

What's My Line presents...



What's Your Best Bet

When Buying Apps

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EXPECTED LIFETIME VALUE (ELV)

- Much of our analysis is based on the expected lifetime value (ELV) of an app.

$$\text{ELV} = \frac{30000(Y_a + Y_p)}{2} - \frac{12000 \cdot \text{MAX}(Y_a, Y_p)}{2} - \frac{[10000 \cdot \text{MAX}(1, C_a) + 10000 \cdot \text{MAX}(1, C_p)]}{2}$$

INCOME OPERATING COST INITIAL COST

Y_a = years in App Store Y_p = years in Play Store (Years = $2 \cdot \text{rating} + 1$)

C_a = cost in App Store C_p = cost in Play Store

- We only considered apps in both stores because that roughly doubles the income potential of an app



TOP RECOMMENDATIONS

TOP 8



App Name	Expected Lifetime Value
PewDiePie's Tuber Simulator	\$496,000.00
ASOS	\$490,000.00
Domino's Pizza USA	\$490,000.00
Egg, Inc.	\$490,000.00
The Guardian	\$490,000.00
Cytus	\$480,100.00
Geometry Dash Lite	\$478,000.00
Fernanfloo	\$470,800.00

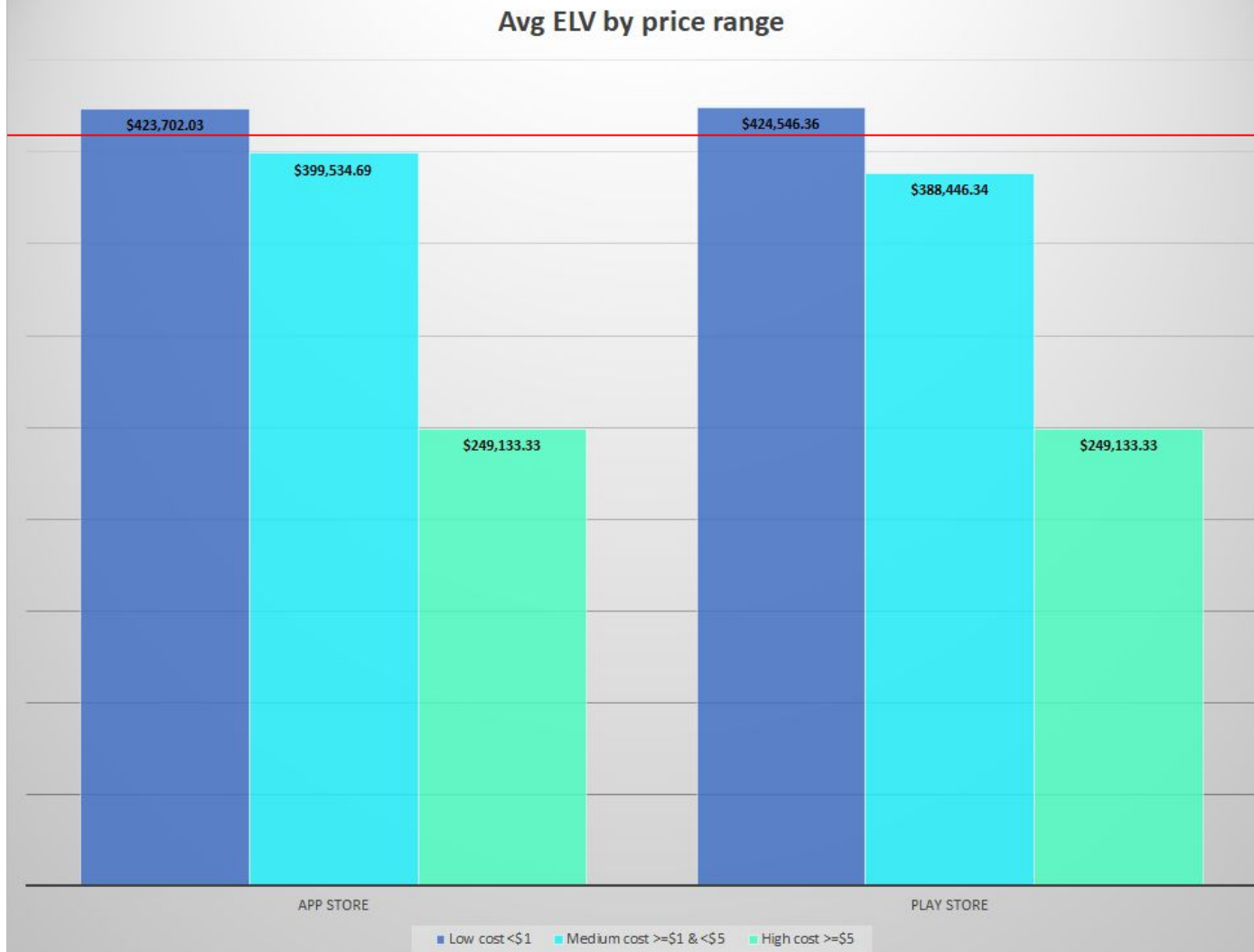
TIED



App Name	Expected Lifetime Value
Bible	\$467,200.00
Narcos: Cartel Wars	\$467,200.00
Solitaire	\$467,200.00
Toy Blast	\$467,200.00
Zombie Catchers	\$467,200.00



\$415,896.60
Average ELV of all 328
apps in both stores is
represented by the
red line





Content Rating	Count
17+	22
12+	65
4+	199
9+	42
All Ratings	328

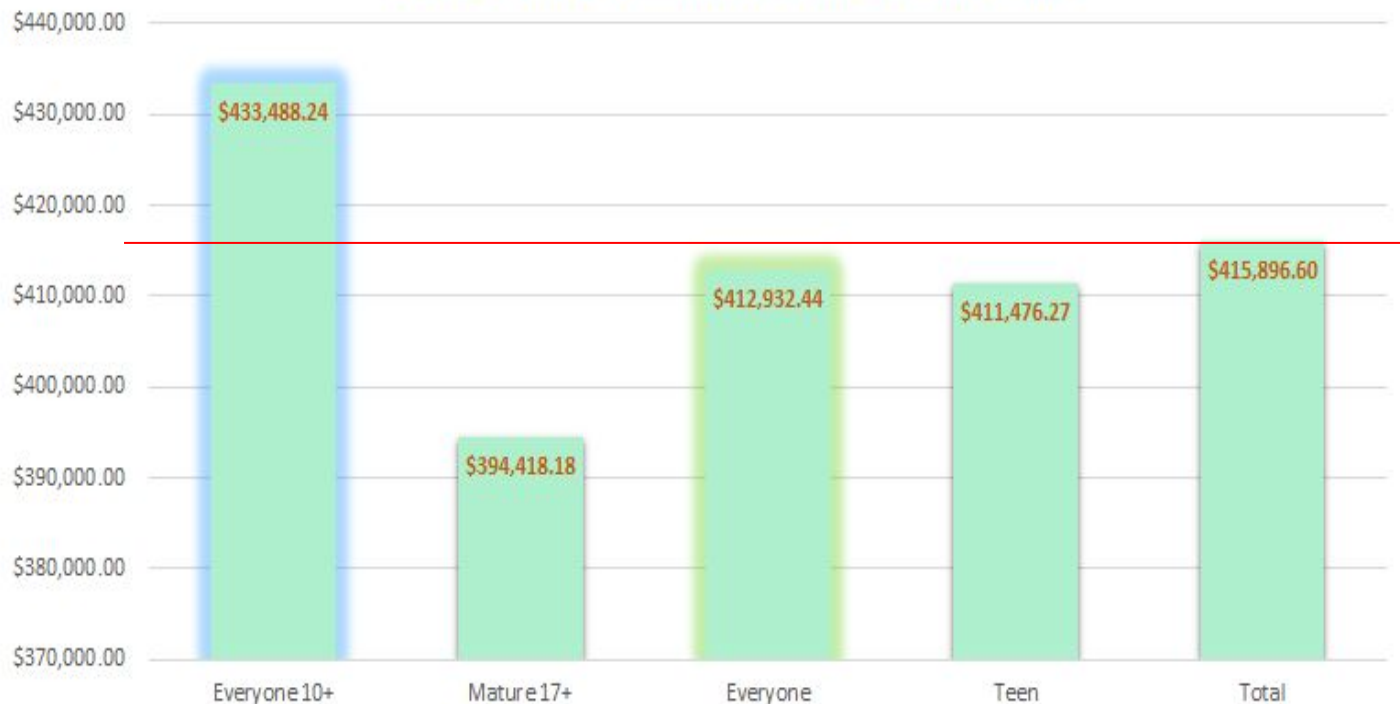
Average ELV by Content Ratings: App Store





