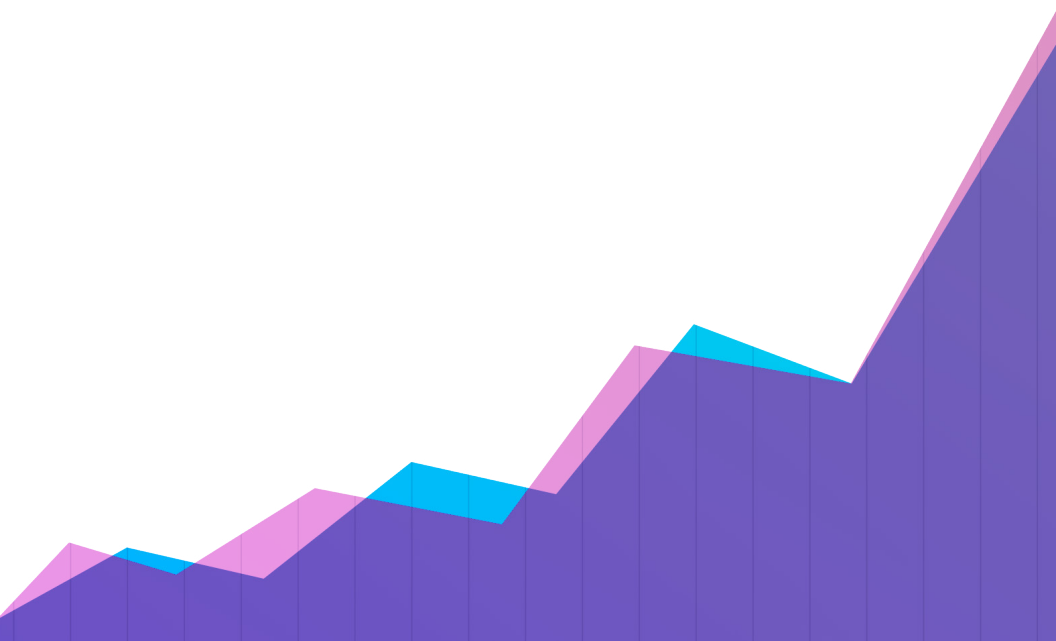




# Actionable App Market Intelligence

Download, Revenue, Usage & SDK Data  
for Every Mobile App in the World



# WHO USES OUR PRODUCT

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Apptopia's mobile app market intelligence is used by major companies across the world to make more informed, data driven decisions.

## AD NETWORKS & SDK COMPANIES

- Sales Intelligence
- Lead Generation
- Market Analysis

## INVESTORS & VC FIRMS

- Deal Discovery
- Due Diligence
- Market & Trend Analysis

## BRANDS & APP DEVELOPERS

- Advertising Optimization
- Competitive Intelligence
- Benchmarking
- Product & Market Research
- Monetization Analysis

# DATA WE OFFER

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- Download Estimations
- IAP Revenue Estimations
- Advertising Revenue Estimations
- Average Revenue Per User
- App Breakout Index
- SDK Install Analysis
- Daily & Monthly Active Users
- Engagement Index
- 30 Day Retention
- App Metadata (rank, ratings, etc.)
- Company Contact Info
- Company HQ Location

# CURRENTLY USING APPTOPIA'S DATA



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## DATA FEATURED IN



# PERFORMANCE DRIVEN RESEARCH

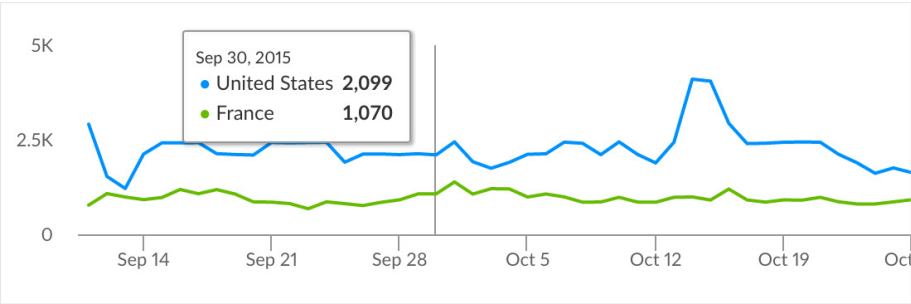
## DAILY DOWNLOAD ANALYSIS

- Analyze global downloads for over 1 million iOS and Google Play apps
- Compare daily download performance across 50+ countries
- Understand country-level download performance as a percentage of worldwide totals



