Contact Sales GET STARTED

SOLUTIONS FOR GROWTH

Rapid experimentation. Scalable growth.

App Annie data helps businesses identify the levers to repeatable success in the fast-paced mobile market.



Continuous innovation. Slim margins for error.

Testing and implementing new growth strategies can strain resources, disrupt operations, and risk failure. But reinventing the wheel is critical to long-term viability.

App Annie delivers data that fast-tracks innovation across the customer mobile journey — from acquisition to loyalty and every stage in between. You get visibility on the impact of marketing campaigns and product launches on key performance indicators (KPIs) so you can change course quickly to optimize results.

CONTACT SALES

Fast-track your success

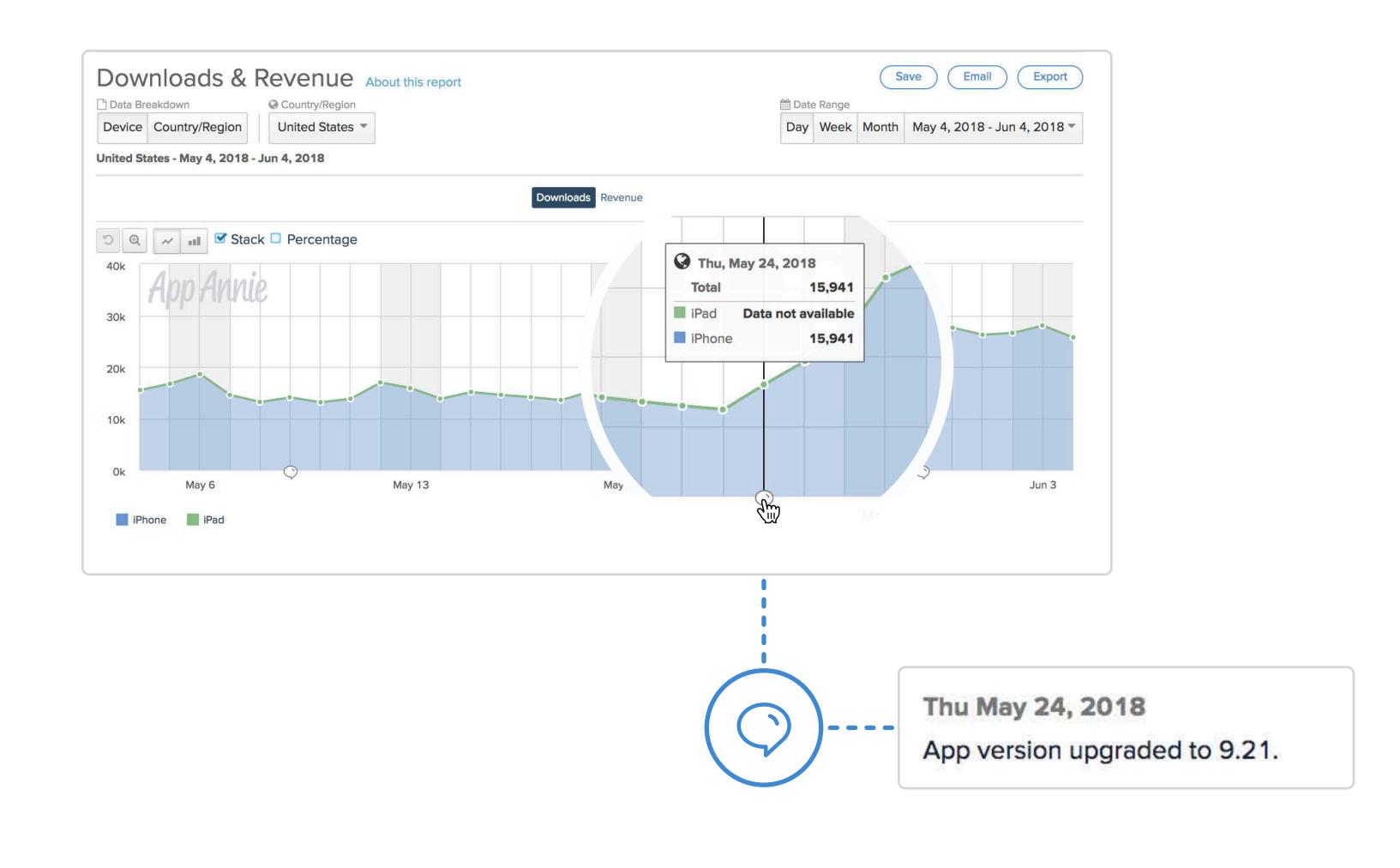
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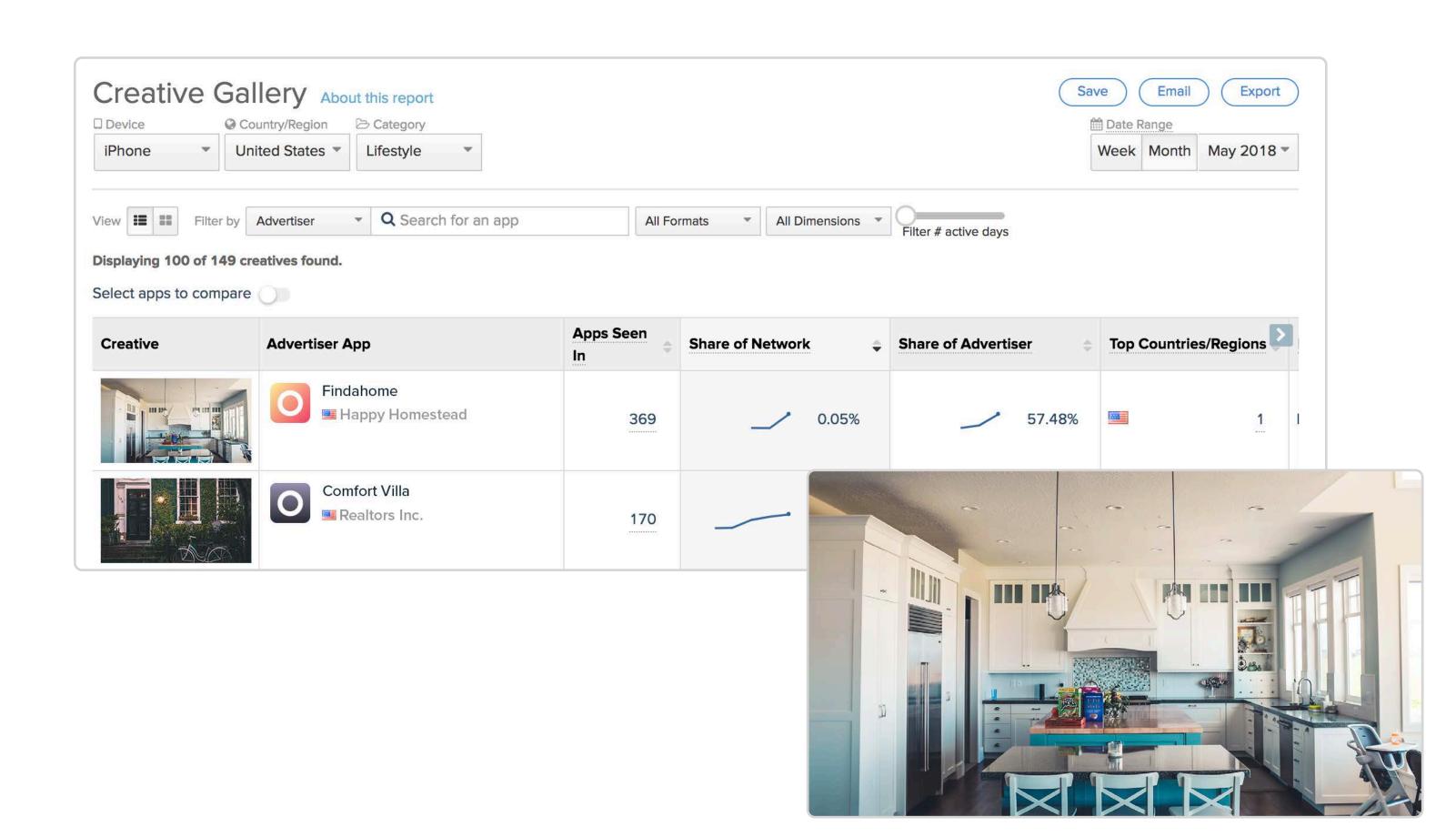
Set the performance bar high

Knowing what to measure and how high to set goals can mean the difference between success and irrelevance. App Annie's comprehensive KPIs help you benchmark against competitors, establish aggressive targets, and then evaluate your impact.

