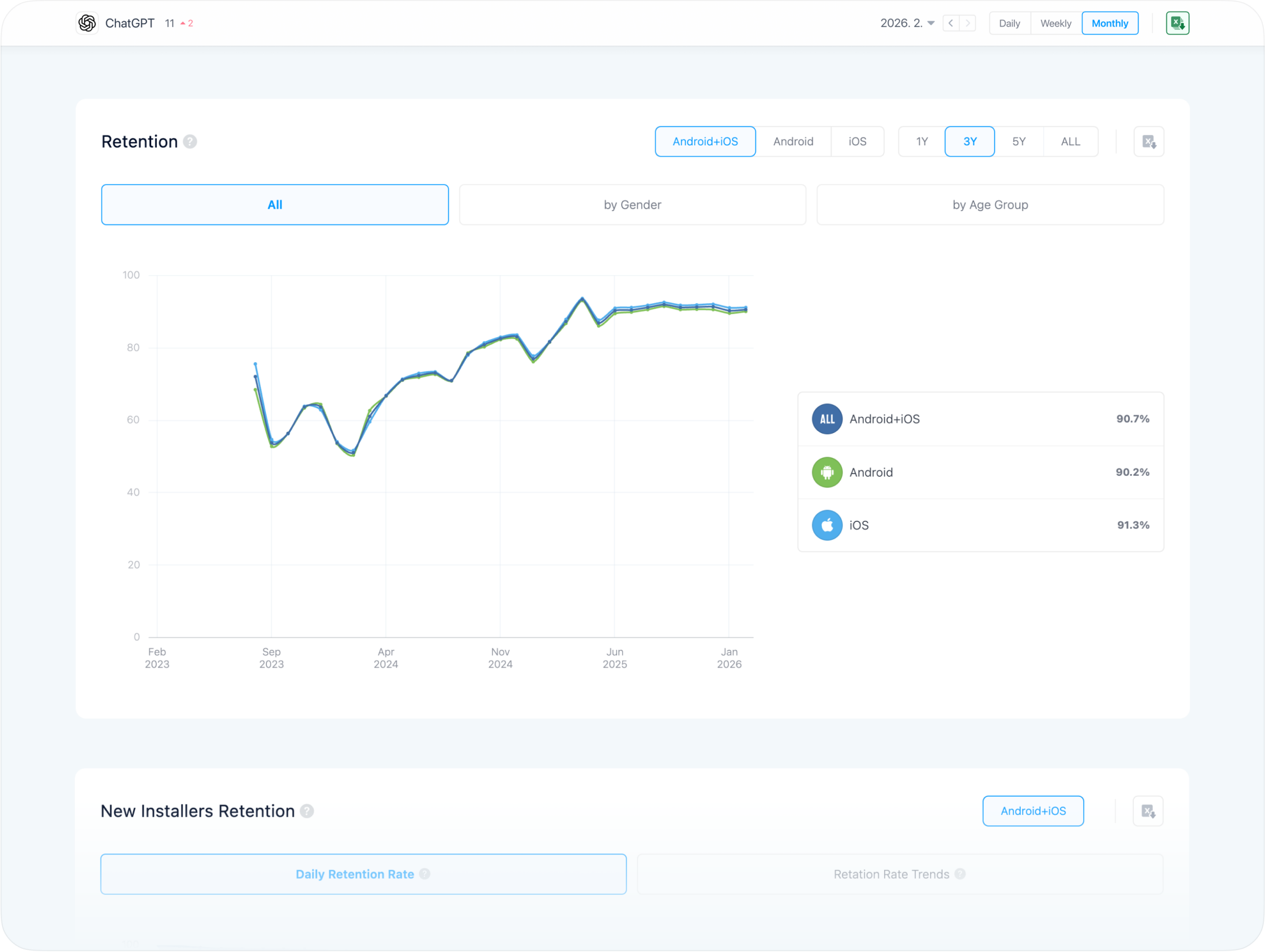
Average App Usage Cycle

Identify how frequently users return to the app by measuring the average number of days between uses for users who have used the app more than once. The minimum usage cycle is 1 day—shorter cycles indicate more frequent app usage.



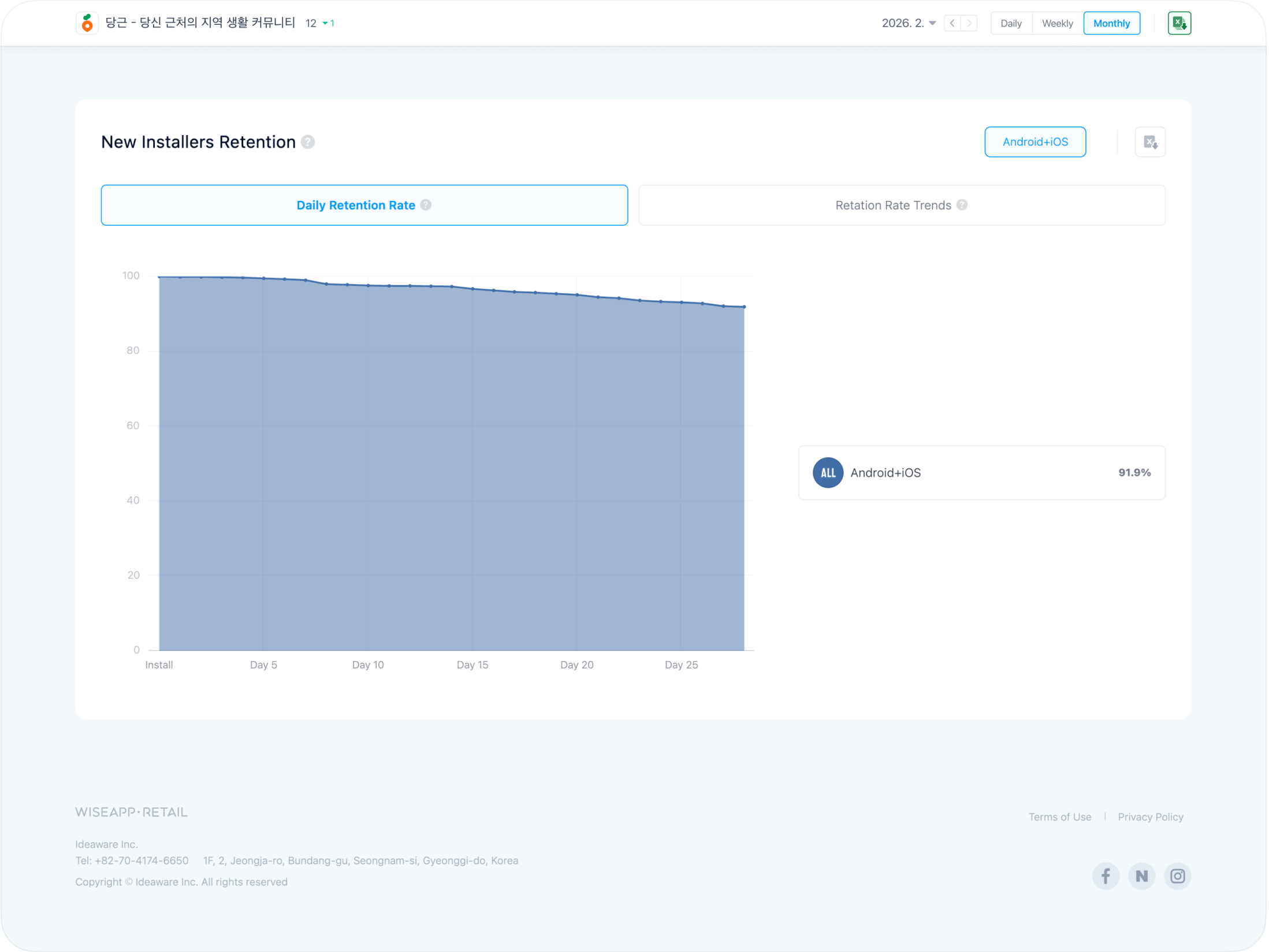
Retention

Represents the percentage of users who used the app in the previous period and returned to use it again in the current period, indicating overall user loyalty.



New Installer Retention

Shows the retention rate of new installers who keep the app installed for X days after initial installation, reflecting user retention and satisfaction.



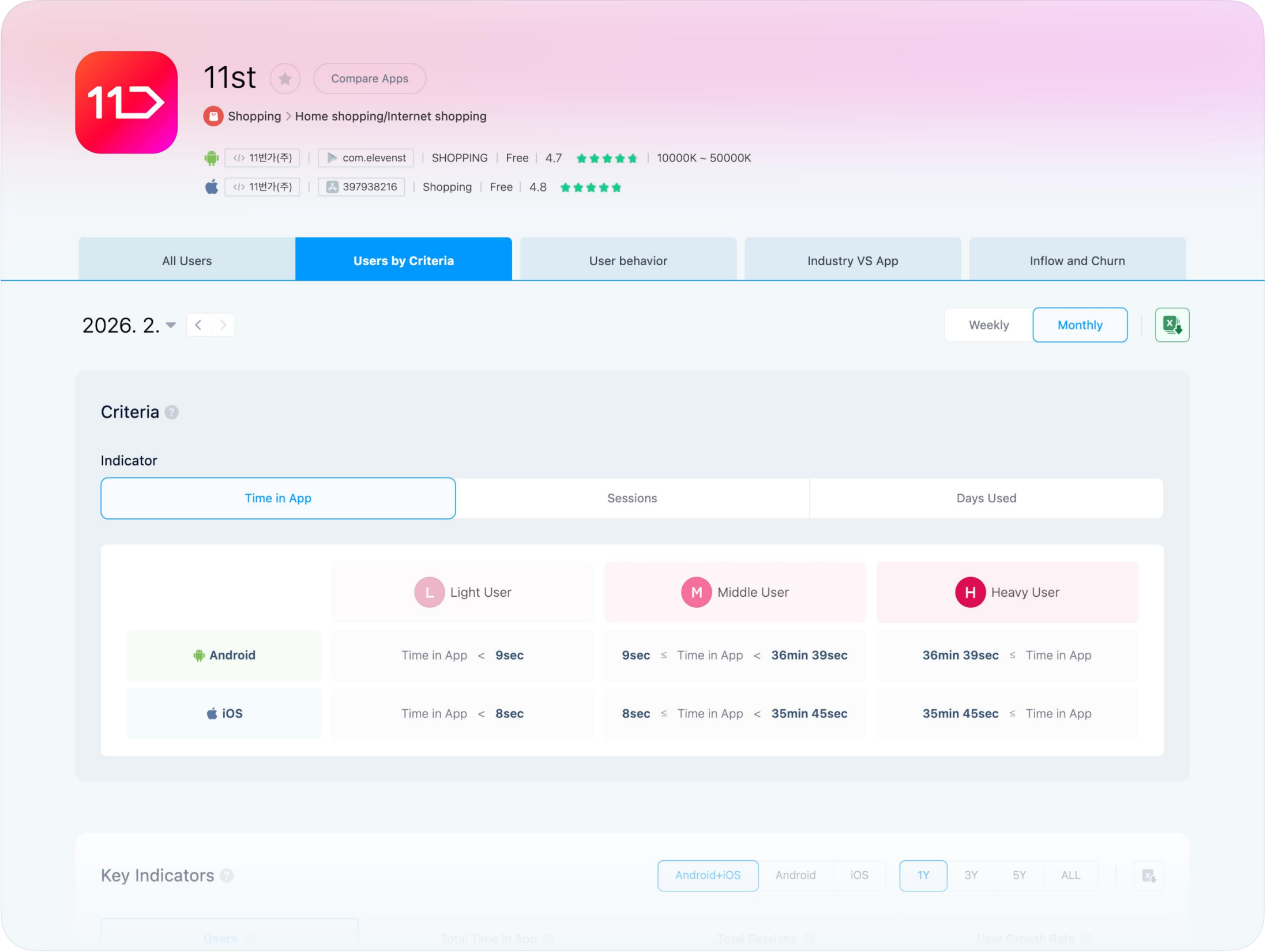
Users by Criteria

Users by Criteria are divided into three groups according to loyalty.

