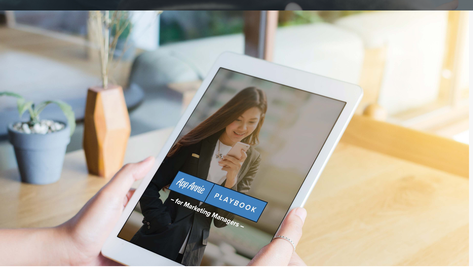
SOLUTIONS FOR MARKETING

Reach. Engage. Convert.

Unlock the power of mobile to attract new customers, deepen relationships, and drive commerce.

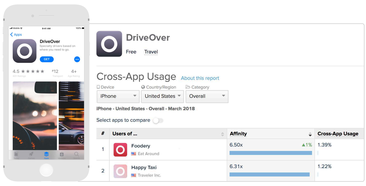


Deliver superior results

Navigate complex decisions — from app store optimization to user acquisition and monetization — with confidence. App Annie provides comprehensive app market data to help you maximize the ROI of all of your mobile campaigns.

DOWNLOAD THE PLAYBOOK

High-impact marketing



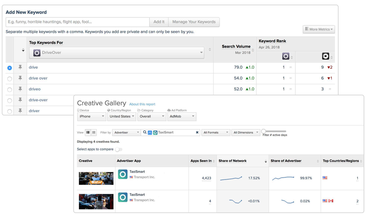
Reach your target audience — on mobile

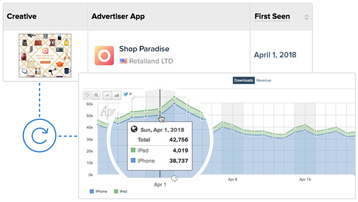
Find the prospective users and customers most likely to engage with your app. With our in-depth data on usage patterns and interests, ad network performance, market trends, and competitive strategies, you can create targeted campaigns that maximize ad dollars.

Stand out from the crowd

Improve discoverability and boost organic app downloads by selecting effective keywords and perfecting your app store assets. Drive conversion and growth by developing enticing creatives that engage potential customers.

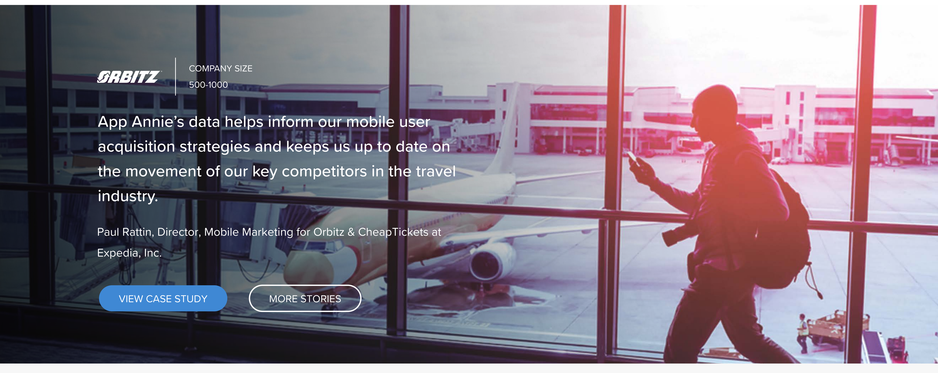
Effectively grow your app user base (PDF)





Test. Measure. Refine. Repeat.

The mobile market moves fast. Continuously improve the effectiveness of campaigns by tracking their impact on downloads, usage, and reviews, and compare the results against your goals.



Grow your user base and keep them engaged

Getting started for Marketing

Comprehensive market insights including app rankings, competitive keywords, and customer reviews, all with a free App Annie account.

Take the tour (PDF)

Get even more with premium

Effectively grow your user base, identify new market opportunities, and optimize your ad campaigns with a premium account.

Reach and engage your ideal users (PDF)
Boost discovery and drive downloads (PDF)

Compare solutions for Marketing

Not sure which one is right for you? App Annie offers a solution for every business.

Compare free vs. premium

Navigate to success with App Annie resources

Build your app store presence

Uncover best practices for improving app discoverability.

Getting started (PDF)
Increase conversion rates (PDF)

Drive new users to your app

Understand the impact market data can have in optimizing your campaign performance.

Getting started (PDF)
Attract the best users (PDF)

Stand out from the crowd

Learn how you can get in front of the right audiences with App Annie.

Effectively grow your app user base

Power your acquisition and growth strategies with unparalleled market data

GET STARTED FOR FREE