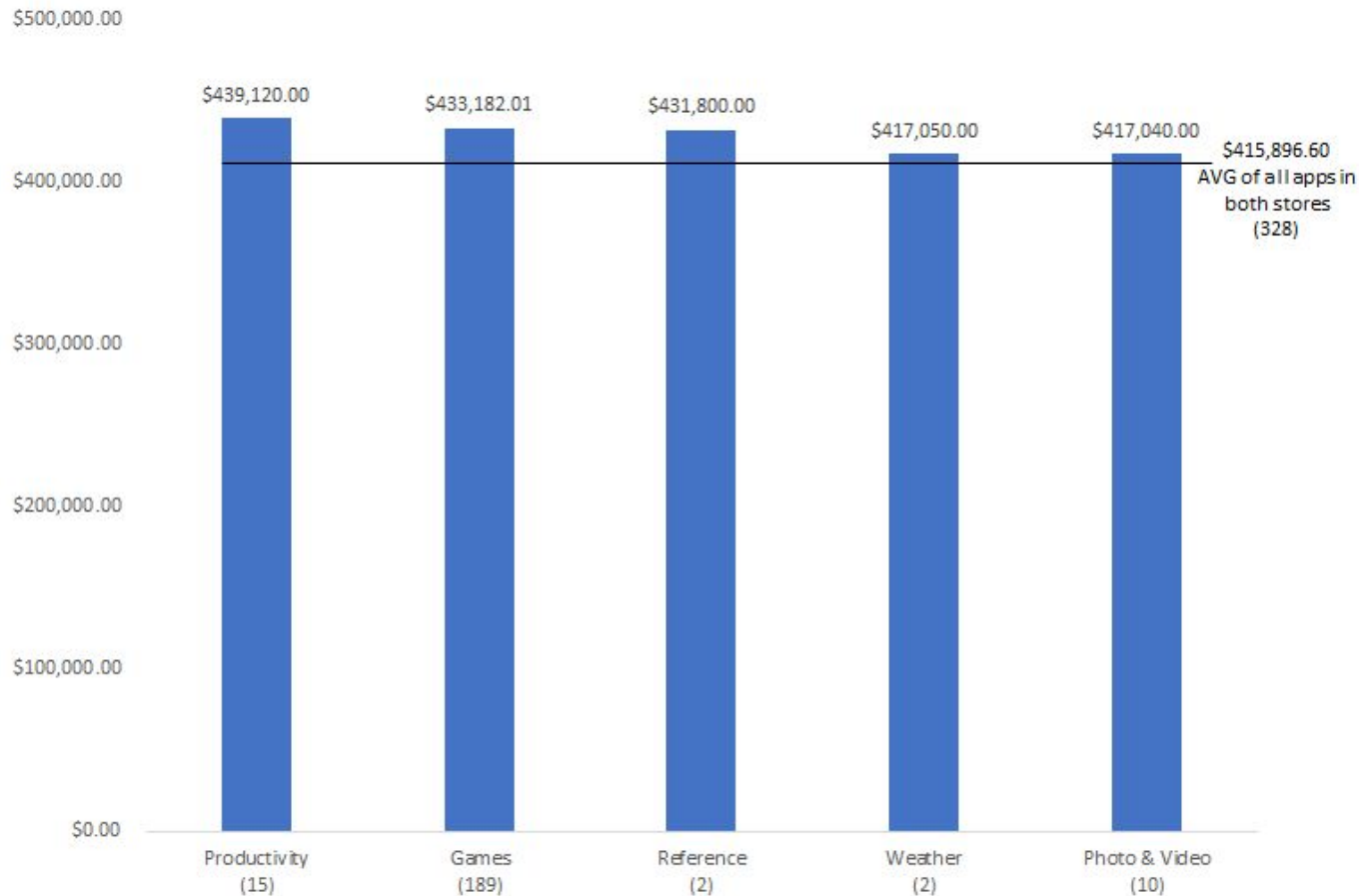
Content Rating	Count
Everyone 10+	33
Mature 17+	11
Everyone	225
Teen	59
Total	328