Users by Criteria are divided into Light, Middle, and Heavy users.

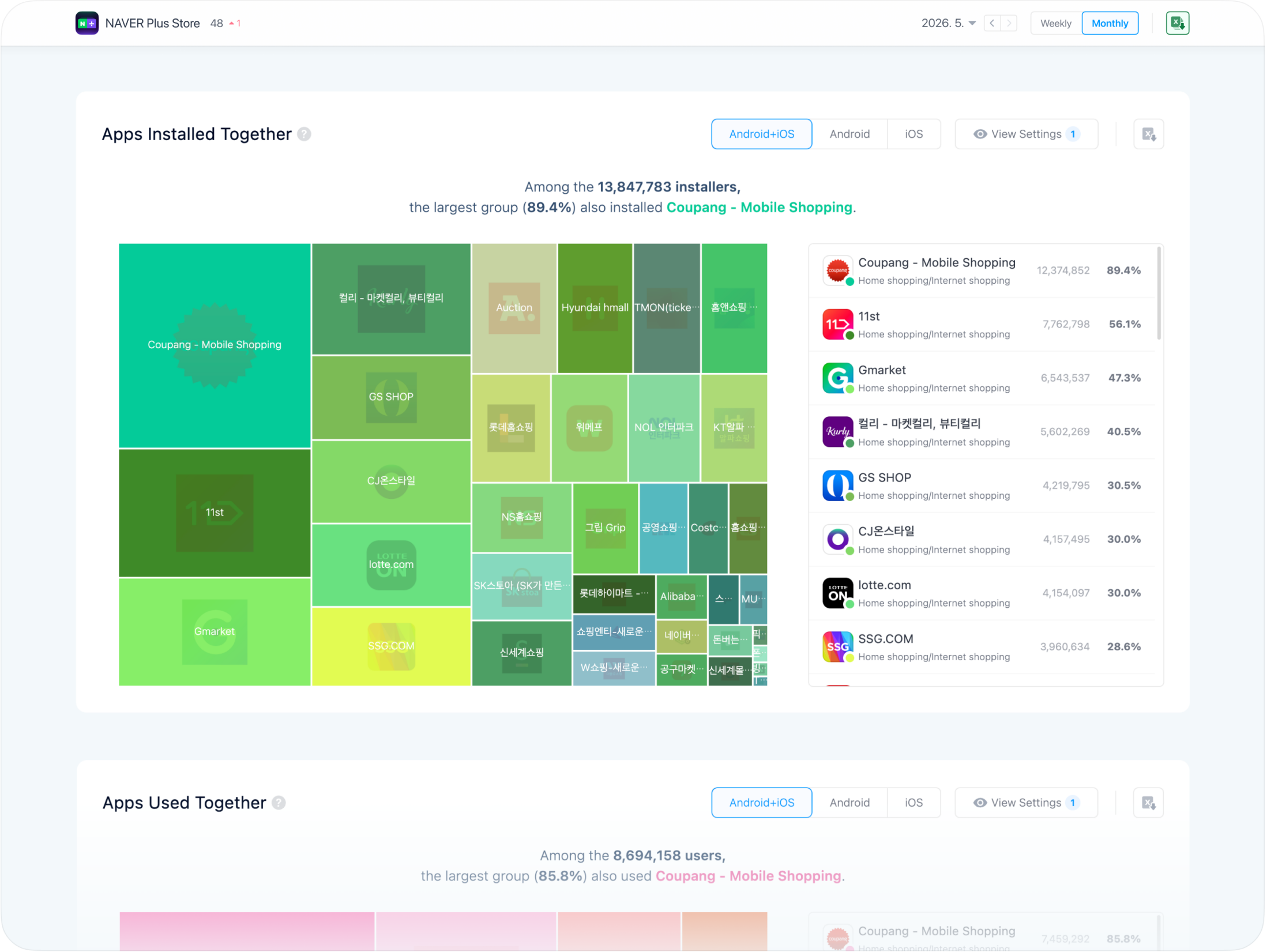
The criteria for classifying groups are based on the average values of the selected indicator for 50% of the lower users and the criteria indicator average value for 50% of the upper users.

Criteria indicators provided are: Time in the App, Sessions, Days Used.



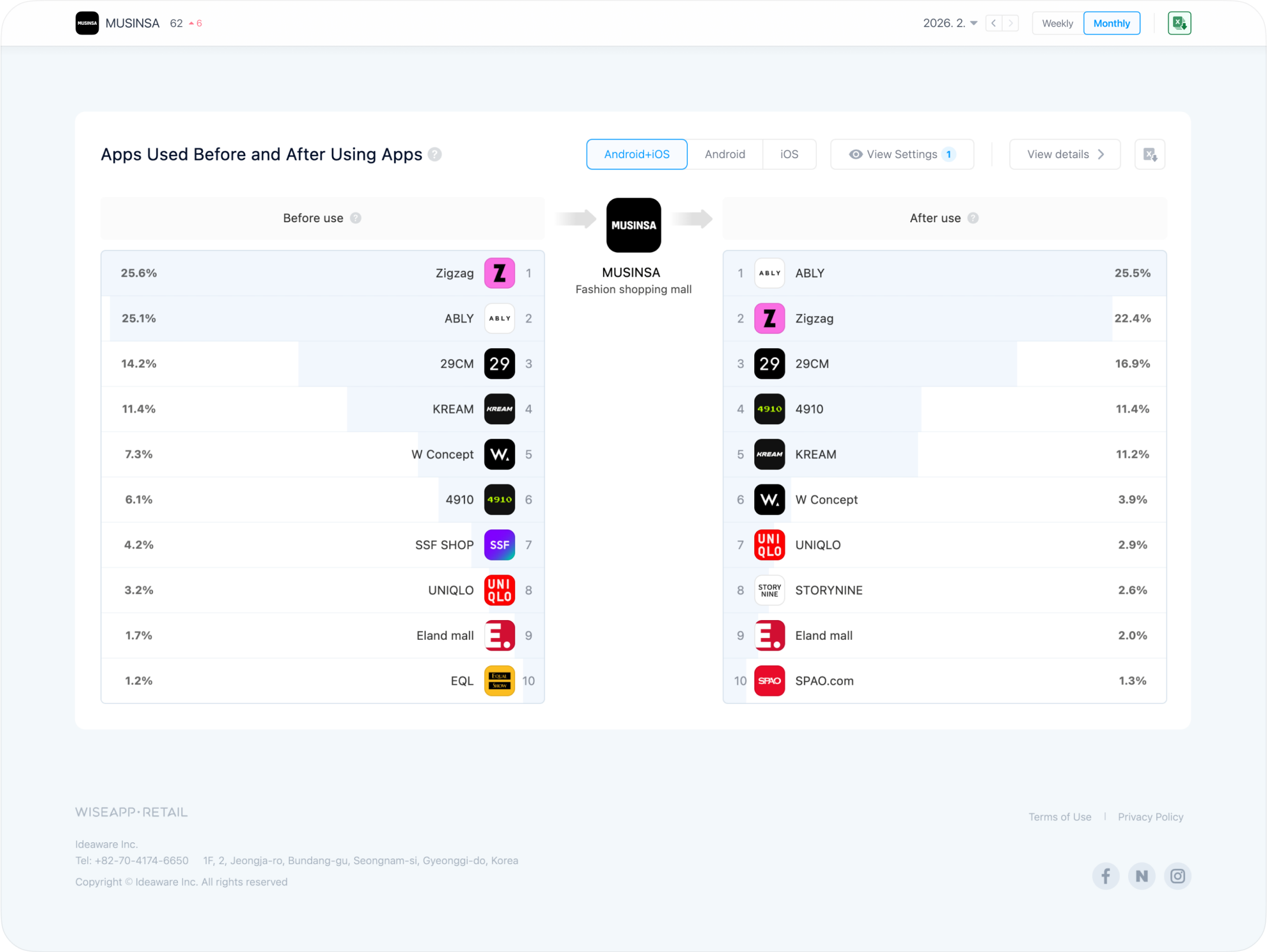
Apps Installed & Used Together

You can identify related interests and competing apps by seeing which other apps the same users also installed(used).



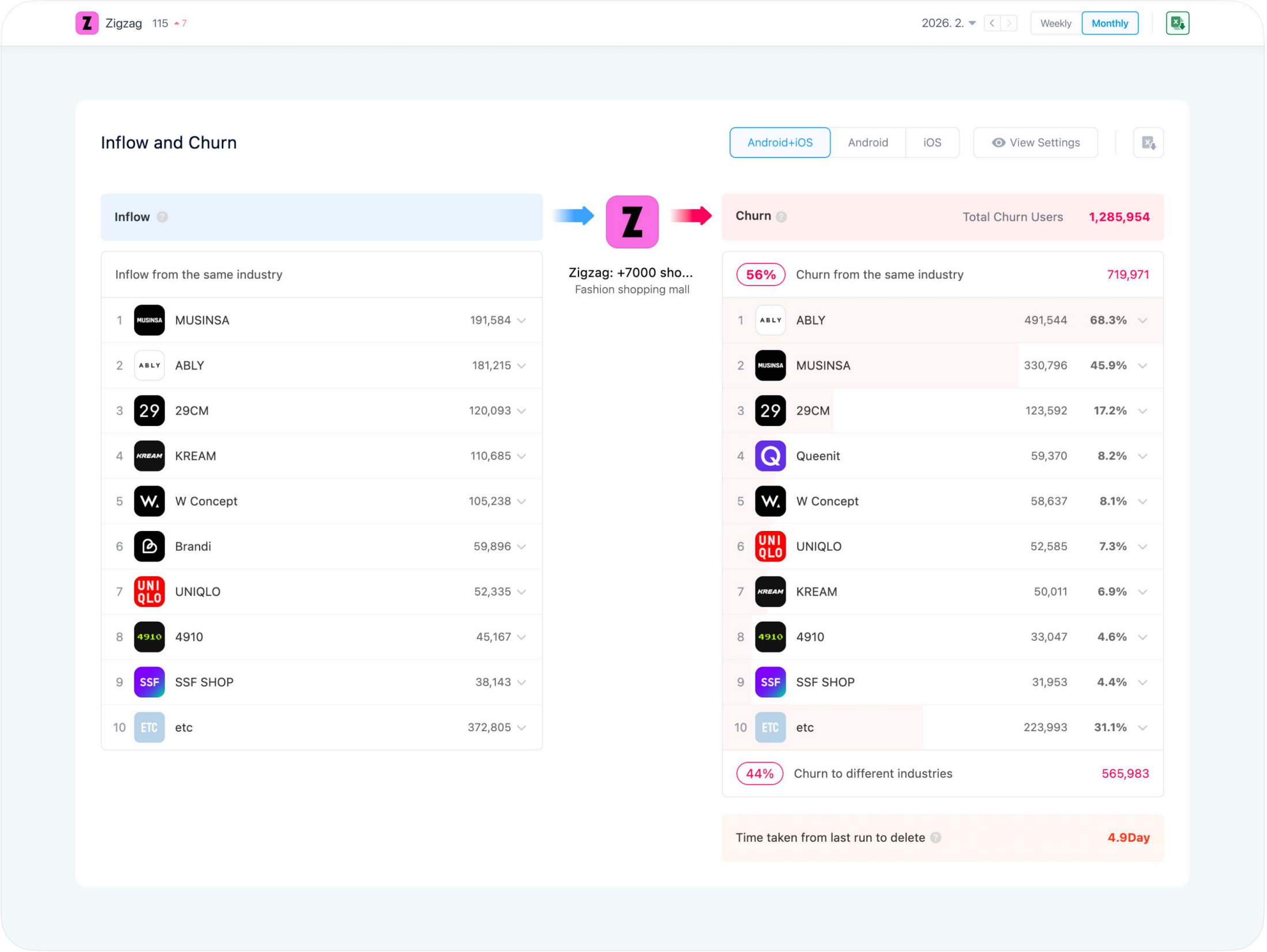
Apps Used Before and After Using Apps

Analyze app switching behavior and usage flow by examining which apps are used before and after using this app.