Consult our "virtual" global testing platform before your next crucial move

New mobile marketing campaigns and features launch across the world every day. Treat them like experiments and learn from them. App Annie "logs" the results of these experiments — on downloads, revenue, usage, demographic impact, and more — to reveal what's working and what's not.



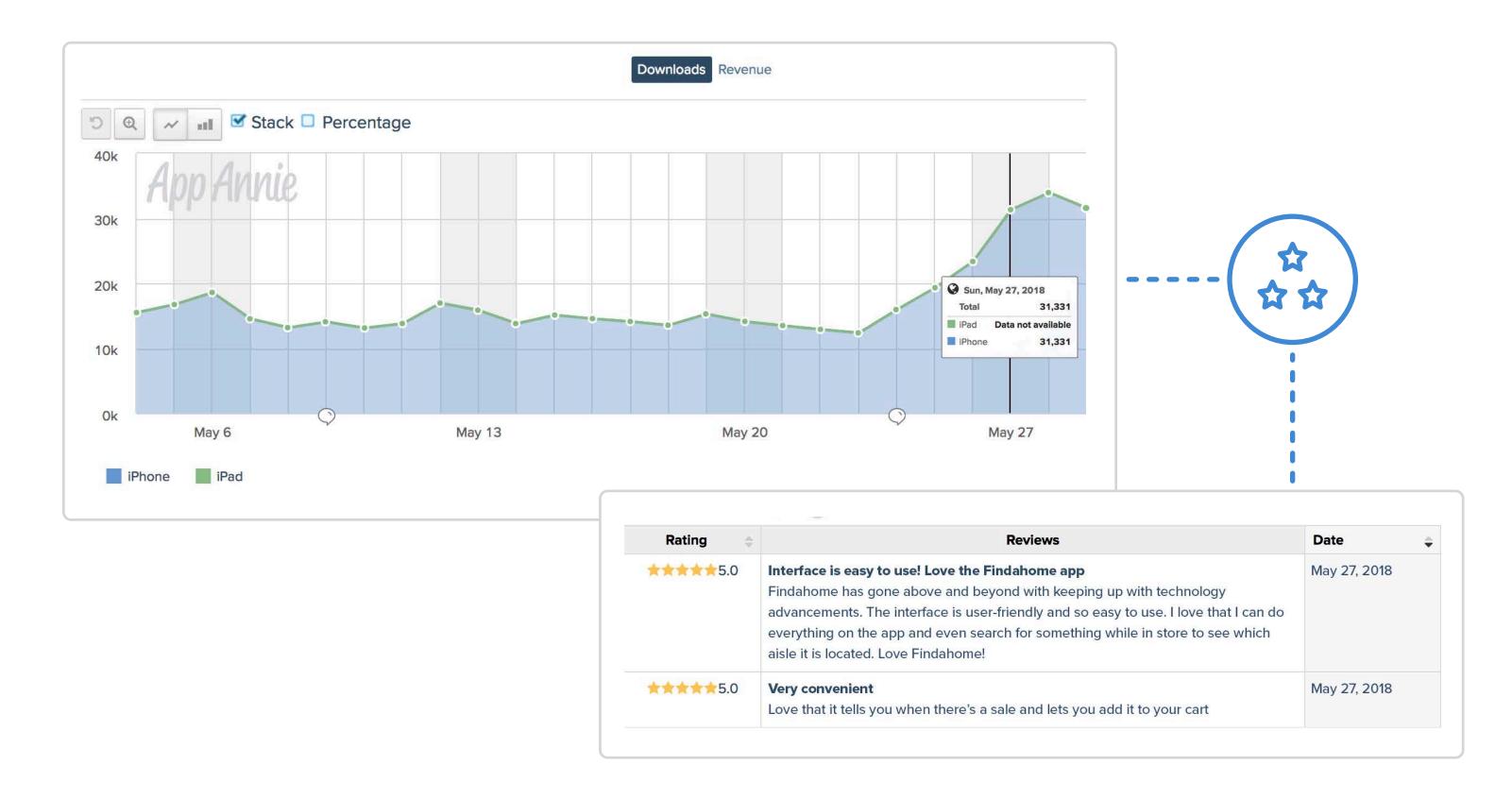


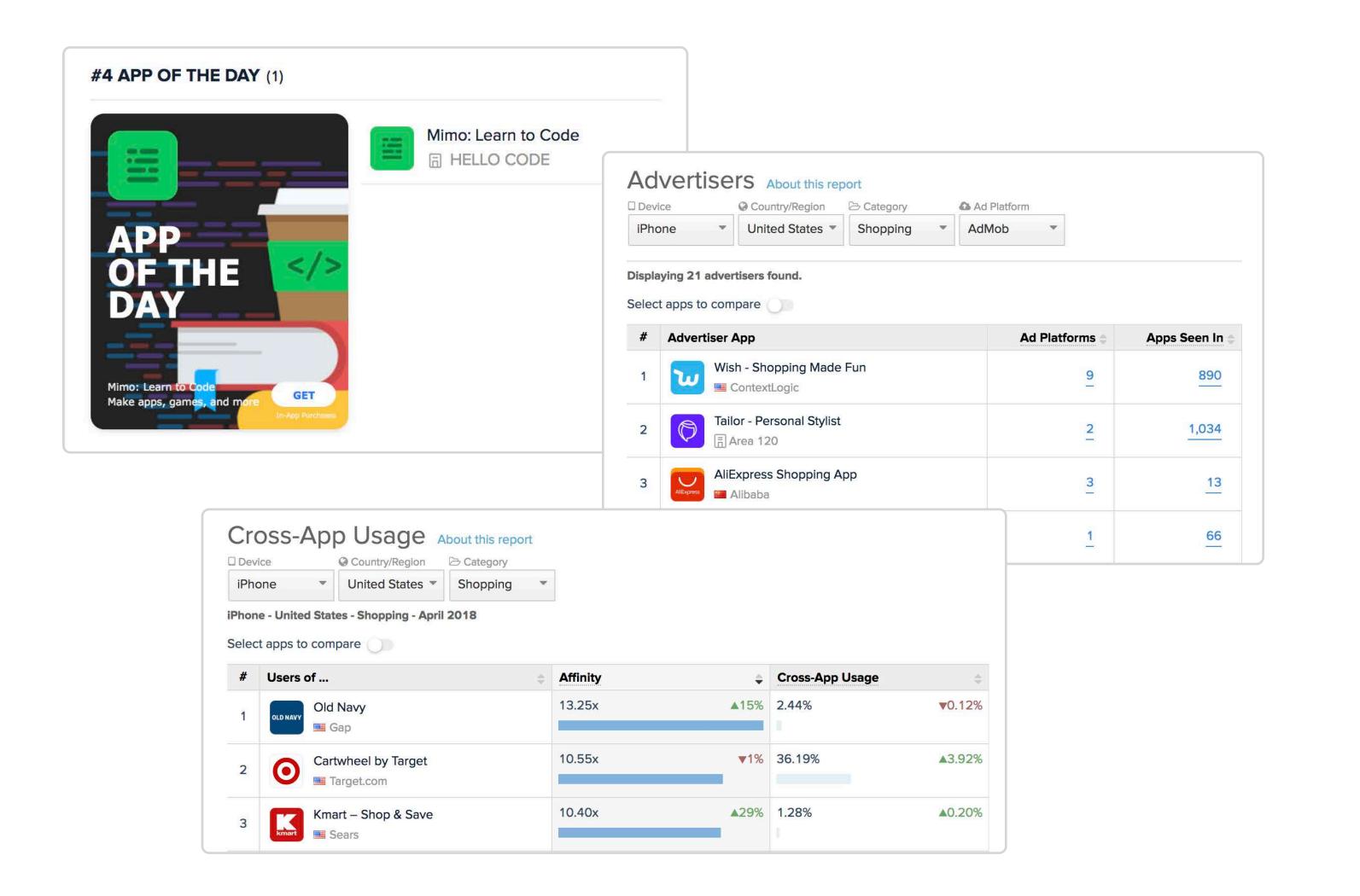
Delight the customer throughout the mobile journey

The success of your mobile or app strategy rests on a holistic picture of the customer experience — not just one touchpoint or metric in isolation. Everything from ad creatives to the timing of a new feature matters. With our comprehensive data, you can determine what attracts and engages customers and how you can consistently deliver value to them.

Understand what matters—and most importantly—why

Numbers don't lie, but they may not explain the "why." To understand why some products soar to the Top Charts while others flop, read the reviews. They supplement quantitative data with context and suggestions for improving the apps.

