

EXECUTIVE SUMMARY

With the continuous growth of mobile subscription, the app economy is forecasted to double its size to \$101 billion by 2020. Organizations seek advanced analytics solution that can provide a comprehensive and quick insight about where they stand in this competitive market.

SOLUTION: APPMETER

<http://appmeter.atwebpages.com/home.php>



Score: Comprehensive score and rank for each app in its genre



Predict: Estimate the success of an app and create your business strategy



Analyze: One stop solution for analytical insights of the app ecosystem

PROJECT STATS:

450K plus apps in the data set.

20 genres.

Extensive analysis for both free and paid apps.

FACTS

65%

YOY growth of mobile app analytics market

85%

Contribution of Games towards App revenue

2022

Time by when more than 50% of all app developers will use mobile analytics tools

\$53.4 B

Total revenue per year in adv by 2020.

5M

Total number of apps in android and iOS store. Approximately 70% of them being FREE.

\$1.05

Average price of a paid app