

Market	Marketing	Utility	Authentication	Service
Argentina	4.5293	2.4918	2.6888	0
Brazil	4.5808	0.5863	2.3087	n/a
Chile	6.5135	1.4654	3.8642	n/a
Colombia	0.9161	0.0147	0.5607	n/a
Egypt	7.8651	0.3812	4.5321	n/a
France	10.4984	2.1994	5.0674	n/a
Germany	10.0073	4.0322	5.6308	n/a
India	0.7846	0.115	0.115	n/a
Indonesia	3.0111	1.4653	2.1979	n/a
Israel	2.5871	0.3885	1.2368	n/a
Italy	5.0614	2.1974	2.7687	n/a
Malaysia	6.3037	1.0262	1.3194	n/a
Mexico	3.1938	0.7325	1.7537	n/a
Netherlands	11.7078	3.6656	5.2784	n/a
Nigeria	3.7851	0.4915	2.106	n/a
Pakistan	3.4683	0.396	1.6696	n/a
Peru	5.1536	1.4662	2.7626	n/a
Russia	5.8767	2.9311	3.1457	n/a
Saudi Arabia	3.3292	0.842	1.658	n/a
South Africa	2.7821	0.5579	1.3213	n/a
Spain	4.5044	1.4648	2.5049	n/a
Turkey	0.7989	0.3884	0.6101	n/a
United Arab Emirates	2.8164	1.1509	1.3033	n/a
United Kingdom	3.8747	1.6122	2.6249	n/a
North America	1.8313	0.293	0.9889	n/a
Rest of Africa	1.6497	0.293	1.0558	n/a
Rest of Asia Pacific	5.3664	1.151	3.1124	n/a
Rest of Central & Eastern Europe	6.2997	2.5858	4.0809	n/a
Rest of Latin America	5.4207	0.8278	3.2581	n/a
Rest of Middle East	2.4993	1.1507	1.303	n/a
Rest of Western Europe	4.3378	2.1982	2.7697	n/a
Other	4.4248	0.5641	2.2292	n/a

- **Marketing** — Enables you to achieve a wide range of goals, from generating awareness to driving sales and retargeting customers. Examples include new product, service, or feature announcements, targeted promotions/offers, and cart abandonment reminders.
- **Utility** — Enables you to follow-up on user actions or requests. Examples include opt-in confirmation, order/delivery management (e.g., delivery update); account updates or alerts (for example., payment reminder); or feedback surveys.
- **Authentication** — Enables you authenticate users with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).
- **Service** — Enables you to resolve customer inquiries.