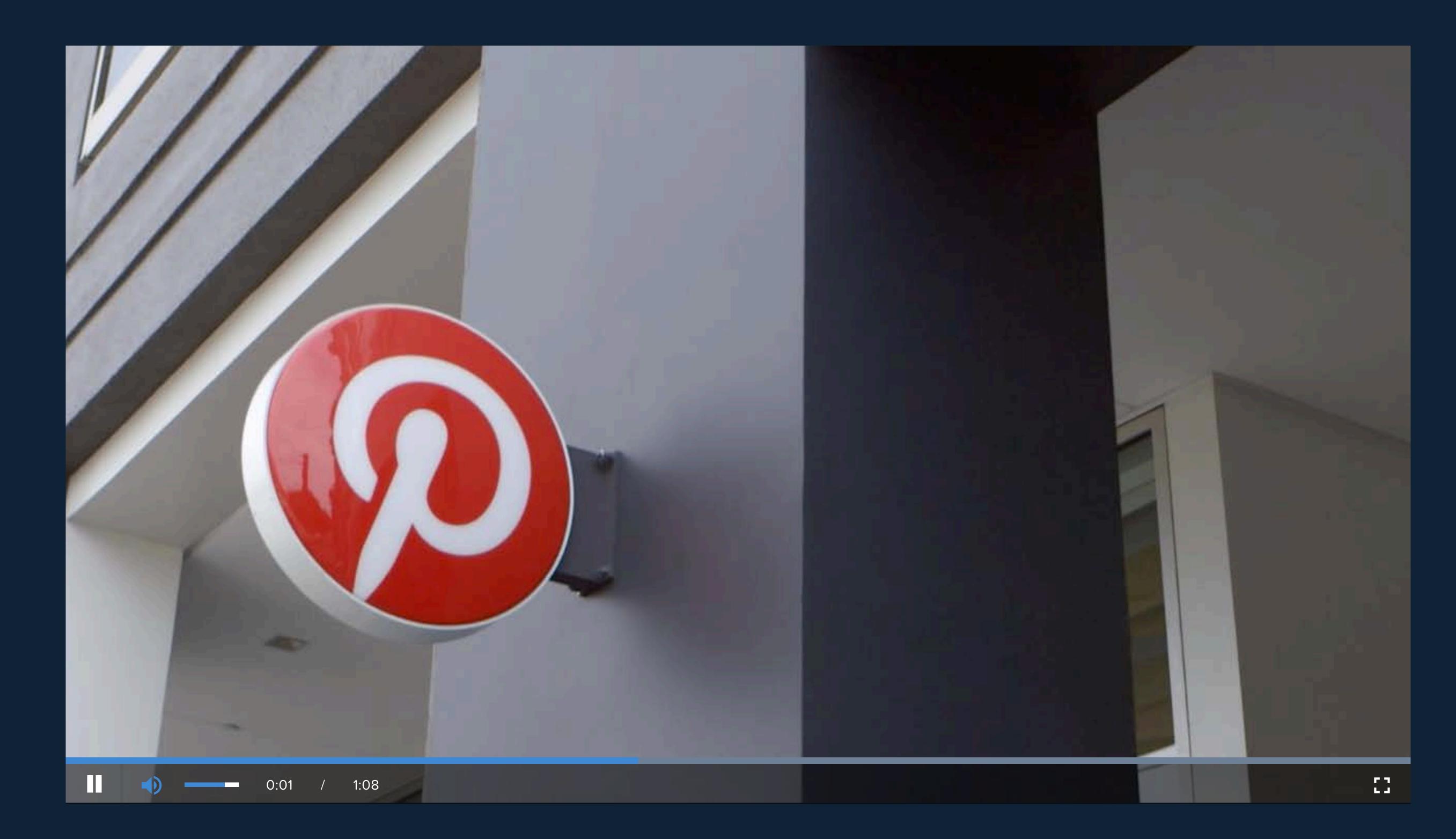




Don't be a one-hit-wonder

Achieving mobile and app strategy success with one campaign or feature is commendable. But long-term viability requires scale and repetition. App Annie data drives high-velocity testing, optimization, and innovation to keep you at the forefront.

Accelerate your app strategy with App Annie Intelligence



Spark record growth

Learn why customers love us

Our customers explain how and why they value App Annie.

Read customer stories

Experience App Annie for yourself

Enhance mobile decisions with data.

Get started for free

Compare options

App Annie has a solution for every business.

See what we offer

The growth strategist's foundation for scalable, predictable, repeatable success

GET STARTED FOR FREE