Angry Birds 2

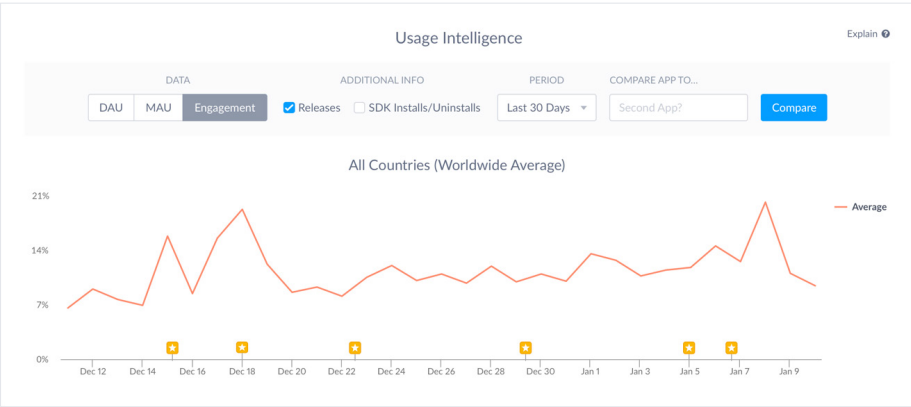
🍏 iOS App Store • Free • Rovio Entertainment Ltd • Games > Action



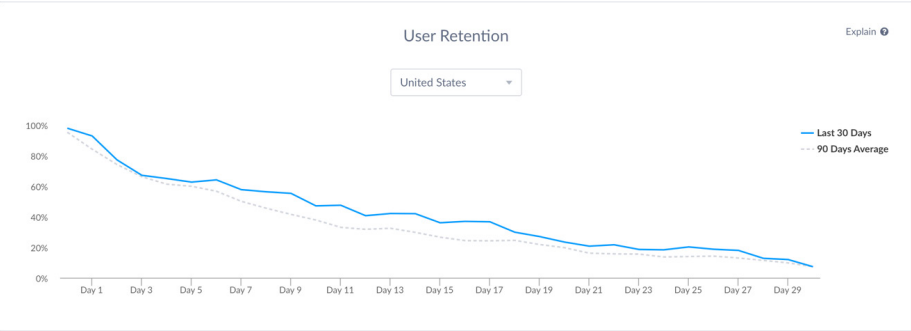
United States	65K	26.0%	<div><div></div></div>	
France	26K	10.5%	<div><div></div></div>	
Brazil	14K	5.4%	<div><div></div></div>	
6 Months Worldwide Total (196)	251,571			

# USAGE INTELLIGENCE

Understanding what actions a user takes inside an app is crucial to understanding revenue. Explore any app's daily and monthly usage to identify trends and inform strategy.

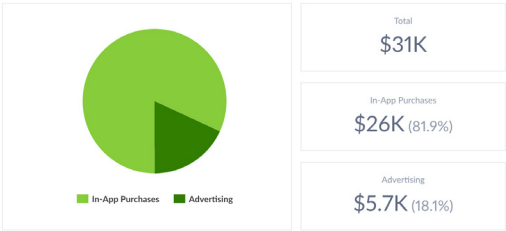


The Usage Intelligence tool helps you understand the rate at which users are uninstalling certain apps and the key drop off points in retention to analyze.



# MONETIZATION STYLE ANALYSIS

Learn how different apps monetize their users (IAP vs advertising). Quickly identify which countries have the highest revenue potential per user and represent the biggest opportunity.



Country	Total (Last 30 Days)	Advertising \$ / %		In-App Purchases \$ / %	
United States	\$17K	\$740	4.4%	\$16K	95.6%
Germany	\$2.2K	\$330	15.3%	\$1.8K	84.7%
Argentina	\$1.9K	\$100	5.4%	\$1.8K	94.6%
China	\$1.3K	\$400	31.0%	\$890	69.0%
Australia	\$1.1K	\$130	11.9%	\$960	88.1%

# COMPANY PERFORMANCE PAGES

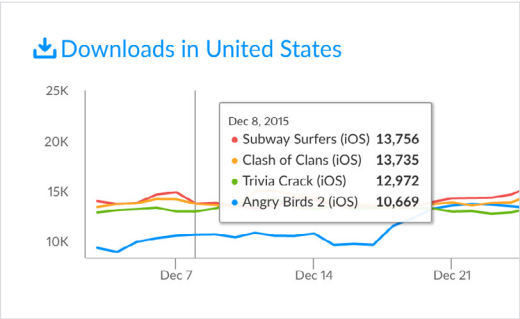
Quickly size up publishers' bottom lines in terms of downloads, revenue, and usage. See a detailed breakdown of inventory and identify which apps contribute most to a particular company's performance.

