



Prepared for GUILHERME RODRIGUES | Sep 27, 2021



How to interpret this data



Last 30-day period (as of 09/26/2021)



All data is Worldwide



 \star + \triangleright = \bullet Both app stores included

Market Size

业 1.4M

New Users



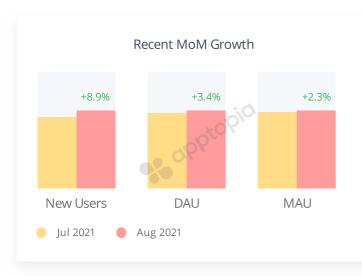
2.1M

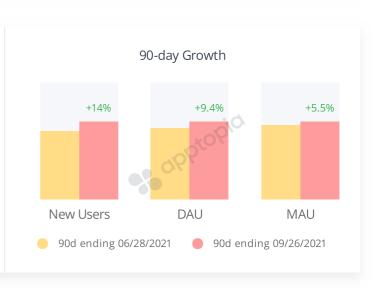
Daily Active Users (DAU)



4.9M

Monthly Active Users (MAU)





New Users Growth See how Downloads are growing in your market versus the average for your primary category.

9.7% Your Market **Finance Category** 5.8%

Your Market Outperformed Category Avg by

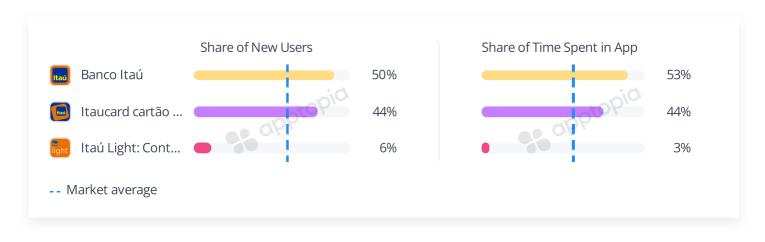
3.9%



Competitor Highlights Quick facts about the top players in the market.

Most users	Best day 1 retention	Best day 30 retention
51% MAUS Banco Itaú	29% Of users returning Banco Itaú	13% Of users returning Banco Itaú
Most sticky users	Happiest users	Most frequent updates
43% Of MAUs open the app daily Itaucard cartão de crédito	66% Of users express positive sentiment Banco Itaú	30 days Between releases on avg Banco Itaú

$\label{lem:market Share} \textbf{ Understand which players are performing above or below market average.}$





Competitive Positioning Uncover your users' sentiment about your app compared to other players.



Join the top businesses that trust Apptopia













Not included in this report

- Country breakdown
- Historical data back to Jan 2015
- Revenue and sessions metrics
- Cross app usage

Product resources

Solutions for Brands & Publishers > How accurate is our data? > API Documentation > Pricing >

Additional insights

Reports & Guides > Free Insights > Case Studies > Blog >



Talk to an app intelligence specialist

