



App Trader

Apps to Target for Black Friday 2021



The Breakdown

- I. Refined Analysis and Recommendations for Targeted Licensing**
 - I. Content Rating**
 - II. Genre**
 - III. Price Range**
- II. The Bottom Line: Most Profitable Apps Common to Both Stores**

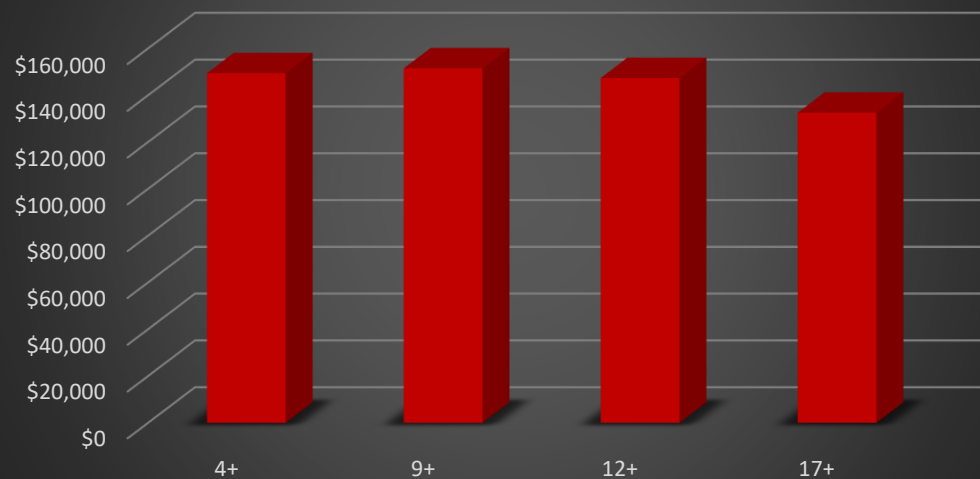
Content Rating



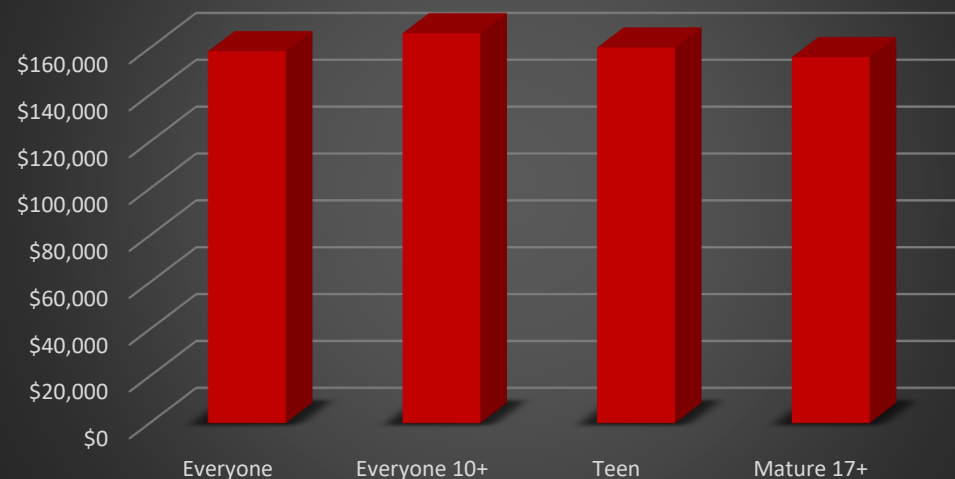
Average Expected Profit by Content Rating for Each Store



Average Expected Profit (App Store)



Average Expected Profit (Play Store)



Most Profitable Apps by Content Rating (App Store)



4+

Geometry Dash Lite

Domino's Pizza USA

Egg, Inc.

9+

PewDiePie's Tuber Simulator

Clash of Clans

Temple Run

12+

The Guardian

Instagram

Pinterest

17+

MORTAL KOMBAT X

WGT Golf Game by Topgolf

Swamp Attack

Most Profitable Apps by Content Rating (Google Play Store)



