

APP DEVELOPER

THAT COULD

App Developers are a tenacious bunch! 81% said they would not abandon their app despite the same amount not making enough money to support a stand-alone business with their app.



Luckily, those that choose to stick it out are seeing success.







\$500,000+ IN

OVER 3 **YEARS**

3+ YEAR APP **LIFESPAN**

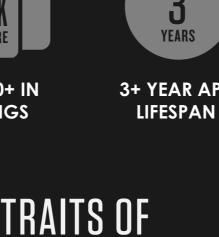




FOR MARKETING NOT THINKING OF

SUCCESSFUL DEVELOPERS

EARNINGS



MAJORITY OF APPS ARE FREE





BREAKING

EVEN

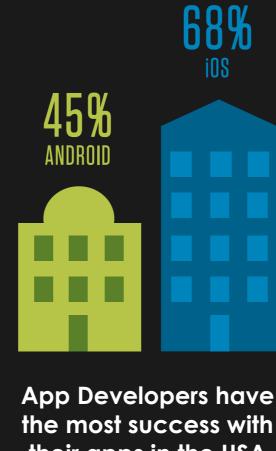






APPLE & ANDROID SEE MOST SUCCESS IN THE USA WITH GAMES & UTILITY APPS



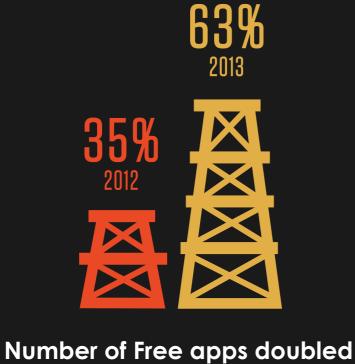






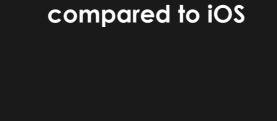
their apps in the USA

DEVELOPERS ARE MOVING AWAY FROM PAID APPS



in 2013 compared to 2012









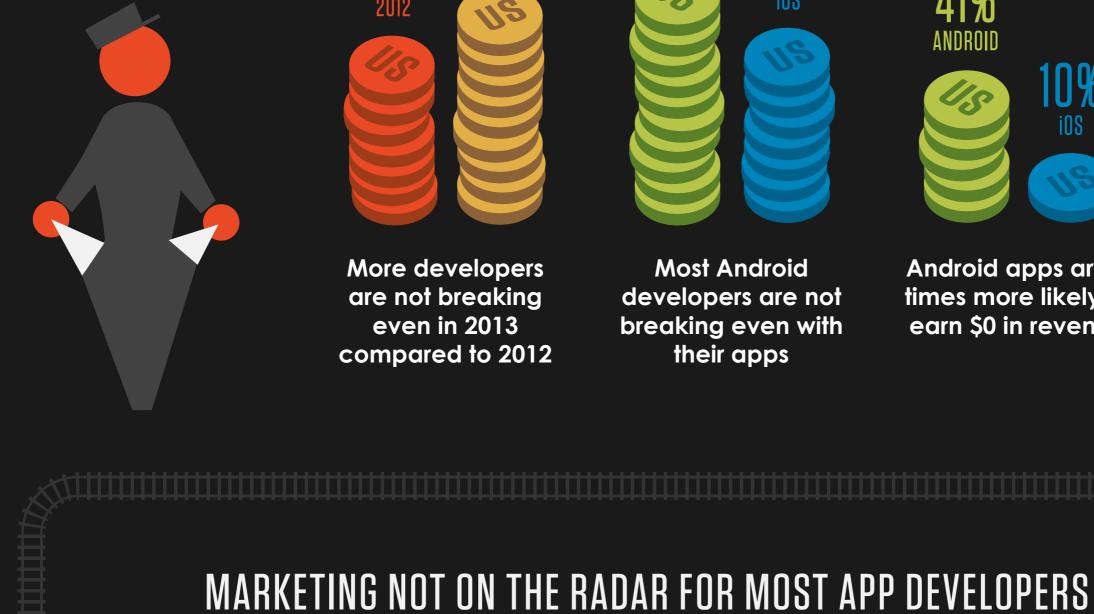
35% Ads

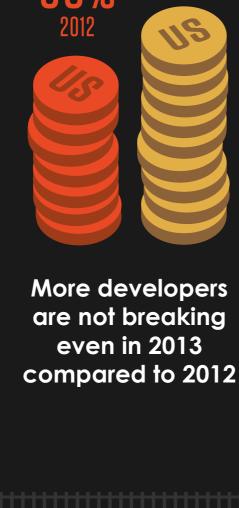


APPS TO BREAK EVEN 73% 67%

ANDROID

MOST DEVELOPERS ARE NOT EARNING ENOUGH FROM THEIR

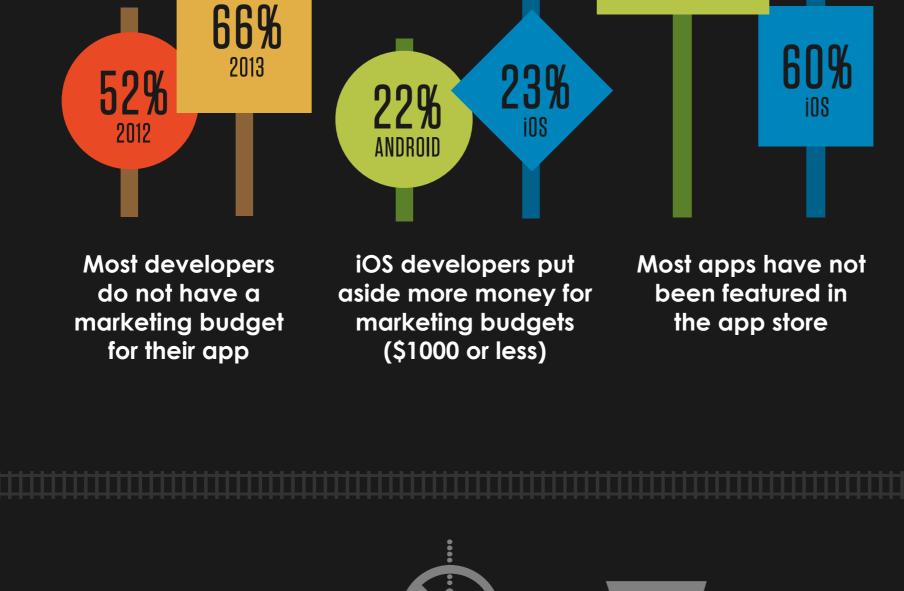








80% **ANDROID**







NOT THINKING OF

ABANDONING APP



\$0

NO

MARKETING



\$1000

OR LESS

EARNS

UNDER \$1000