				📅 Daily Active Users		📅 Monthly Active Users		👁 Engagement
App Name	Price	Released		Avg DAU	% of Portfolio	Avg MAU	% of Portfolio	
2048	Free	Mar '14		1.2M	22.4%	8.6M	19.9%	13.7%
Stick Hero	Free	Oct '14		570K	10.9%	4.7M	10.9%	12.1%
Circle	Free	Sep '14		560K	10.7%	4.9M	11.3%	11.5%
Don't Touch The Spikes	Free	Jul '14		340K	6.5%	2.8M	6.5%	12.1%
Amazing Thief	Free	Sep '14		460K	8.7%	4M	9.2%	11.6%
The Tower	Free	Aug '14		460K	8.8%	3.5M	8.2%	13.1%
Skyward	Free	Jan '15		230K	4.4%	2.2M	5.0%	10.8%
Amazing Ninja	Free	Nov '14		240K	4.5%	2.2M	5.0%	10.9%

# COMPETITIVE INTELLIGENCE & BENCHMARKING

## DETAILED APP-TO-APP COMPARISON

Create custom app watchlists to monitor competitors' daily downloads, revenue, and usage. Dig deeper to understand industry trends and how certain events affect, or do not affect, market share.



## IN-DEPTH COMPETITIVE ANALYSIS

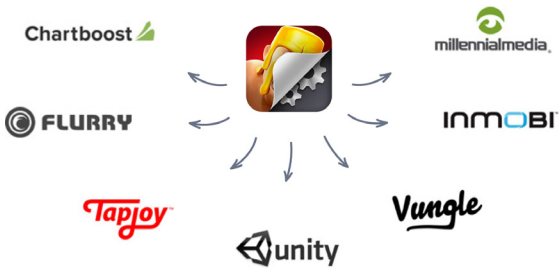
Quickly identify which countries contribute the most to your competitors' downloads, revenue, and usage. Discover possible expansion and advertising opportunities by learning where your competition is having success and you are not.

				United States			Canada	
Graph	App Name		Price	Total	% of Worldwide	Market Share	Total	% of Worldwide
	<b>Angry Birds 2</b> Rovio Entertainment Ltd		Free	727.8K	33.8% <div><div></div></div>	22.4% <div><div></div></div>	57.2K	2.7% <div><div></div></div>
	<b>Trivia Crack</b> Etermax		Free	792.5K	52.4% <div><div></div></div>	24.4% <div><div></div></div>	65.8K	4.4% <div><div></div></div>
	<b>Subway Surfers</b> Kiloo		Free	889.1K	27.6% <div><div></div></div>	27.4% <div><div></div></div>	72.2K	2.2% <div><div></div></div>
	<b>Clash of Clans</b> Supercell		Free	839.5K	24.4% <div><div></div></div>	25.8% <div><div></div></div>	72K	2.1% <div><div></div></div>
Country Total				3.2M			267.1K	
<div>Add app...</div>				<div>    </div>				

# SDK RECOGNITION & ANALYSIS






## OUR SDK TECHNOLOGY

- We track the **5,000** most installed SDKs
- In over **450,000** free apps
- Across **iOS App Store & Google Play**
- Our data is **updated daily**



## APP LEVEL SDK RECOGNITION

Learn exactly what SDKs are installed in particular apps, when they were installed, and the SDK's function. This will help you better understand how apps are monetizing and what tools are used to do so.

<div> Temple Run</div> <div>► Google Play • Free • Imangi Studios • Games &gt; Action</div>			
Install/Uninstall Date	Logo	SDK Name	Function
Apr 20, 2015		Millennial Media	Ad Network
		Kochava	User Acquisition
		Google Analytics (uninstalled)	Miscellaneous
Dec 12, 2014		AdColony	Ad Network



# SDK VENDOR INSIGHT



Discover exactly how many apps use a particular SDK and how many unique devices has access to that SDK (i.e. their “Total Reach”).