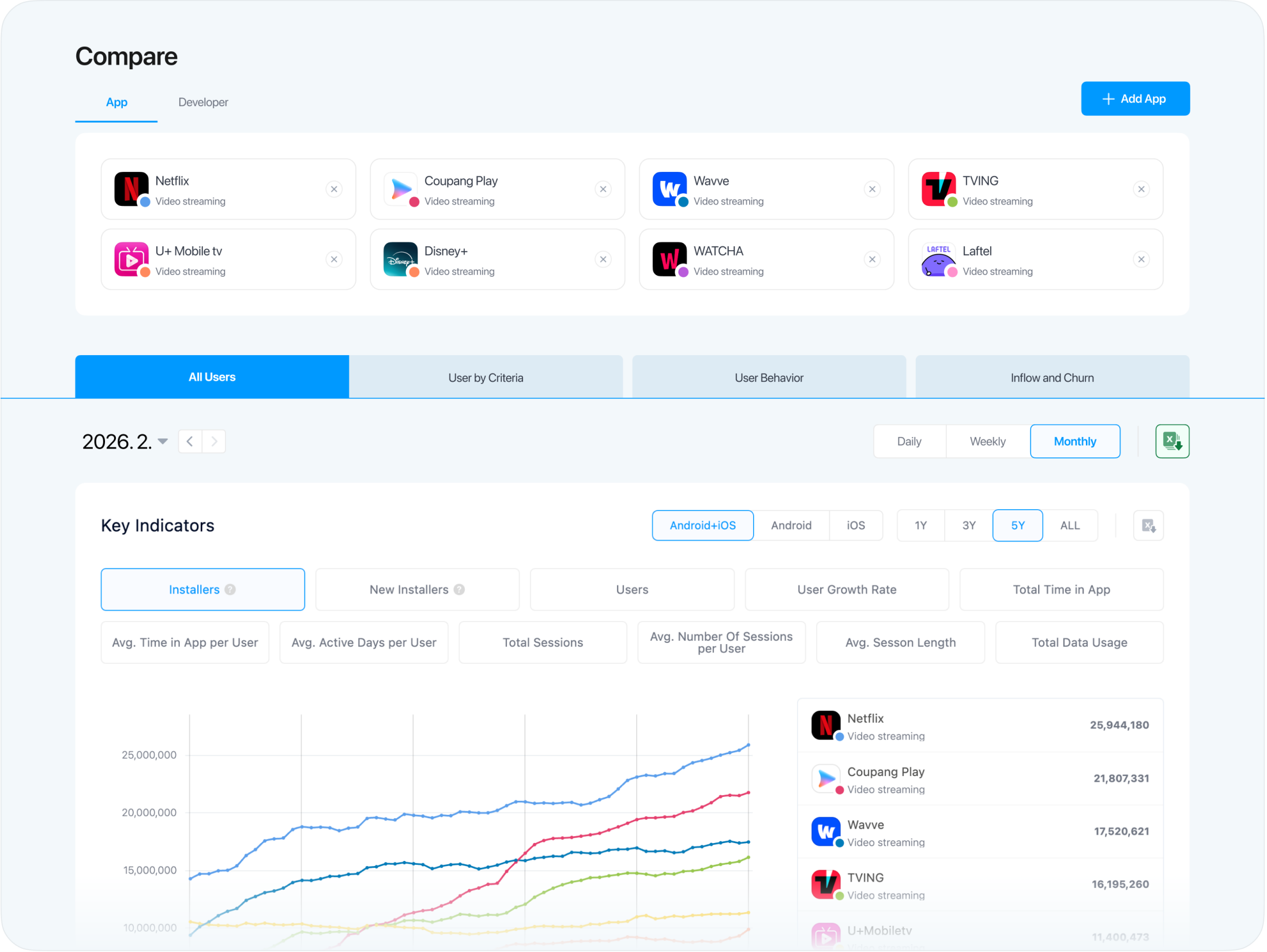
Inflow and Churn

Analyze user movement flows by comparing Inflow Users and Churn Users.



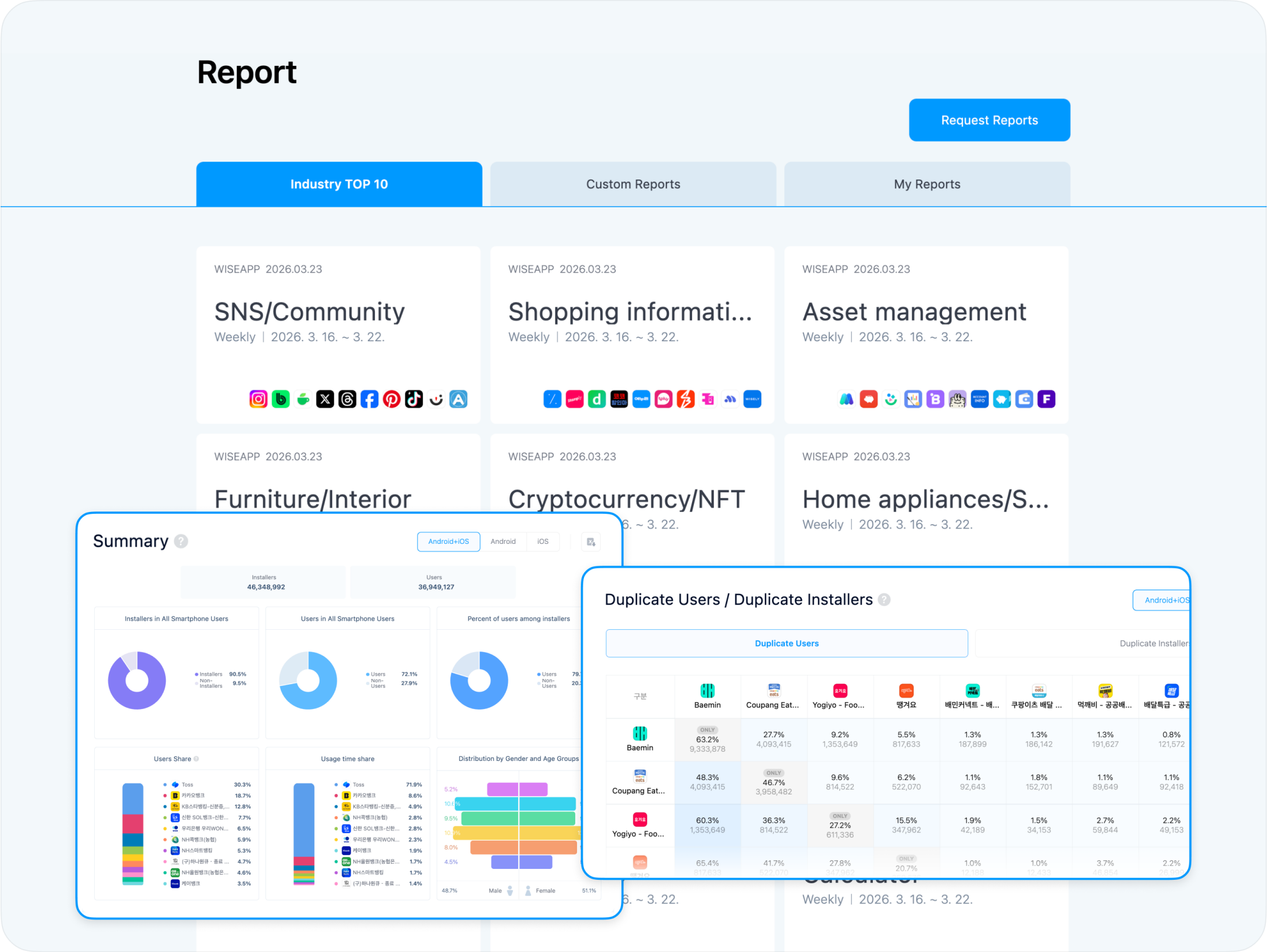
Compare

Select apps and compare Key Indicators, Distribution by gender/age, Average users by time zone, Average app usage cycle, etc



Report

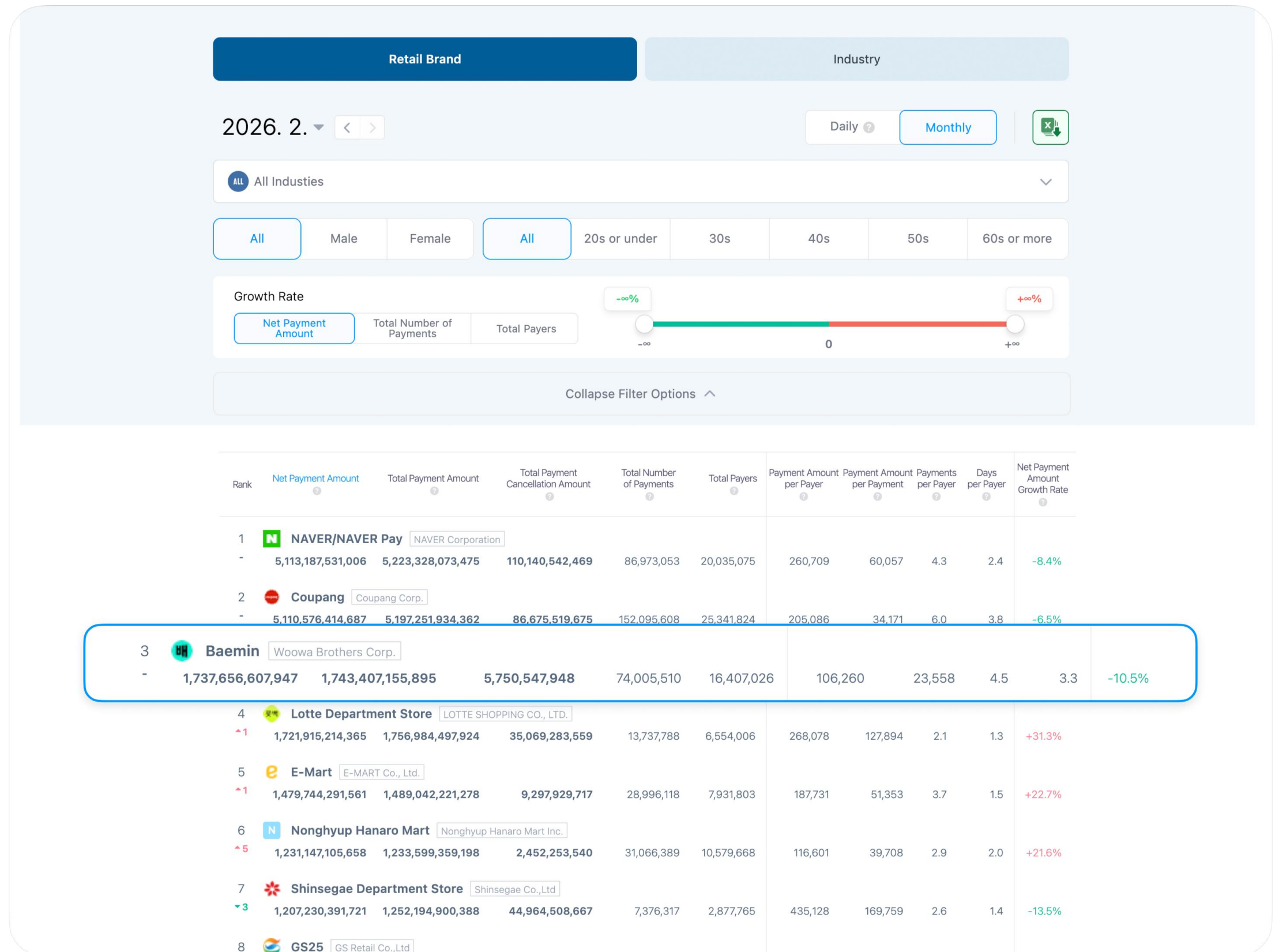
- 1) Industry TOP 10 Reports
Reports are automatically generated weekly or monthly for the top 10 apps in each industry.
- 2) Custom Request Reports
The following are reports in which users can define up to 10 apps as a custom industry to calculate market size and duplicate users, and choose to make them public.
- 3) My Reports
The following are reports in which users can define up to 10 apps as a custom category to calculate market size and duplicate users, and choose to keep them private.



