



SECURE DIGITAL APPS



E-SIM RESELLER ACCOUNTS

**YOUR GATEWAY TO THE
GROWING E-SIM MARKET!**




E-SIM BUSINESS OPPORTUNITY

There were almost **600 million eSIM** smartphone connections worldwide in **2024**, more than three times the number reported in **2022**. Global eSIM adoption has been driven by the growing availability of eSIM capable smartphones, as well as the increased number of mobile operators embracing the use of the technology across their networks.


The global **E-Sim market** is expected to grow from **\$9.87 Billion** in **2023** to **\$19.35 Billion** in 2030, there is compound growth fuelled by the high adoption rates for E-Sim technology worldwide.

THE TOP TOURIST COUNTRIES

The following data shows that there is a lot of travel between countries and the demand for data connectivity. The top international traveller destinations in terms of millions of visitors:-



FRANCE	117.1 M	2020
POLAND	88.5 M	2019
MEXICO	51.1 M	2020
UNITED STATES	45 M	2020
THAILAND	39.9 M	2019
ITALY	38.4 M	2020
SPAIN	36.4 M	2020
CANADA	32.4 M	2019
HUNGARY	31.6 M	2020
CHINA	30.40 M	2020
CROATIA	21.6 M	2020
SAUDIA ARABIA	27.4 M	2023
TURKEY	16 M	2020



E-Sim data connectivity can be sold to all the destinations worldwide at a very competitive price.

Average E-Sim purchase is **\$10**, so this means generating high revenue is possible. It is a profitable business with increasing use of E-Sim, high revenue generation and good profit margins.

BUSINESS MODEL

The business model is simple, the E-Sim is sold to the Reseller at **wholesale prices** and then it is marketed through the Apps at retail prices. The profit margin for most destinations is more than **100%**. Data will be sold on wholesale prices on a prepaid basis.

The best form of marketing is **digital marketing** of Apps using the **Google Ads ecosystem** and Ads campaigns can be setup to **guarantee sales** and installs through the Google bidding mechanism.

E-Sims can also be marketed to **Hajj/ Umrah** travel companies, transportation companies and other retail outlets. **E-Sims** are better than the local operator Sims for many reasons such as for example in Saudi Arabia, UAE, Qatar, Oman you can make **WhatsApp calls, VoIP** is open.





The E-Sim is delivered via **QR Code** image so it's a simple non-technical service which requires little effort.

WE HANDLE EVERYTHING FOR YOUR E-SIM SUCCESS!

Secure Digital Apps will offer all the data connectivity services, including customised Apps on the **Google Playstore** and Apple store alongside a functional website. These Apps will be integrated with the **payment processor**, the E-Sim data APIs and Customer service management system.

The **reseller** needs to take care of the marketing which is automated by **Google Ads** after the initial campaign setup. Secure Digital Apps will help with the setup of the marketing campaigns on Google Ads and other platforms.

We will provide all the necessary assets in terms of **branding, images** and **logo designs**.



COMPREHENSIVE E-SIM RESELLER SETUP COST

The total setup cost is **\$19000** which includes the following deliverables:-

- Android App on Google Playstore
- iOS app on Apple store
- Website
- Logo designs / marketing assets
- Marketing campaign guidance/ setup
- Free maintenance on the Apps.

PARTNER WITH SECURE DIGITAL APPS FOR COST- EFFECTIVE, HASSLE-FREE APP SUCCES

The **Secure Digital Apps** partner platform has many advantages over its competitors such as the following points:

- No monthly platform hosting costs - our competitors charge **\$500** per month
- **Zero** maintenance for Apps
- Our competitors charge **\$60k** for App development and **\$12k** per year for maintenance
- Low data connectivity rates compared to all competitors in the market
- Free support
- Free support for Google Ads campaigns
- Free promotion of Apps on our App networks which has **10 million** App downloads.



PROFITABILITY ANALYSIS

The following analysis proves the high profitability of the **eSIM** business model. This is an excellent **business opportunity** that requires minimal time and no technical skills.