Everyone

WhatsApp Messenger

Candy Crush Saga

My Talking Tom

Everyone 10+

Fernanfloo

Clash of Clans

Subway Surfers

Teen

PewDiePie's Tuber Simulator

Instagram

Asphalt 8: Airborne

Mature 17+

H*nest Meditation

Twitter

MORTAL KOMBAT X

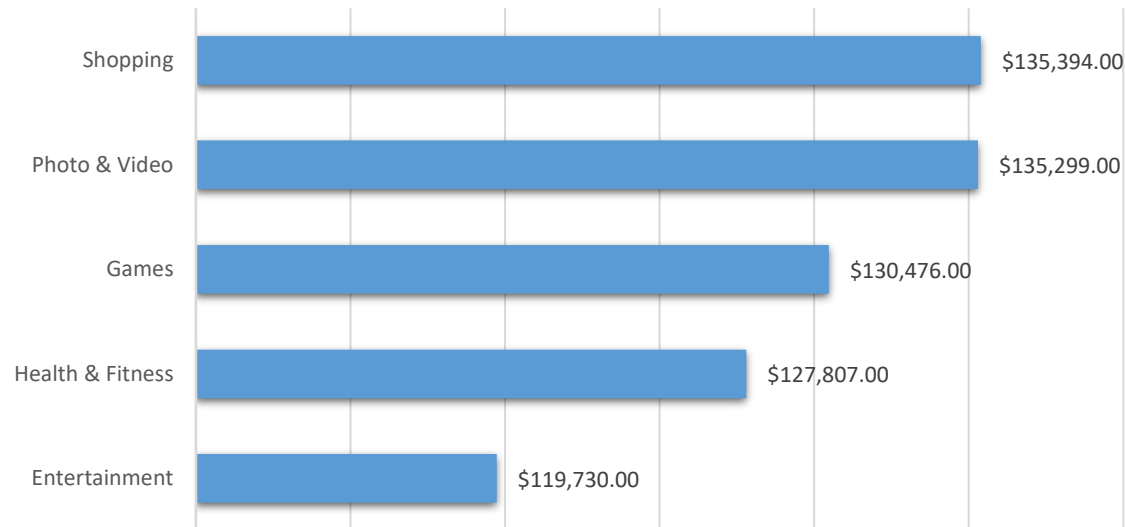
Genre



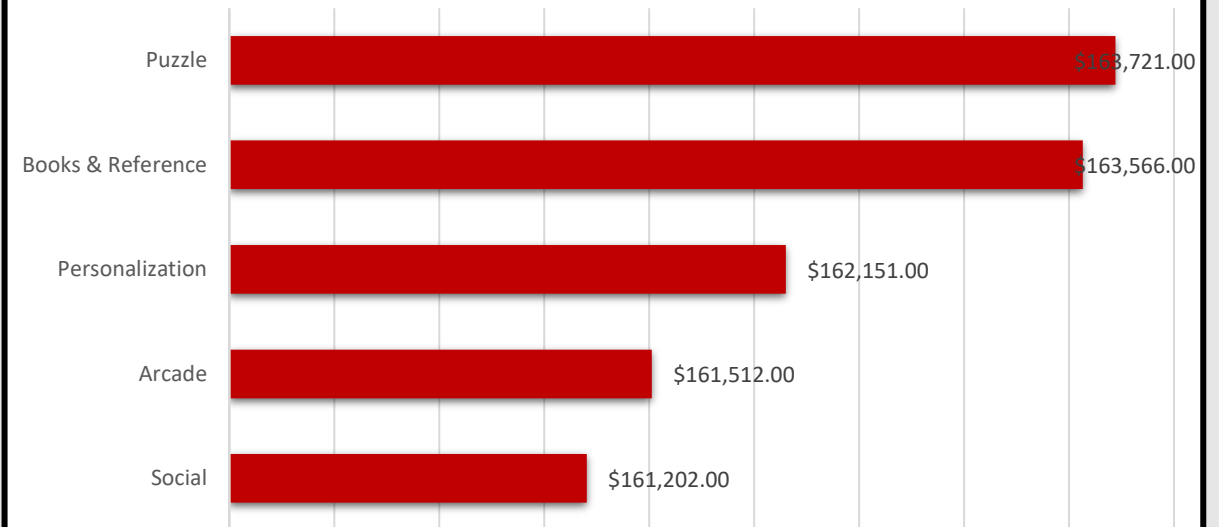


Most Profitable Genres for Each Store

Apple Store Top Genres(Average Profit)



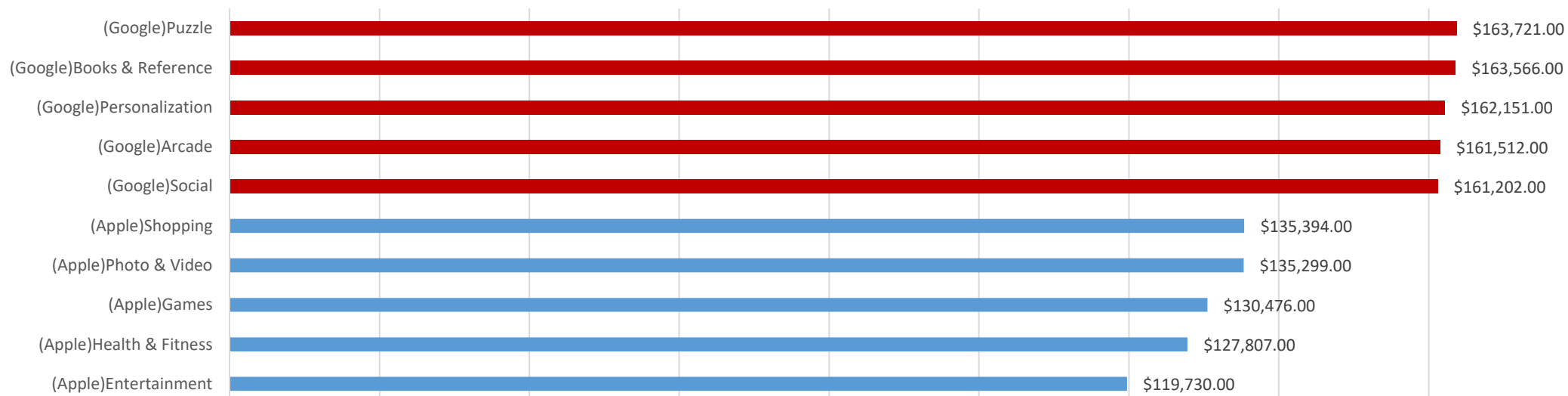
Google Store Top Genres(Average Profit)