## SDK Penetration by Category

Rank	Category	Installs		Reach		Download App Lists
		Current	% of This SDK's Total	Current	% of This SDK's Total	
1	Action	1056	7.5% <div><div></div></div>	9.5M	11.4% <div><div></div></div>	<a href="#">Download list (1076)</a>
2	Family	974	7.0% <div><div></div></div>	2.2M	2.6% <div><div></div></div>	<a href="#">Download list (998)</a>
3	Arcade	864	6.2% <div><div></div></div>	5M	6.0% <div><div></div></div>	<a href="#">Download list (881)</a>
4	Puzzle	794	5.7% <div><div></div></div>	3M	3.6% <div><div></div></div>	<a href="#">Download list (817)</a>
5	Racing	762	5.4% <div><div></div></div>	3.6M	4.3% <div><div></div></div>	<a href="#">Download list (771)</a>
6	Adventure	747	5.3% <div><div></div></div>	4.8M	5.7% <div><div></div></div>	<a href="#">Download list (761)</a>
7	Role Playing	623	4.4% <div><div></div></div>	3.1M	3.7% <div><div></div></div>	<a href="#">Download list (642)</a>
8	Casino	611	4.4% <div><div></div></div>	3.8M	4.5% <div><div></div></div>	<a href="#">Download list (637)</a>
9	Simulation	609	4.3% <div><div></div></div>	3.2M	3.9% <div><div></div></div>	<a href="#">Download list (630)</a>
10	Strategy	603	4.3% <div><div></div></div>	2.9M	3.5% <div><div></div></div>	<a href="#">Download list (625)</a>
<a href="#">Show (5) more ...</a>						
Table total (10 categories)		7.6K	54.5% <div><div></div></div>	41.1M	49.2% <div><div></div></div>	
All others (32 categories)		6.4K	45.5% <div><div></div></div>	42.4M	50.8% <div><div></div></div>	
Total (42 categories)		14K		83.5M		



Know which SDKs are installed or uninstalled, and when, for any app.

## Recent Activity (Last 3 Months)

[Export App List \(SDK Installs\)](#)

DATA

SDK Installs

SDK Uninstalls

Total (10 Installs in Last 3 Months)

Worldwide Performance (Last 30 Days)

App Name	Install Date	Category	Downloads	Revenue
<a href="#">Motorcycle Bike Race Fire Chase ...</a> RoboNacho Systems, LLC	Aug 25, 2015	Games	5K <div><div></div></div>	\$27K <div><div></div></div>
<a href="#">TANKS online game</a> ALEXEY OSTROGRADSKIY	Aug 18, 2015	Games	32K <div><div></div></div>	\$47K <div><div></div></div>
<a href="#">Toy Defense 2</a> Melsoft	Aug 18, 2015	Games	270K <div><div></div></div>	\$330K <div><div></div></div>
<a href="#">Carzone.ie</a> Webzone Ltd.	Aug 17, 2015	Lifestyle	5K <div><div></div></div>	\$3.3K <div><div></div></div>
<a href="#">媚姬Online</a> Egame Company Ltd.	Aug 13, 2015	Games	1.9K <div><div></div></div>	\$7.9K <div><div></div></div>

Product Use Case #4:

# BUILD CUSTOM INDUSTRY REPORTS

You can quickly identify apps that are using specific SDKs, or apps that have a minimum threshold of downloads and revenue. Discover top new releases, fast growing, and / or breakout apps in any country.

Report Type

Top Free Apps

Country

United States

Store

☒ iOS App Store

☐ Google Play

Select One or More Categories

Card

Casino

Dice

Type a Category Name

⚙ SDK or SDK Function

Filter by apps which have

All

 of these SDKs installed:

Chartboost

Millennial Media

SDK name or function

Do not include apps which have my SDK installed:

Your SDK's name

Performance (Worldwide)

⚙ Filter by apps which have a specific performance over the

Last 30 Days

Total Downloads:

1

k - 

Max

k

Avg. DAU:

Min

k - 

Max

k

Total Revenue:

Min

k - 

Max

k

Avg. MAU:

1

k - 

Max

k

Revenue Type:

☒ Total

☐ IAP

☐ Advertising

 Receive daily Apptopia reports based on your custom criteria.

My reports (48) > Casino Apps (664)

Updated as of February 25, 2016

[Export CSV \(All Results\)](#)

Ⓜ iOS App Store

Top Free

United States

Card, Casino, Dice

⚙ any/ Chartboost OR Millennial Media

⌚ Last 30 Days

⬇ > 1 k

MAU > 1 k

SHOW DATA

DOWNLOADS & REVENUE

SUBSCRIBE

Usage






SDKs

Publisher Info

Worldwide

United States

Yes

App Name	Released	Category	Downloads		Revenue		Average DAU		Average MAU	
			Last 30 days	90 Days	Last 30 days	90 Days	Last 30 days	90 Days	Last 30 days	90 Days
 Solitaire Harpan LLC	Jan '13	Card	1M +0.8%	2.8M	\$2M +13%	\$5.4M	1.6M +13%	1.4M	9.9M +13%	8.8M
 Casino X - Free Slot Machines with Progress Item Box	Jun '13	Casino	26K +29%	58K	\$110K +24%	\$280K	26K +30%	18K	140K +38%	91K
 Solitaire MobilityWare	Mar '10	Casino	1.1M +27%	2.8M	\$2.9M 0%	\$8.5M	1.7M +22%	1.5M	10M +19%	9M
 Gold Fish Casino Slots - Fun Las Vegas Slot Phantom EFX	Jun '14	Dice	190K +0.4%	550K	\$270K +11%	\$750K	220K +1.7%	220K	1.5M -1.6%	1.6M
 Evil Apples: A Filthy Adult Card & Party Game Evil Studios Limited	Jun '13	Card	370K -19%	1.2M	\$180K +14%	\$480K	230K -18%	250K	2.6M -18%	2.8M