PRICING MODEL

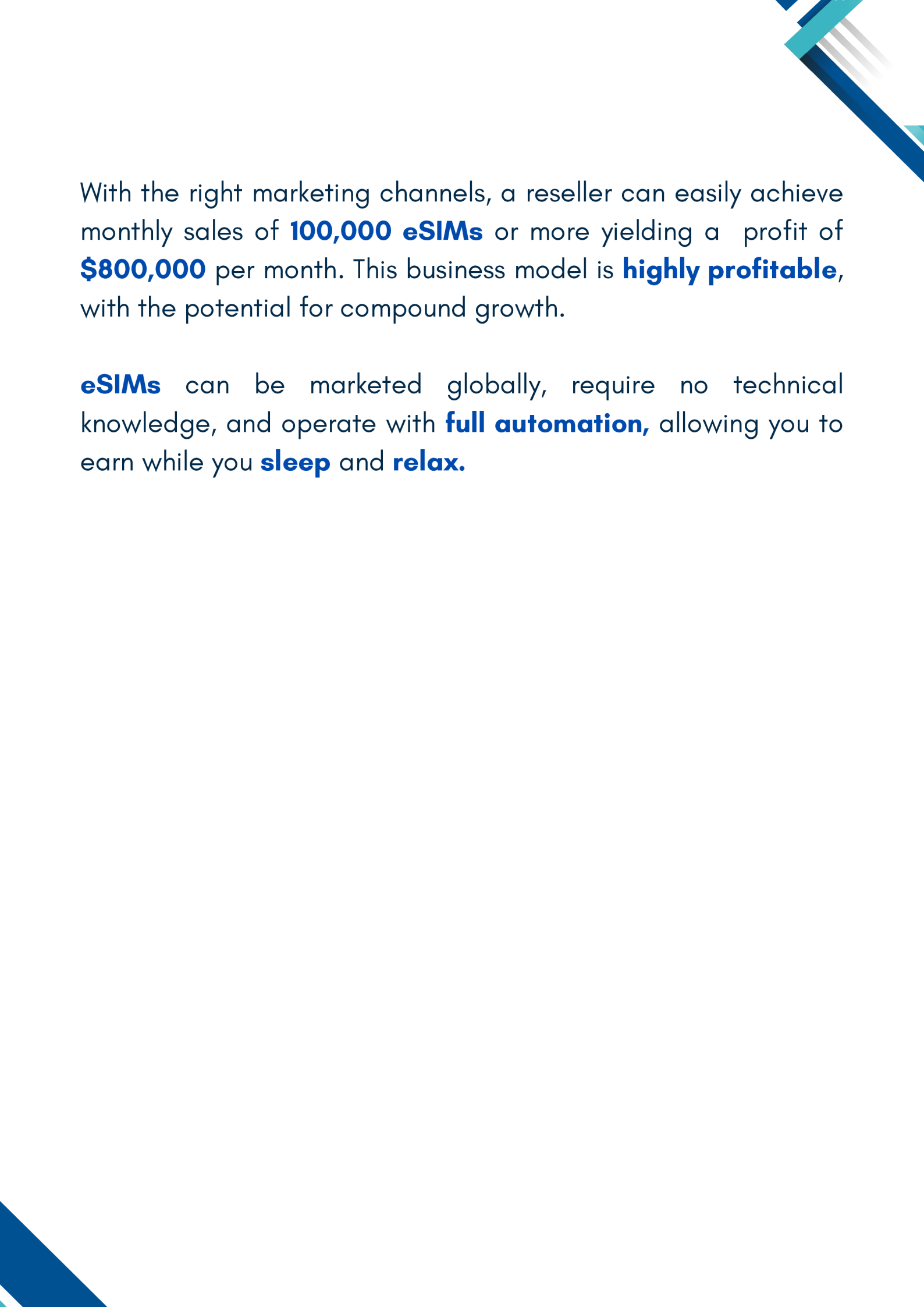
The resellers will sell data bundle packages which can be customised according to the local market needs, for example:-

DESTINATION	DATA	VALIDITY	COST PRICE	RECOMMENDED RETAIL PRICE
SAUDI ARABIA	2 GB	30 DAYS	\$5.5	\$10
SAUDI ARABIA	10 GB	30 DAYS	\$21	\$30
UK	1 GB	30 DAYS	\$2.0	\$5
FRANCE	5 GB	30 DAYS	\$8	\$16
SPAIN	10 GB	30 DAYS	\$14	\$27

These **packages** can be customized based on data volume, validity period, and **country-specific** coverage—or even grouped to cover multiple countries in a single **eSIM**.