Retail Market Intelligence: Key Information

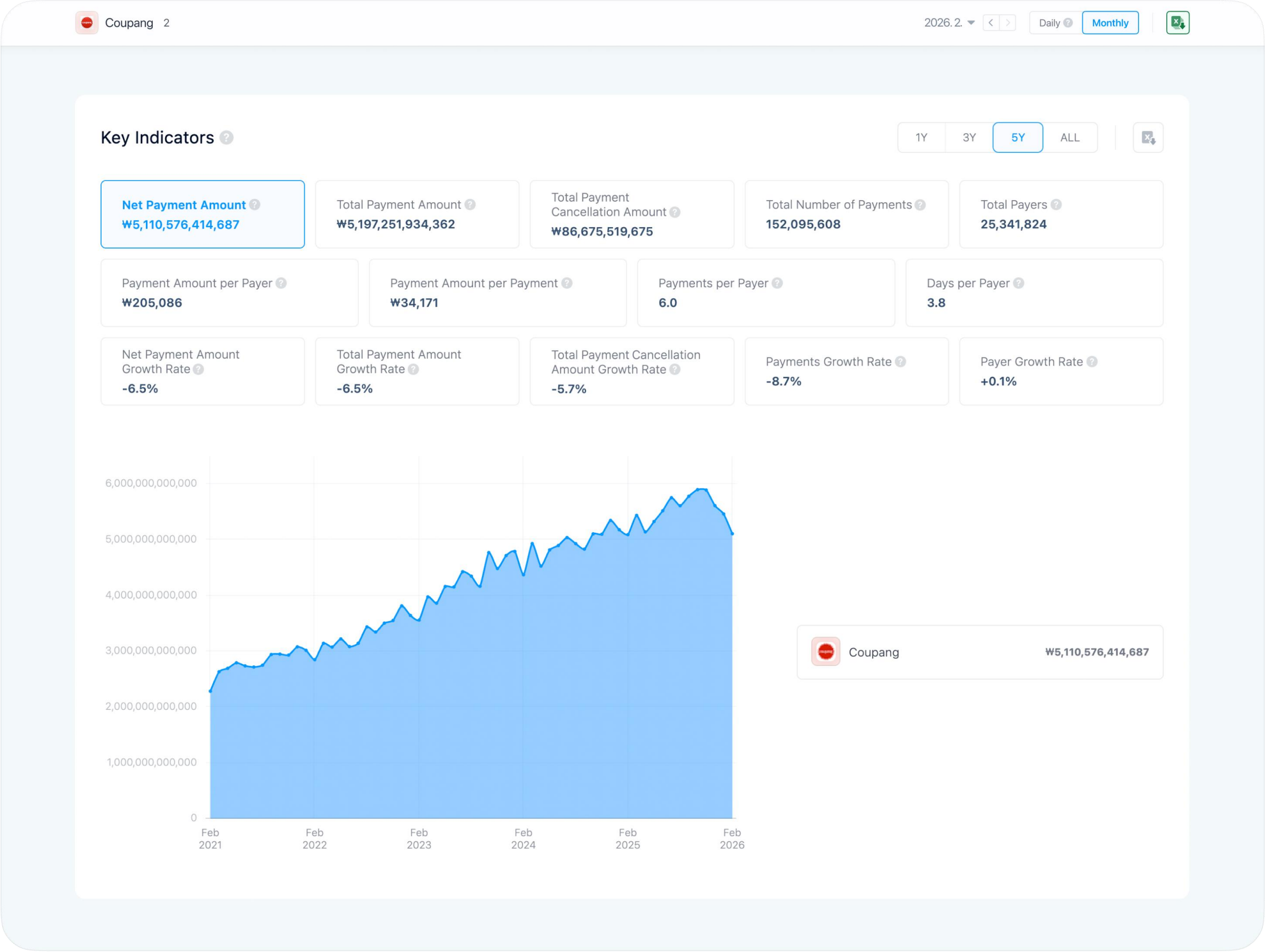
Provides payment analysis information such as daily/monthly Net Payment Amount, Total Payment Amount, Total Payments Cancellation Amount, Total Number of Payments, and Total Payers

Filter by industry, gender, age group, etc. and search by retail brand, company, ticker



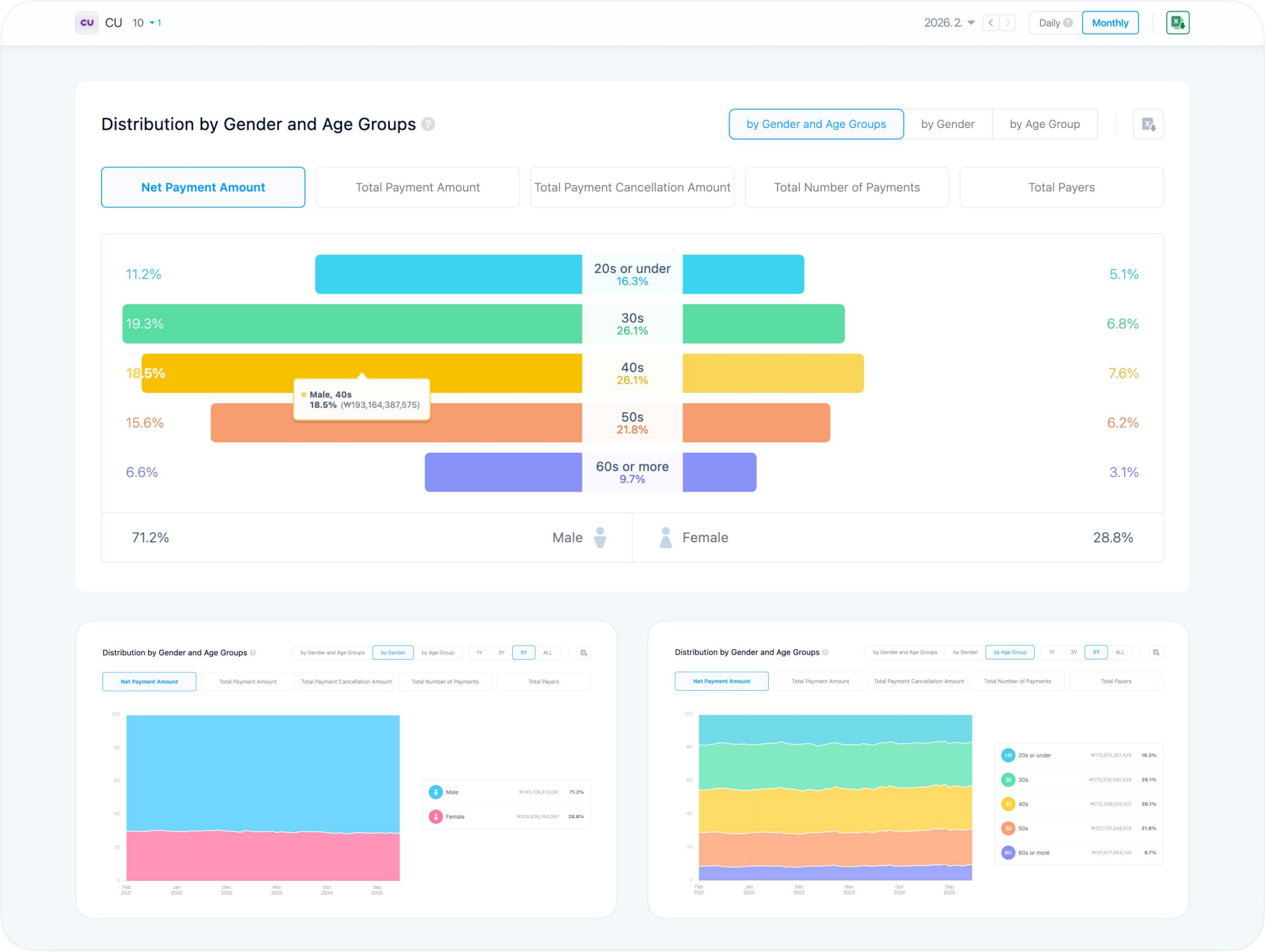
Key Indicators

This metric provides a comprehensive view of retail brand performance by capturing the overall scale of retail brand payment.



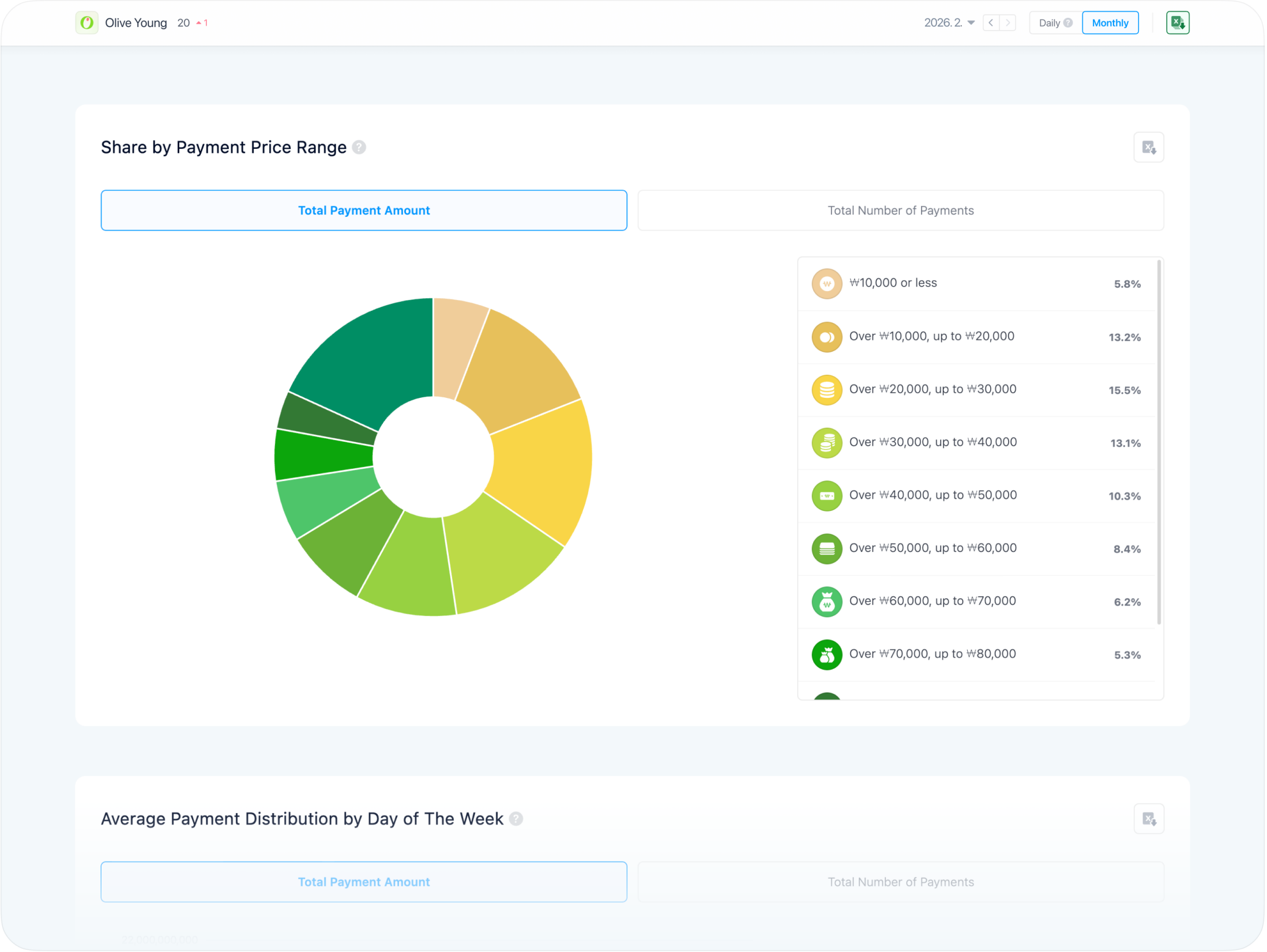
Distribution by Gender and Age Groups

You can analyze the main payer groups by checking distribution by gender and age.



