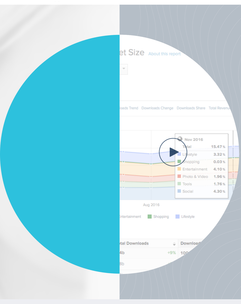


Achieve success through apps

See how to grow your business with the leader in app market data and analytics

GET STARTED

Confidently navigate the app economy

App Annie Intelligence

See how apps and markets are performing across specific countries, platforms and key metrics, from downloads to retention.

LEARN MORE

App Annie Connect

See how apps and markets are performing across specific countries, platforms and key metrics, from downloads to retention.

LEARN MORE

Accelerate success for your app business

App Annie delivers trusted data and insights that can help guide your decision-making 7across key stages of your app business.

DISCOVER
Gain valuable competitive and market insights across app downloads, revenue, usage, engagement, and advertising metrics.

STRATEGIZE
Drive your business forward by identifying the right partners, determining the best markets for expansion and more.

ACQUIRE
Boost organic and paid mobile user acquisition results by enhancing your app store optimization and maximizing advertising spend.

ENGAGE
Drive user engagement, increase retention and effectively target your audience by better understanding their interests and behavior.

MONETIZE
Understand how top apps monetize, then leverage their best practices to maximize revenue.

Our platform delivers the insights you need to stay ahead of the competition

Learn more about the App Annie Platform

FREE PREMIUM

APP ANNIE INTELLIGENCE

Find new customers, uncover new markets and optimize spend with industry-leading app market data.

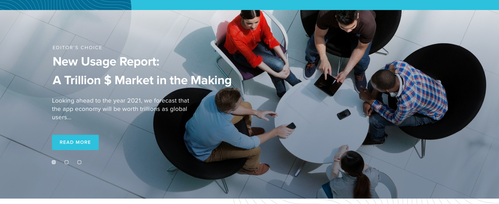
Learn more about Intelligence

FREE

APP ANNIE CONNECT

Analyze app store, advertising and in-app usage data to make more informed decisions for your app.

Learn more about Connect



EDITOR'S CHOICE

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Looking ahead to the year 2021, we forecast that the app economy will be worth trillions as global users...

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Find new customers, uncover new markets and optimize spend with industry-leading app market data.

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1865,000+ Apps Using Analytics

90% Top 100 Publishers

101+ Billion Downloads Tracked

$33+ Billion Revenues Tracked

Supporting our customers worldwide

94 of the top 100 publishers worldwide trust App Annie to inform their app strategies

VIEW CUSTOMER STORIES

CITED IN EARNINGS CALLS AND IPO FILINGS

Tencent 腾讯 · Apple · EA · King · GAMELOFT · SoftBank

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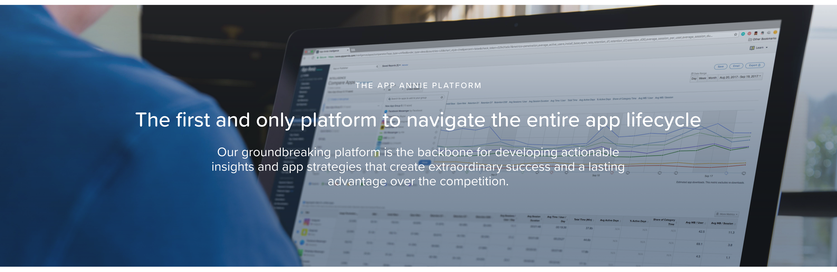


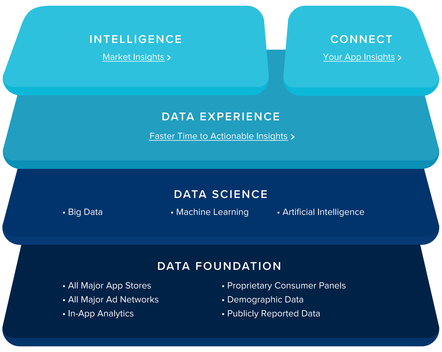
THE APP ANNIE PLATFORM

The first and only platform to navigate the entire app lifecycle

Our groundbreaking platform is the backbone for developing actionable insights and app strategies that create extraordinary success and a lasting advantage over the competition.

About the App Annie Platform

The industry's first app data platform integrates your app data with our comprehensive market data, cutting-edge data science, deep data foundation and engaging data experience. Through our platform, you can get immediate access to all our latest technology innovations and data sets, share the right data with the right people at the right time, pinpoint prime opportunities — and most crucially — create winning strategies.



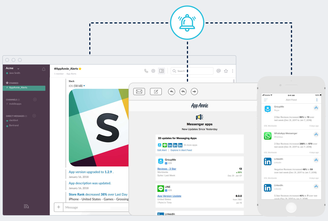
The App Annie platform accelerates time-to-action and drives success

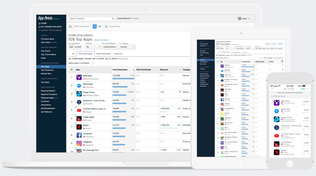
Seize the next big opportunity

Be the first to know how apps and markets are performing across specific countries, platforms and key metrics across the app lifecycle — from downloads to retention.

Spring to action when new opportunities or threats surface

Get timely alerts about changes to specific apps or markets delivered to you via web, mobile app, email or Slack.



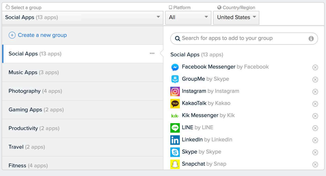


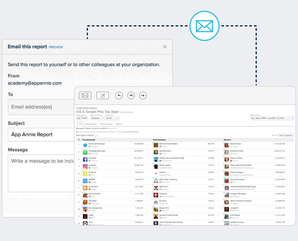
Access App Annie data the way you need it

We deliver app data and insights via web, mobile app, CSV export and API at scale. However you work, App Annie has you covered.

Customize your experience to the way you work

Tailor App Annie to the needs of your role, industry and business challenge by creating custom app groups and reports and saving those that you rely on most.





Enhance team collaboration and alignment

Teams work better when they work together. Easily create teams to share data for your own apps and quickly share app market data reports to stay on the same page.

Maximize your App Annie experience

Confidently navigate the entire app lifecycle with effective insights, strategic guidance and professional services from industry experts.

EXPLORE ALL OUR RESOURCES

The App Annie Platform

Over 1 million users rely on App Annie for the industry's most accurate, trusted and comprehensive app market data.

THE APP ANNIE ADVANTAGE