Average ELV by Content Ratings: Play Store





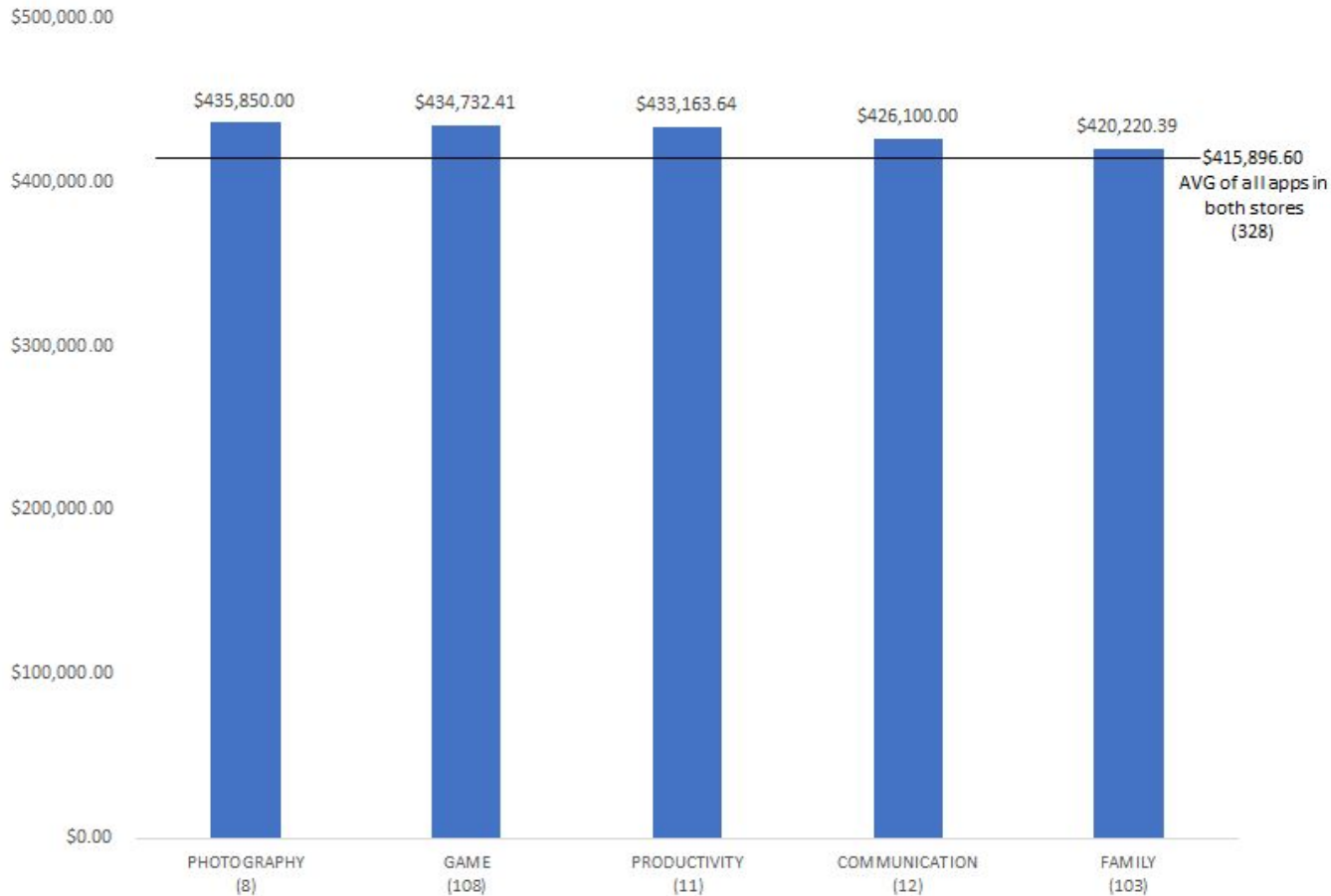
Average ELV By Genre: App Store*



*The genre "Book" with average ELV \$420,200.00 was excluded b/c it only includes the Bible app which was recommended in our Top 10 Apps To Buy



Average ELV By Genre: Play Store*



*The genre "Books & Reference" with average ELV \$467,200.00 was excluded b/c it only includes the Bible app which was recommended in our Top 10 Apps To Buy



CONCLUSION

BUY THESE APPS NOW:

- PewDiePie's Tuber Simulator
- ASOS
- Domino's Pizza USA
- Egg, Inc.
- The Guardian
- Cytus
- Geometry Dash Lite
- Fernanfloo
- Bible
- Narcos: Cartel Wars
- Solitaire
- Toy Blast
- Zombie Catchers

Pick Two

IN THE FUTURE,

LOOK FOR APPS THAT HAVE:

- **PRICE:** Low! $\leq \$1$
- **CONTENT RATINGS:** Everyone/4+*, Everyone 10+/9+*
- **GENRES:** Games, Productivity, Photography/Photo & Video*

*Play Store Notation/App Store Notation