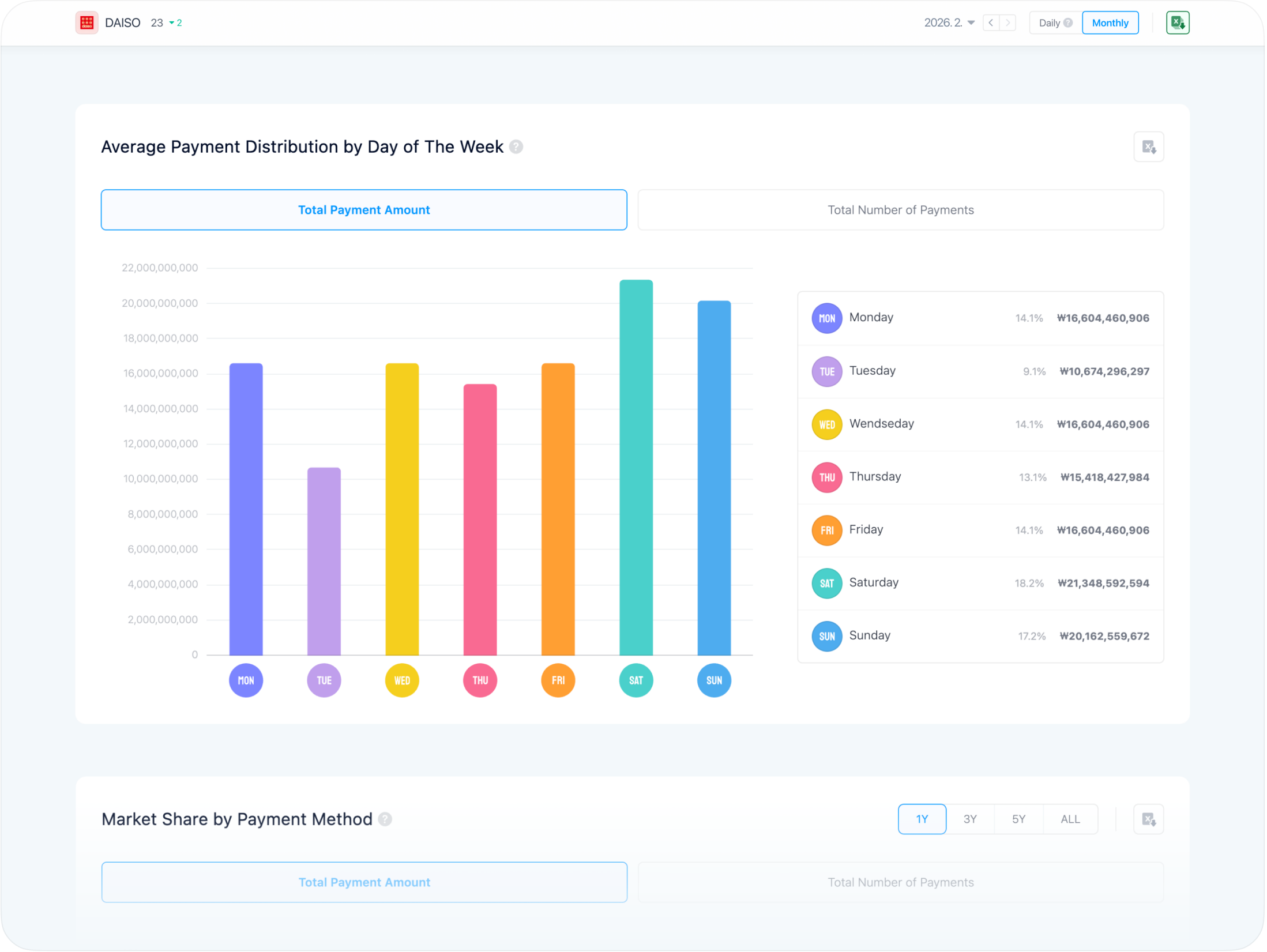
Share by Payment Price Range

Shows the share of total payment amount and total number of payments across different price ranges. Price ranges vary by retail brand and are divided into up to 10 segments.



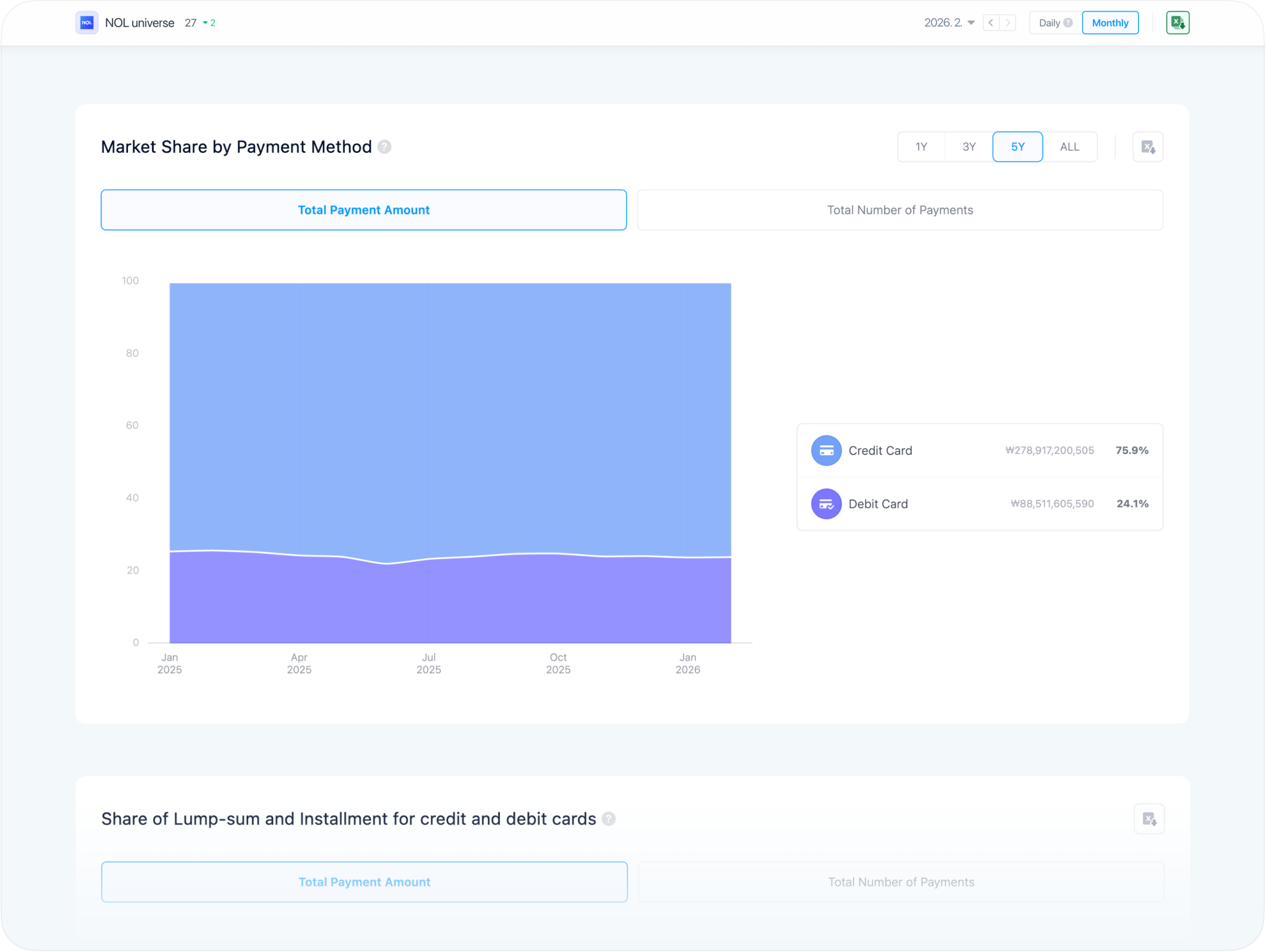
Average Payment Distribution by Day of The Week

Shows the distribution of average total payment amount and total number of payments by day of the week.



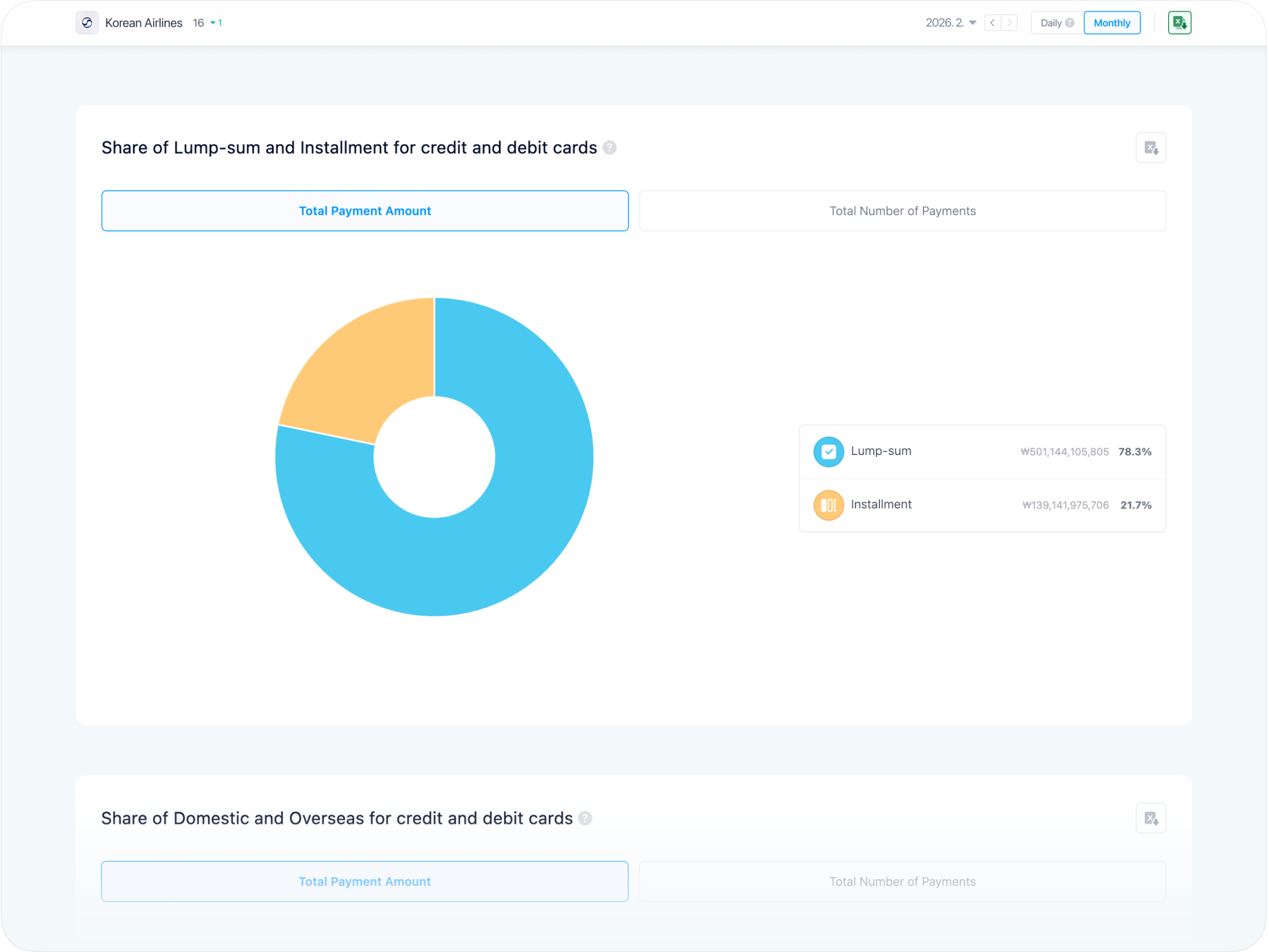
Market Share Trend by Payment Method

Displays trends in the share trends of credit card and debit card payments.