Resellers can set their **own markup percentage** on the base price for any destination.

DESTINATION	NO OF E-SIMS SOLD	COST OF AVERAGE PACKAGE 5GB DATA	RETAIL PRICE OF 5GB PACKAGE (RESELLER CAN INCREASE/DECREASE)	REVENUE FOR 1000 E-SIMS	TOTAL GROSS PROFIT
SAUDI ARABIA	1000	\$11	\$18	\$18000	\$7000
FRANCE	1000	\$8	\$16	\$16000	\$8000
UK	1000	\$8	\$16	\$16000	\$8000
USA	1000	\$8	\$16	\$16000	\$8000




With the right marketing channels, a reseller can easily achieve monthly sales of **100,000 eSIMs** or more yielding a profit of **\$800,000** per month. This business model is **highly profitable**, with the potential for compound growth.

eSIMs can be marketed globally, require no technical knowledge, and operate with **full automation**, allowing you to earn while you **sleep** and **relax**.



MARKETING OF E-SIM




There are basically two **methods** of marketing eSIMs. The **first method** is the traditional approach involving collaborations, agreements and direct sales to travel agents, transportation companies and **Hajj/Umrah** service providers.

This is a very effective method since one appointed reseller can potentially bring **hundreds of sales** of eSIMs. The retailer agent will get a fixed commission of any percentage as per the agreement.

The **second method** of marketing is using the **digital marketing platforms** such as Google Ads, Facebook Ads, Insta Ads, X ads, Tik Tok Ads and so on. The **eSIM** can be promoted by initiating direct campaigns or through the use of influencers.

The largest and most effective platform for **Apps** is the **Google Playstore**, Google Search Ads and this can **guarantee** App install depending on the budget.

The Cost per Install (CPI) varies according to the targeted market however the initial cost would be around **\$0.15-\$0.32** per install and this amount will decrease as the App becomes more popular.




Google Ads will give most business customers a credit limit of \$2000 and those businesses established more than **1 year** might qualify for **30 days unlimited** credit limit.

The screenshot shows the Google Ads 'New campaign' setup interface. On the left, a sidebar lists navigation options: 'App' (selected), 'Campaign settings', 'Budget and bidding' (with sub-options 'Budget' and 'Bidding'), 'Ad group', and 'Review'. The main content area is titled 'New campaign' and features a search bar. Below the search bar, a section titled 'WHAT DO YOU WANT TO FOCUS ON?' offers two choices: 'Install volume' (selected) and 'In-app activity'. Under 'Install volume', it asks 'How do you want to track install volume?' with a dropdown menu showing 'Airalo: eSIM Travel & Internet (Android) installs 2024-10-30T16:39:27.547' and 'Google Play'. It then asks 'What kind of users do you want to target?' with a dropdown set to 'All users'. A checkbox 'Set a target cost per install (optional)' is checked. Below this, the 'Target cost per install' is set to 'US\$ 0.32'. On the right, a gauge visualizes the focus on 'Install volume' versus 'In-app activity'. Text below the gauge explains that this focus optimizes bids for the highest volume of new installs and defines the target cost per install as the average amount spent per first-time install.

As you can see in the top image, the setup of the Google Ads campaign is **extremely easy** thus making the whole business network to be **fully automated** requiring no technical skills or time to be invested.

The **campaign** will achieve its goals and objectives according to the criteria defined in the campaign settings such as the budget limit and the bidding cost.



More than **50%** of those who install the App make an **immediate purchase**. In the App there is also the possibility of reaching your customers through the **Firestore Message notification** which is totally free to send unlimited mobile notifications to the users.

The **Google platform** is very strong and useful to **secure sales**. Secure Digital Apps will assist all clients with the campaign setup by providing assets, images and setting up the live marketing campaigns.

Campaigns will run automatically, **in-app purchases** are automatically delivered hence it is a very **easy business model** with high volume of **sales** and profitability.

For further information contact support@securedigitalapps.com