Comparing Most Profitable Genres for Both Stores



Comparison Between Both Stores(Average Profit)



Price Range



Most Profitable Price Ranges (Apps Common to Both Stores)





Most Profitable Apps by Price Range (Apps Common to Both Stores)

Free to \$1.00

PewDiePie's Tuber Simulator

Geometry Dash Lite

Domino's Pizza USA

\$3.01 to \$5.00

Dr. Panda & Toto's Treehouse

Battleheart Legacy

F-Sim Space Shuttle

\$1.01 to \$3.00

*Cytus

H*nest Meditation

Where's My Water?

\$5.01 to \$10.00

The EO Bar

RollerCoaster Tycoon® Classic

My Movies Pro - Movie & TV
Collection Library

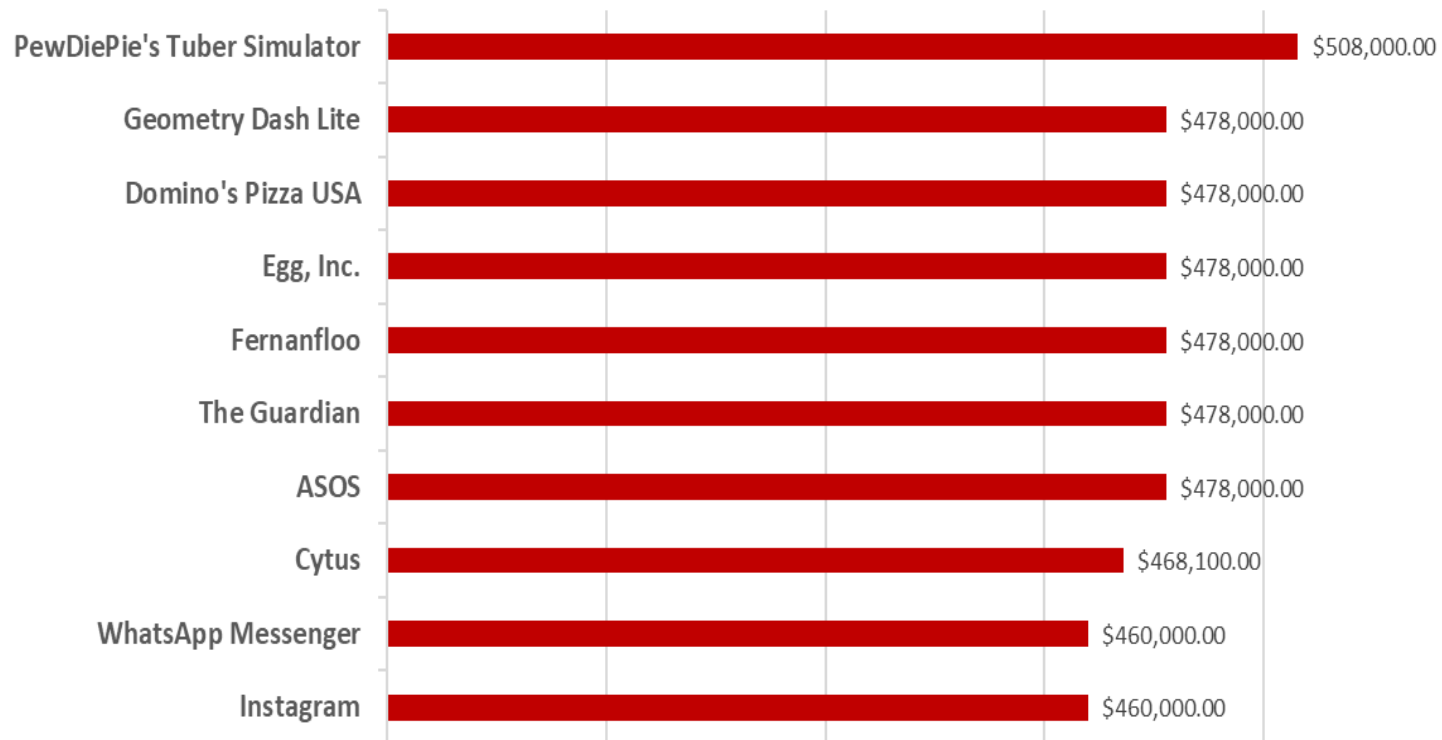
The Bottom Line



Most Profitable Apps (Common to Both Stores)



Top 10 Apps by Total Expected Profit



- All apps are common to both the App Store and Google Play Store
- Tie breaker by app's review count
- Maximum Profit: PewDiePie's Tuber Simulator



Thank You, App Trader