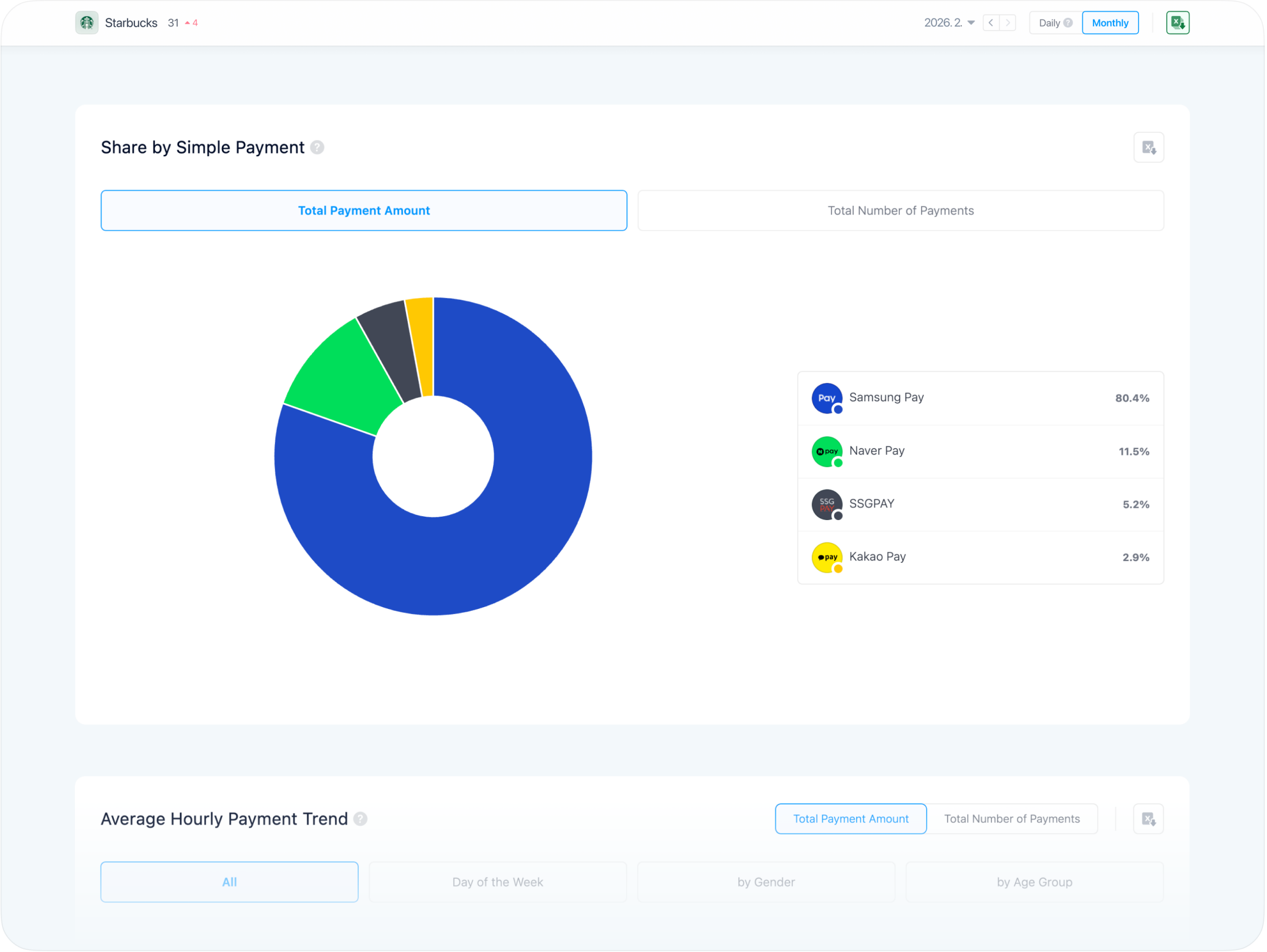
Share of Lump sum and Installment for credit and debit cards

Shows the share of lump-sum and installment card payments. Installment payments are classified only in the first payment month, and the full payment amount is included in that first month.



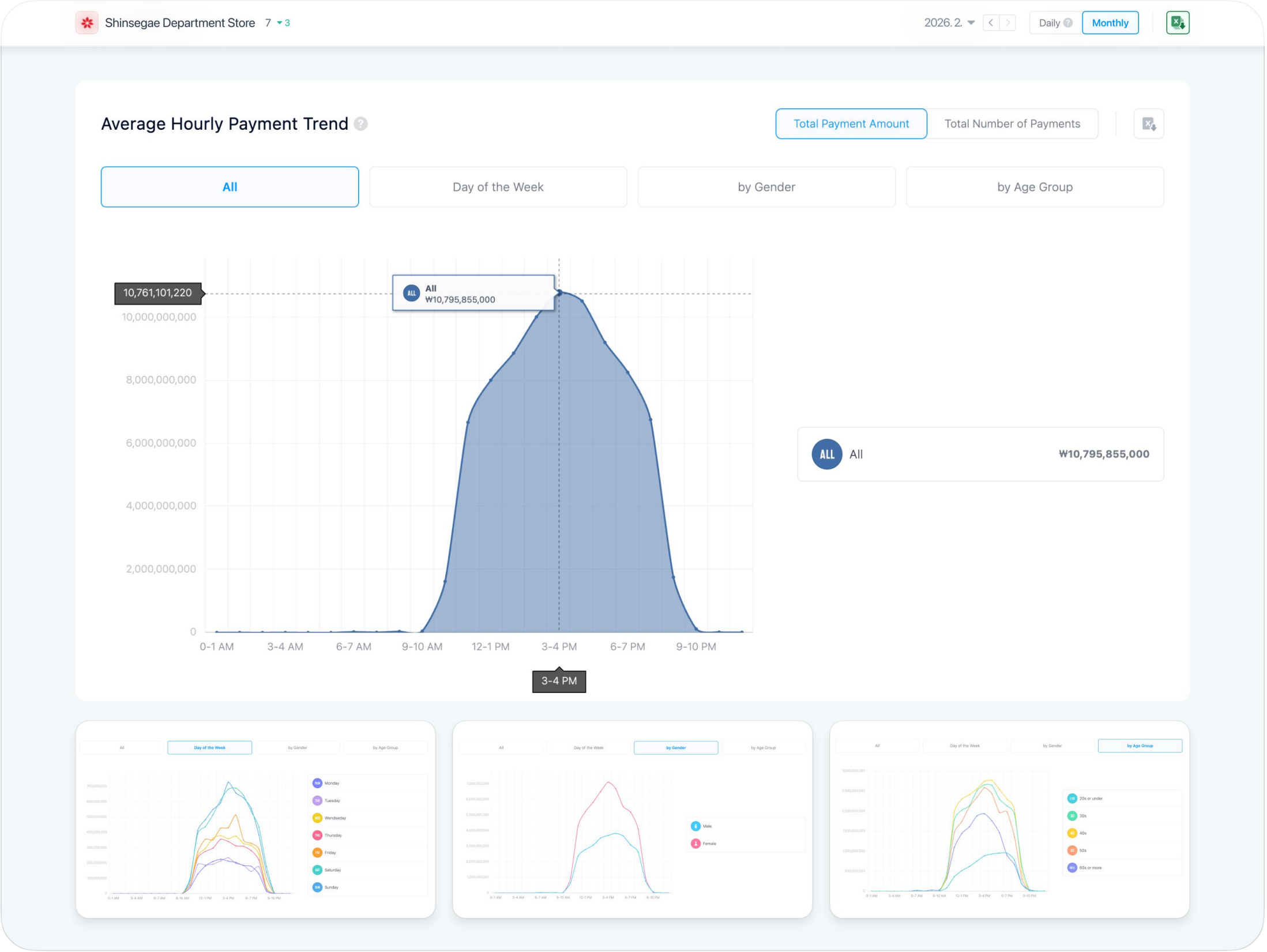
Share by Simple Payment

You can identify the payment share for each Simple Payment. The classifiable simple payment methods include Naver Pay, Samsung Pay, Kakao Pay, PAYCO, SSGPAY, Coupang Pay, Toss Pay, and L.Pay.



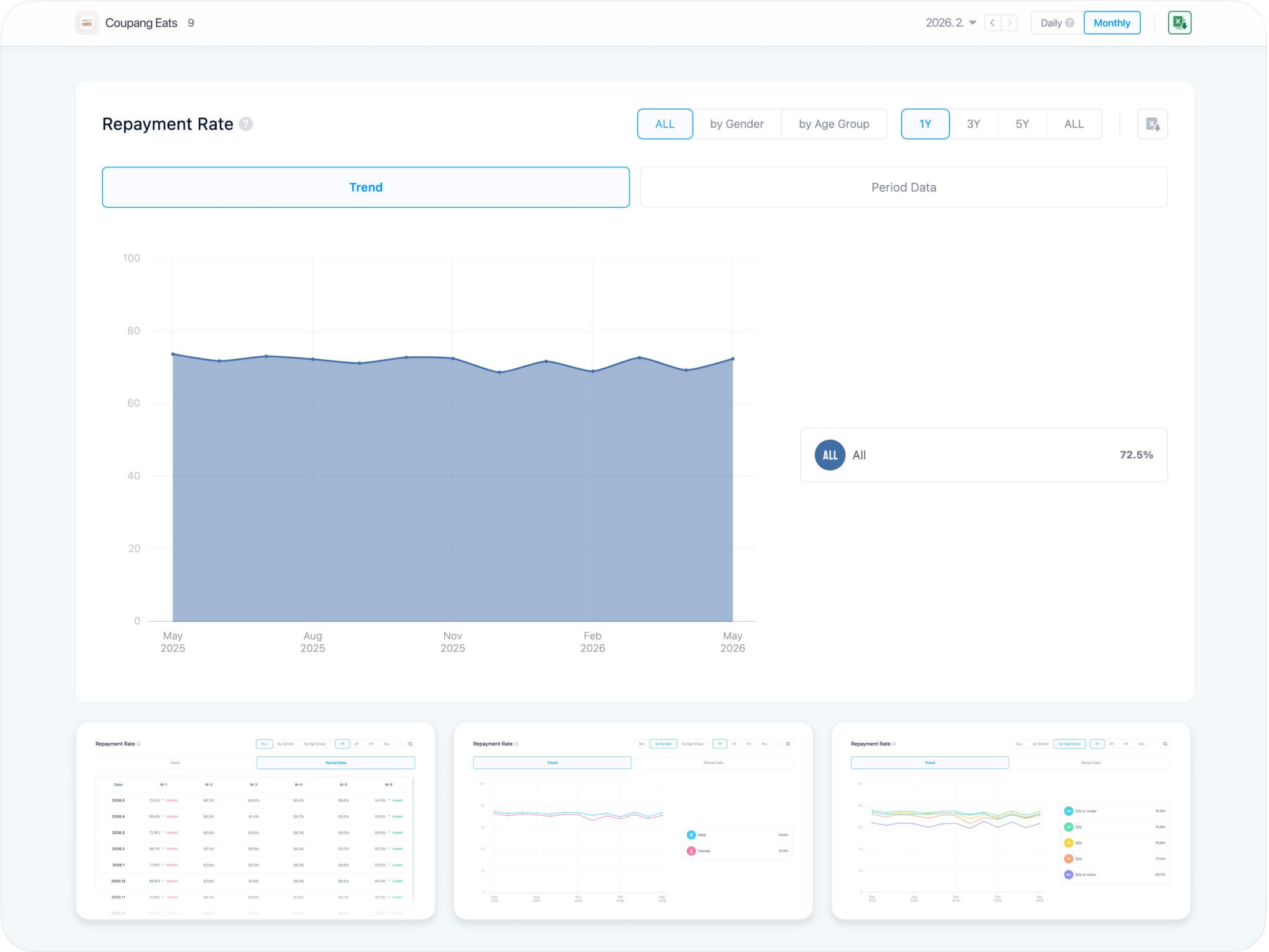
Average Hourly Payment Trend

Identify payment patterns by analyzing when payers pay the most on average. Data is available in 1-hour intervals throughout the day, with breakdowns by day of the week, gender, and age group.



