

## WHY APP ANNIE

## The foundation of winning app strategies and lasting success

In 2010, we created the industry for app market data. Our unique data has unparalleled scope, depth, and accuracy.

## The App Annie Advantage

Since creating this industry nearly a decade ago, we have cultivated deep market knowledge that inspires breakthrough insights and exceptional business performance.



## UNMATCHED DATA ACCURACY

With the highest volume of data points, a wide range of data sources, and continuous refinement of our data science, we empower you to make the right decisions.

[Get Started](#)



## 1 MILLION CONNECTED APPS

Our data sources include: anonymized and aggregated data from over 1 million apps, sizable consumer panels, top ad networks, and more.



## A COMPLETE MOBILE PICTURE

We have unique KPIs, including cross-app usage and ad creatives — plus complete category and country coverage, company-level and market-level data...and more.

[Drive app success](#)



## 200+ PEOPLE IN R&amp;D

We continuously make significant investments in our products to stay on the cutting edge of app data and technology innovations.

[About Our Platform](#)



## INDUSTRY STANDARD

We've built a reputation based on trust. We are cited regularly in S-1s and financial and earnings reports by Apple, EA, Softbank, Tencent, and other industry leaders.

[About our platform](#)



## GLOBAL SUPPORT

Our products support 7 languages, and our 450+ employees are located in 15 offices worldwide. No matter where your business is located, App Annie provides local expertise.

## Over \$157 million in financing from tier 1 investors

SEQUOIA



IDG Capital

e.ventures

GREENSPRING ASSOCIATES

GREYCROFT

## More than 900 customers — including leading brands and enterprise companies — rely on App Annie

Google



UNITED

amazon

ACTIVISION

Telefonica

VISA



SAMSUNG

Tencent 腾讯

Alibaba.com

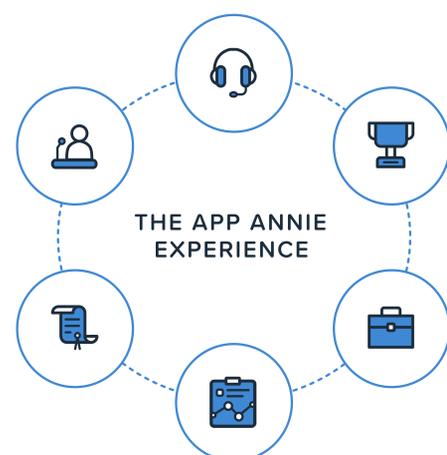
Coca-Cola

[VIEW CUSTOMER STORIES](#)

## Maximize the value of your App Annie investment

Confidently navigate the entire app lifecycle with effective insights, strategic guidance and professional services from industry experts. Make more informed decisions for your app business and accelerate results.

[GO TO THE NEXT LEVEL](#)



## The App Annie Platform

Our groundbreaking platform is the backbone for developing actionable insights and app strategies that create extraordinary success.

[MORE ABOUT OUR PLATFORM](#)