# DAILY INDUSTRY REPORTS

## IDENTIFY BREAKOUT APPS

Apptopia’s proprietary predictive algorithms help you discover what apps are most likely to reach the top 100 in the next four weeks. Discover the next big app before your competition.

Breakout Predictor

Export CSV (Report + publisher contact info):  
[Download](#)

Monday, February 8, 2016 (Yesterday)

STORE

CATEGORY

COUNTRY

GET ALERTS

▶ Google Play

🍏 iOS App Store

Games

Russian Federation

No





App Name	📊 Prospect Score	📈 Breakout Potential	Rank	📄 Downloads	💰 Revenue
<b>Snowboard Party 2</b> Ratrod Studio	77.5	95.0%	402	110	\$13
<b>Eurosport Ski Challenge ...</b> Greentube IES AG	77.0	92.0%	372	1.9K	\$0
<b>Give It Up! 2</b> Invictus	76.6	89.5%	185	80	\$0
<b>Samosa : Runner Gunner</b> Madras Games	75.5	91.7%	401	110	\$0
<b>Sky Chasers</b> Lucky Kat Studios	75.0	89.0%	276	2K	\$0
<b>Athletics: Winter Sports ...</b> Tangram3D	75.0	93.8%	163	81	\$0
<b>The Adventures of Tintin...</b> Gameloft	74.0	88.0%	127	89	\$0



Nearly 70% of Apptopia’s predictions breakout within the next four weeks.

# MOST SUCCESSFUL NEW RELEASES

New content and new apps are the single biggest driver of the app economy. This daily report helps you quickly learn what apps, released in the last 30 days, are the most sticky and are having the most initial success.

Top New Releases			Export CSV (Report + publisher contact info):		
Thursday, October 22, 2015 (Yesterday)			<a href="#">Download</a>		
App Name	Released	Averages Since Launch		Totals Since Launch	
		Downloads/Day	Rev/Download	Downloads	Revenue
 <b>AirBrush - Best Selfie Ed...</b> MagicV, Inc.	Oct 8	18K	\$0	250K	\$0
 <b>Guitar Hero® Live</b> Activision Publishing, Inc.	Oct 20	17K	\$0.074	32K	\$2.4K
 <b>Baby Boom! - My Newbo...</b> TabTale LTD	Oct 14	15K	\$0.049	120K	\$5.8K
 <b>Why You Lying?</b> Bruh Inc	Oct 17	15K	\$0.00089	73K	\$65

# FASTEST GROWING APPS

Our Surge Report helps you quickly identify the apps that are growing the most RIGHT NOW. Discover which apps, and in which categories and countries, are the biggest movers.

Surge Report			Export CSV (Report + publisher contact info):		
Thursday, October 22, 2015 (Yesterday)			<a href="#">Download</a>		
App Name	Biggest Movers	Current Rank	Thursday, October 22, 2015 (Yesterday)		
			Downloads	Revenue	
 <b>Boomerang from Instagram</b> Instagram, Inc.	↑ 1473	27	0	\$0	
 <b>Afterpulse</b> GAMEVIL USA, Inc.	↑ 1452	48	320	\$0	
 <b>Cheating Tom 2</b> Crazy Labs	↑ 1376	124	610	\$170	
 <b>Bike Unchained</b> Red Bull	↑ 1373	127	420	\$0	
 <b>Sniper X with Jason Stath.</b> Glu Games Inc	↑ 1364	136	6.5K	\$1.8K	

“

*Apptopia simply offered more functionality and made it easier to get the value we needed out of the data. We don't give out many recommendations but they have certainly earned this one!*

”

**Dave Yonamine**

CEO, MobilityWare



(makers of the #1 card game)

Visit [www.apptopia.com](http://www.apptopia.com) to start  
your 7 day free trial

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Contact us to learn more:

[sales@apptopia.com](mailto:sales@apptopia.com)

855-277-8674

[apptopia.com](http://apptopia.com)