Repayment Rate

Represents the percentage of payers who paid the retail brand in the previous period and returned to pay it again in the current period, indicating overall payer loyalty.



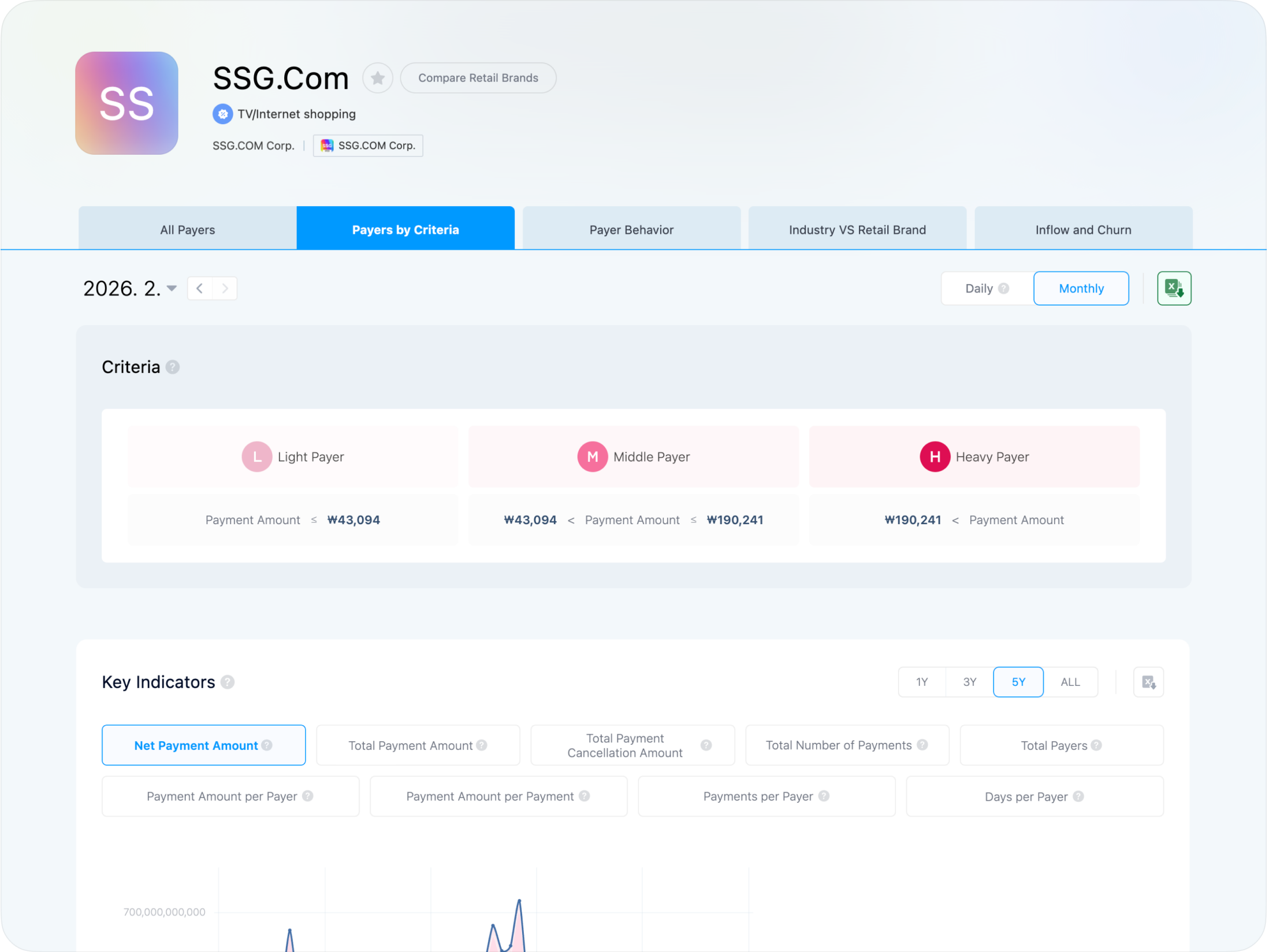
Payers by Criteria

Payers by Criteria are divided into three groups according to loyalty.

Payers by Criteria are divided into Light, Middle, and Heavy payers.

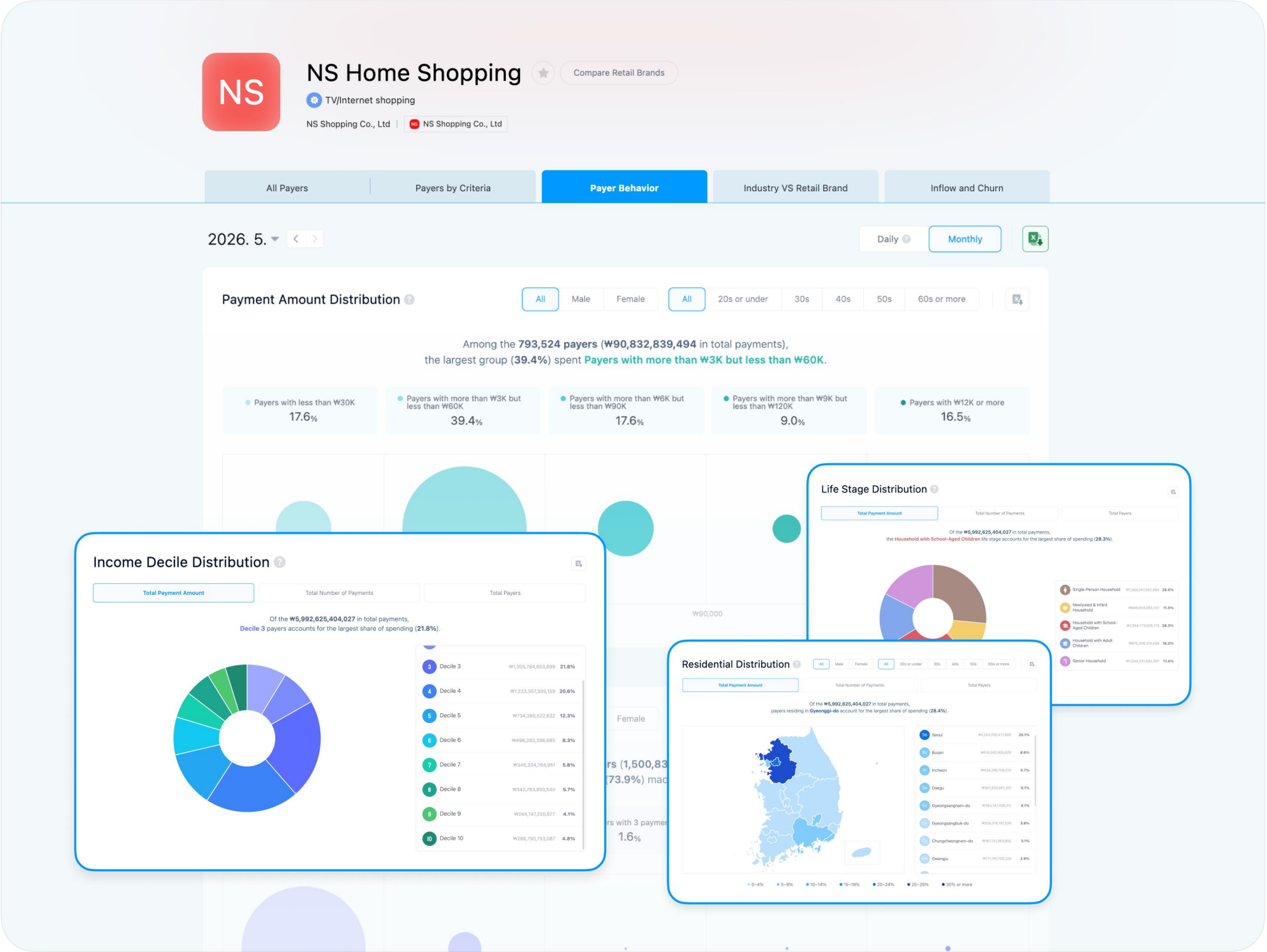
The criteria for classifying groups are the criteria indicator average value for 50% of the lower payers and the criteria indicator average value for 50% of the upper payers.

The criteria indicator is Payment Amount.



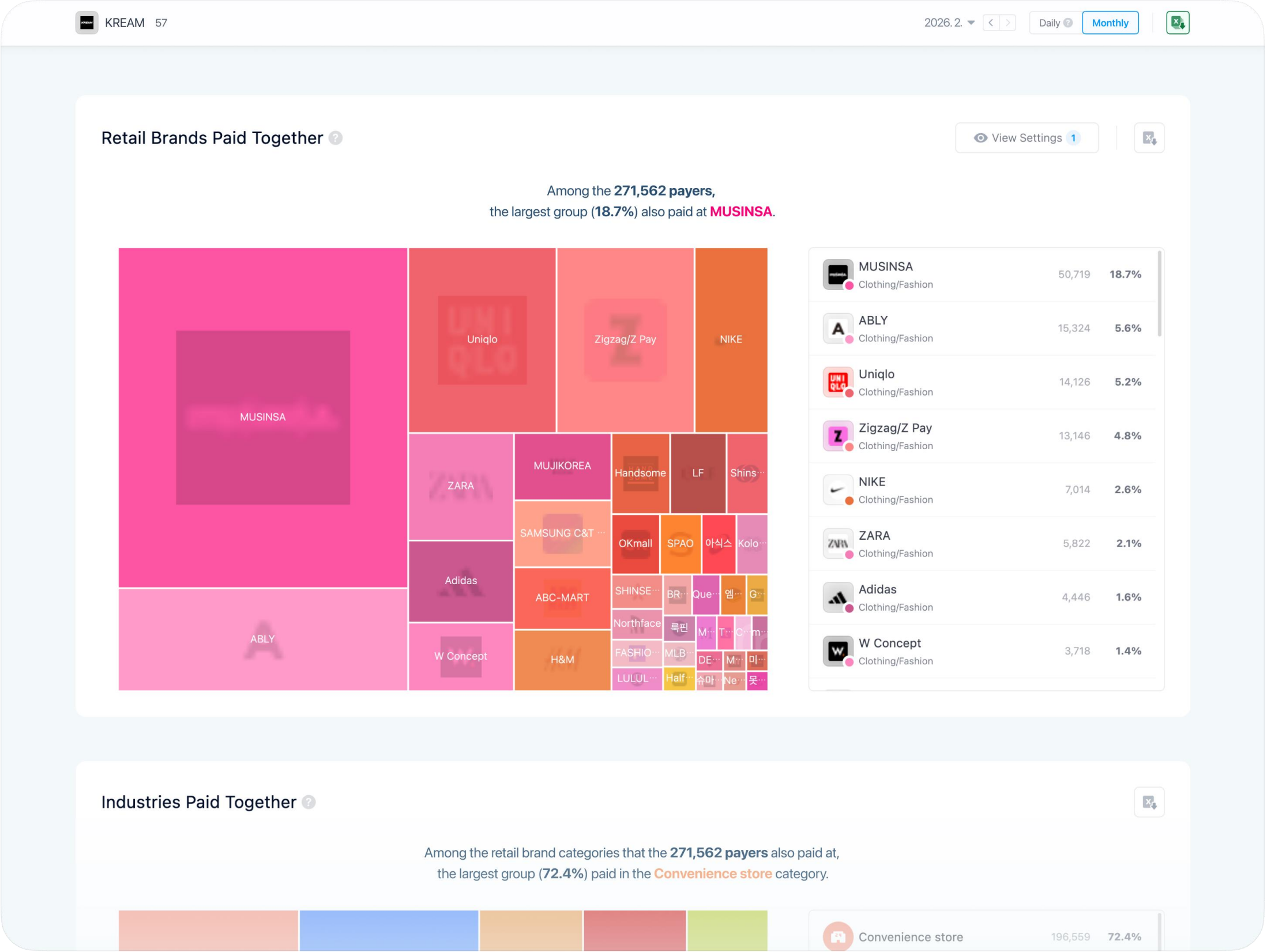
Payer Behavior

View the distribution of payers segmented by payment amount, payment frequency, income decile, residence, and life stage.



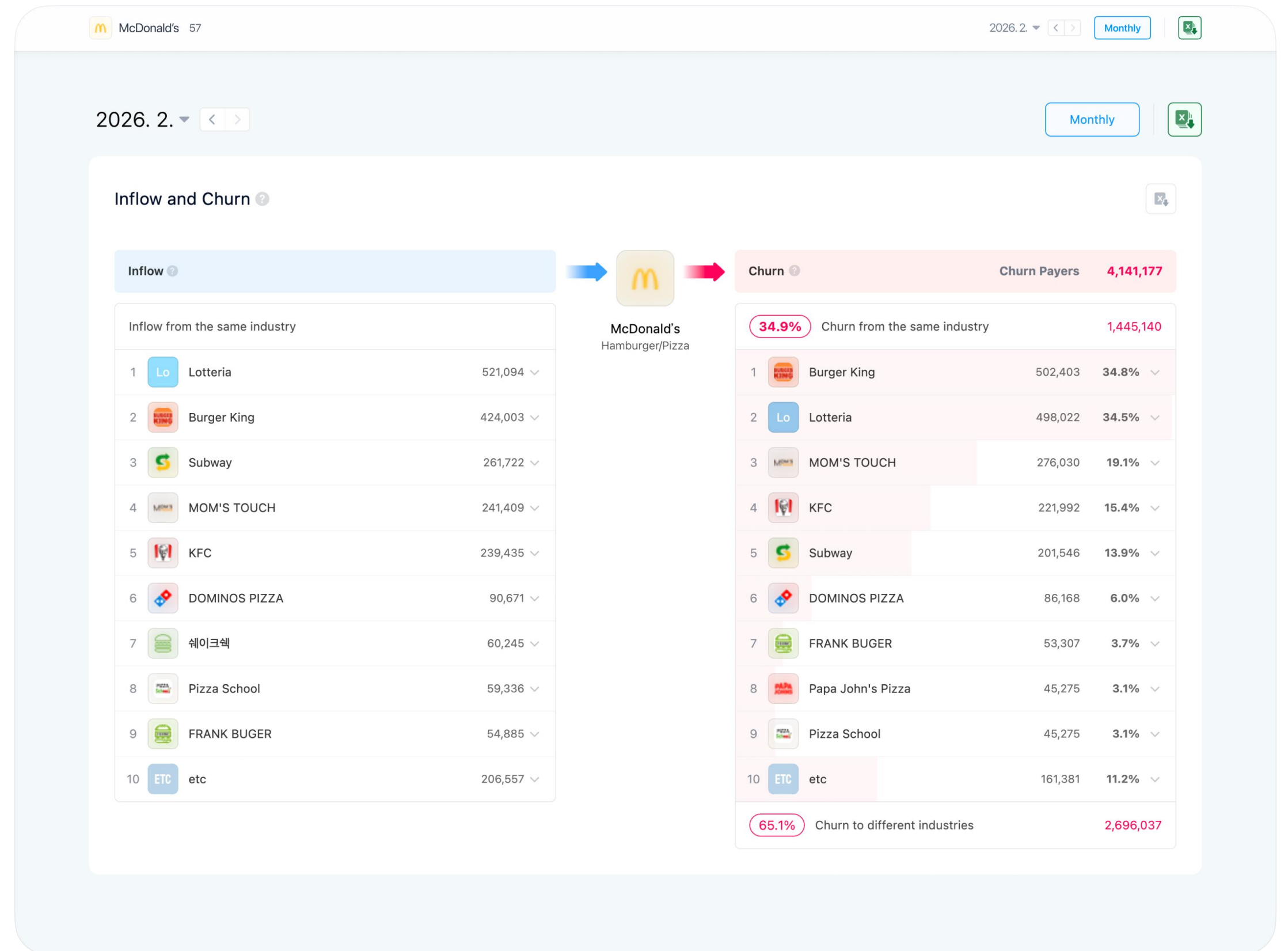
Retail Brand Paid Together

You can identify related interests and competing retail brands by seeing which other retail brands the same payers also paid.



Inflow and Churn

Analyze payer movement flows by comparing Inflow Payers and Churn Payers.



Inflow ?		
Inflow from the same industry		
1	 Lotteria	521,094 ▼
2	 Burger King	424,003 ▼
3	 Subway	261,722 ▼
4	 MOM'S TOUCH	241,409 ▼
5	 KFC	239,435 ▼
6	 DOMINOS PIZZA	90,671 ▼
7	 쉐이크쉑	60,245 ▼
8	 Pizza School	59,336 ▼
9	 FRANK BUGER	54,885 ▼
10	 ETC etc	206,557 ▼

Churn ?		Churn Payers		4,141,177
34.9%		Churn from the same industry		1,445,140
1		Burger King	502,403	34.8% ▾
2		Lotteria	498,022	34.5% ▾
3		MOM'S TOUCH	276,030	19.1% ▾
4		KFC	221,992	15.4% ▾
5		Subway	201,546	13.9% ▾
6		DOMINOS PIZZA	86,168	6.0% ▾
7		FRANK BUGER	53,307	3.7% ▾
8		Papa John's Pizza	45,275	3.1% ▾
9		Pizza School	45,275	3.1% ▾
10		etc	161,381	11.2% ▾
65.1%		Churn to different industries		2,696,037

Select retail brands and compare Key Indicators, Distribution by gender/age, Payment method, Repayment rate, etc.

Compare

+ 리테일 브랜드 추가


Lotte Department Store
 Department/Shopping mall


Shinsegae Department Store
 Department/Shopping mall


Hyundai Department Store
 Department/Shopping mall


NC Department Store/Newco...
 Department/Shopping mall


Starfield City
 Department/Shopping mall


Galeria Department Store
 Department/Shopping mall


AK PLAZA
 Department/Shopping mall


SAVEZONE
 Department/Shopping mall

All Payers

Payers by Criteria

Payer Behavior

Inflow and Churn

2026. 2. ▾

Daily

Monthly

Key Indicators ?

1Y

3Y

5Y

ALL

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 ?

	Lotte Department Store Department/Shopping mall	₩1,721,915,214,365
	Shinsegae Department Store Department/Shopping mall	₩1,207,230,391,721
	Hyundai Department Store Department/Shopping mall	₩878,088,863,234
	NC Department Store/Newcor... Department/Shopping mall	₩273,472,368,428
	Starfield City Department/Shopping mall	₩206,760,967,001
	Galeria Department Store	₩93,259,673,409

Report

- 1) Industry TOP 10 Reports
- Reports are automatically generated monthly for the top 10 retail brands in each industry.
- 2) Custom Request Reports
- The following are reports in which users can define up to 10 retail brands as a custom industry to calculate market size and duplicate payers, and choose to make them public.
- 3) My Reports
- The following are reports in which users can define up to 10 retail brands as a custom category to calculate market size and duplicate payers, and choose to keep them private.

Reports

Request Reports

Industry TOP 10 Reports

User Request Reports

My Reports

WISERETAIL 2026.03.04

Education

2026. 2.

WISERETAIL 2026.03.31

Rental

2026. 2.

WISERETAIL 2026.03.04

Duty free shop

2026. 2.

WISERETAIL 2026.03.04

Stationery/Fancy

2026. 2.

WISERETAIL 2026.03.04

Pet

2026. 2.

WISERETAIL 2026.03.04

Delivery

2026. 2.

Summary ?

Net Payment Amount

₩9,234,600,467,455

Total Payment Amount

₩9,367,957,964,008

Total Payers

30,582,433

Share of Total Payment Amount

Share of Total Payers

Share of Total Number of Payments

Distribution of Total Payment Amount by Gender

Distribution of Total Payment Amount by Age Groups

Distribution by Gender and Age Groups

Percentage of Duplicate Payers ?

Sortation								
	ONLY 55.3%	6.1%	3.2%	4.2%	5.3%	-	6.0%	3.9%
	5.0%	ONLY 30.2%	5.0%	13.8%	3.4%	-	7.5%	7.6%
	7.4%	13.8%	ONLY 24.0%	7.9%	6.6%	-	6.3%	6.4%
	2.6%	10.3%	2.1%	ONLY 45.6%	1.4%	-	5.4%	5.1%
	8.6%	6.6%	4.6%	3.7%	ONLY 52.4%	-	4.0%	3.7%

Key Terms

App Market Intelligence

Installer	The number of people counted based on devices on which the app is installed.
User	The number of people counted based on devices on which the app is used.
Total Time in App	The total amount of time users spent in the app.
Total Sessions	The total number of times users launched the app.
Users by Criteria	Users are categorized into three groups—Light, Middle, and Heavy—based on the average usage of the bottom 50% and top 50% of All Users.
Churn Users	Users who used the app in the previous period but did not use it in the current period.
Inflow Users	Users who used other apps in the previous period but used the app in the current period.
Industry	An industry category independently classified by WISEAPP based on app usage behavior.

Retail Market Intelligence

Retail Brand	An individual retail brand or a registered corporation.
Net Payment Amount	The amount calculated by subtracting the total payment cancellation amount from the total payment amount.
Total Payment Amount	The total amount paid to a retail brand via credit cards or debit cards, both online and offline.
Total Payment Cancellation	The total amount of canceled payments.
Total Payers	The number of people who made at least one payment to the retail brand.
Payers by Criteria	Payers are categorized into three groups—Light, Middle, and Heavy—based on the average payment amounts of the bottom 50% and top 50% of All Payers.
Churn Payers	Payers who paid to the retail brand in the previous period but did not pay to it in the current period.
Inflow Payers	Payers who paid to other retail brands in the previous period but paid to the retail brand in the current period.
Industry	An industry category independently classified by WISERETAIL based on payment behavior.

Data Update Cycle and Data Availability Period

Service	App Market Intelligence			Retail Market Intelligence	
Data Update Cycle	WISEAPP Rankings	Daily Data	D+1 business day	Daily Data	D+1 business day
		Weekly Data	every 2nd business day of the week	Monthly Data	every 4th business day of the month
		Monthly Data	every 4th business day of the month		
Data Provide Period	Store Rankings	Daily Data	D+1 business day		
	Game Revenue Rankings	Daily Data	D+2 business day		
	WISEAPP Rankings	Android / iOS	Mar. 2016 ~	Daily Data	Jan. 2020 ~
	Store Rankings	Android / iOS	Last two years	Monthly Data	Jan. 2018 ~
	Game Revenue Rankings	Android	Jan. 2018 ~		

Thank you

If you have any questions about the company and data,
Please contact wiseapp@ideaware.co.kr