

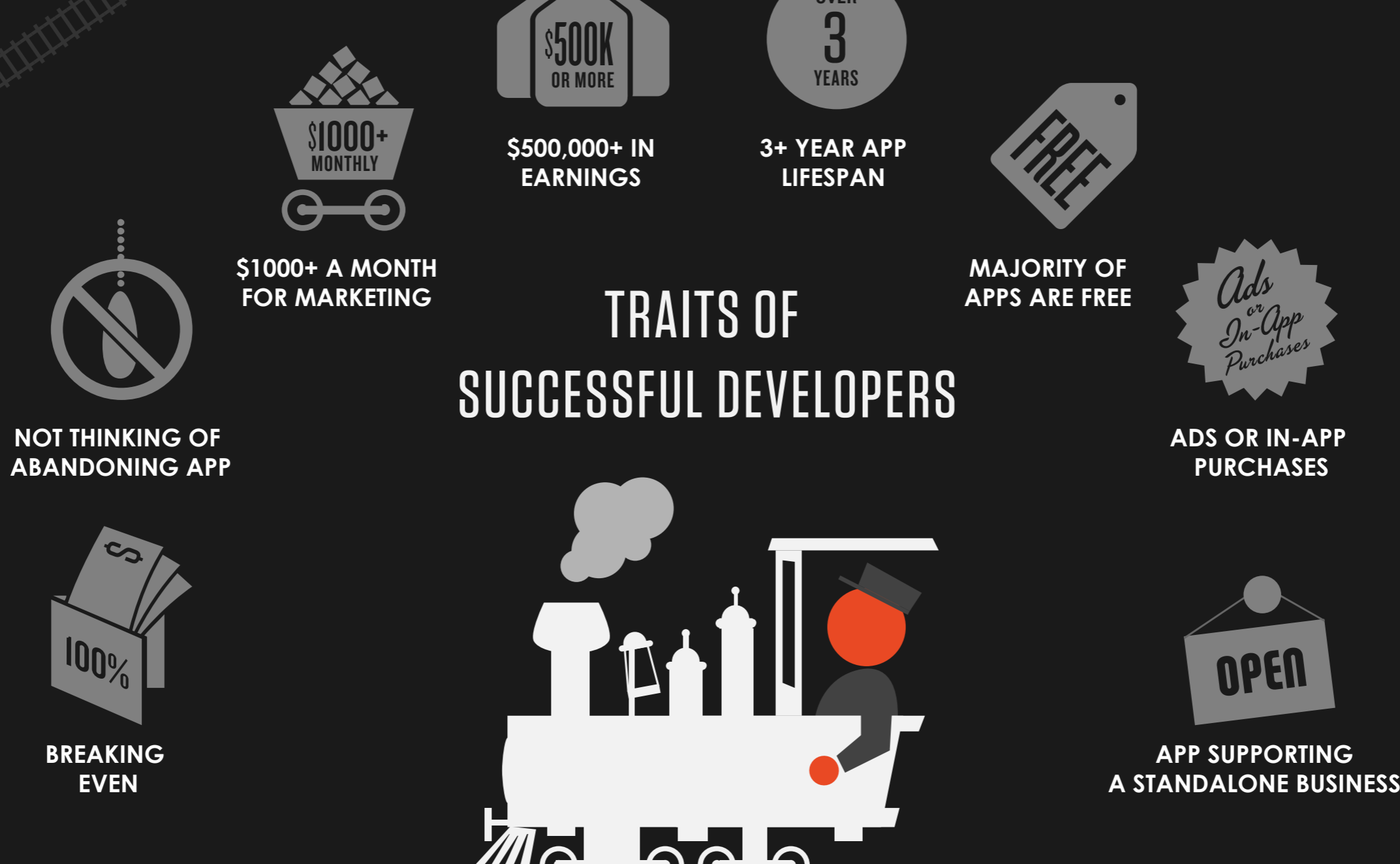
APP DEVELOPER

THAT COULD

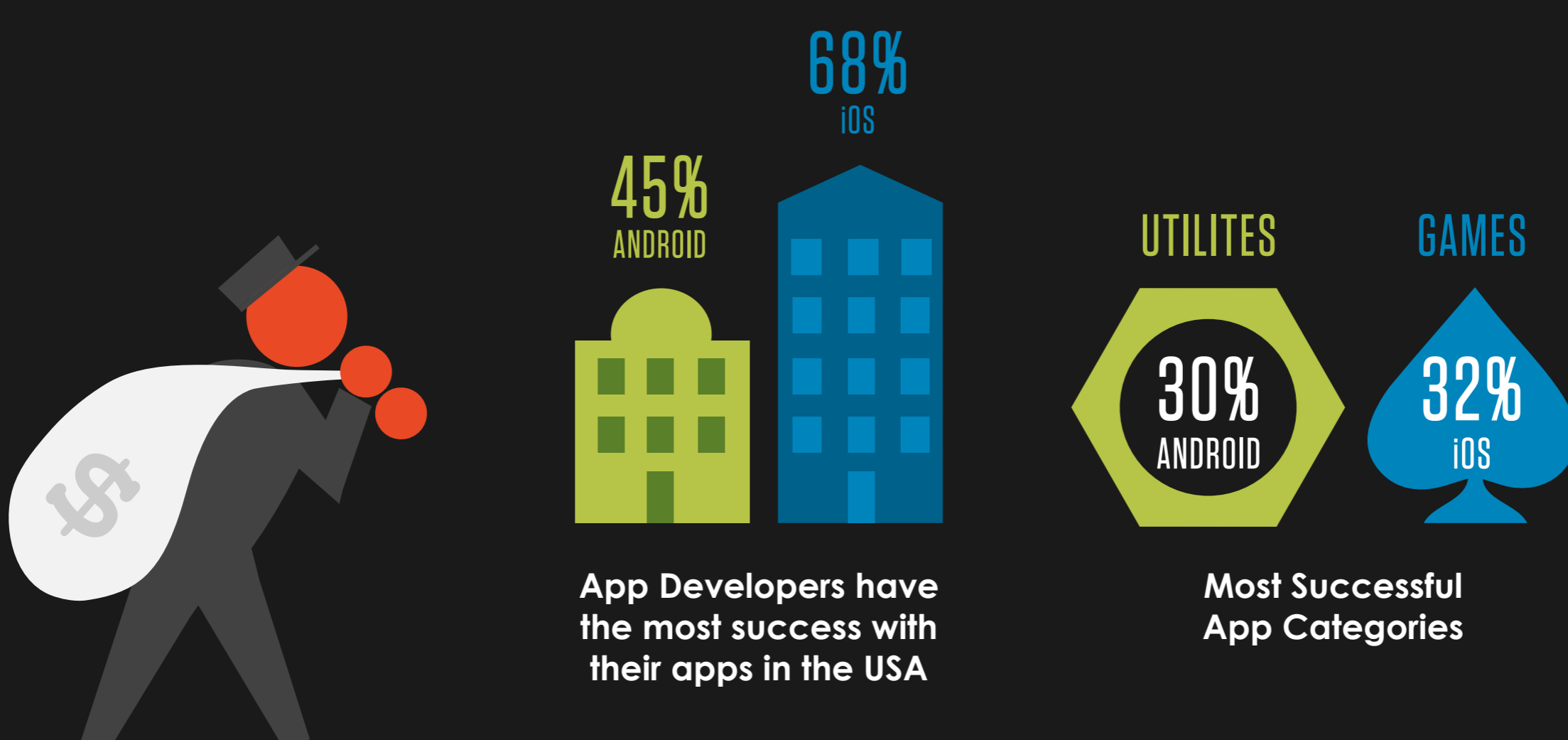
App Developers are a tenacious bunch! **81%** said they would **not abandon their app** despite the same amount **not making enough money** to support a stand-alone business with their app.

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

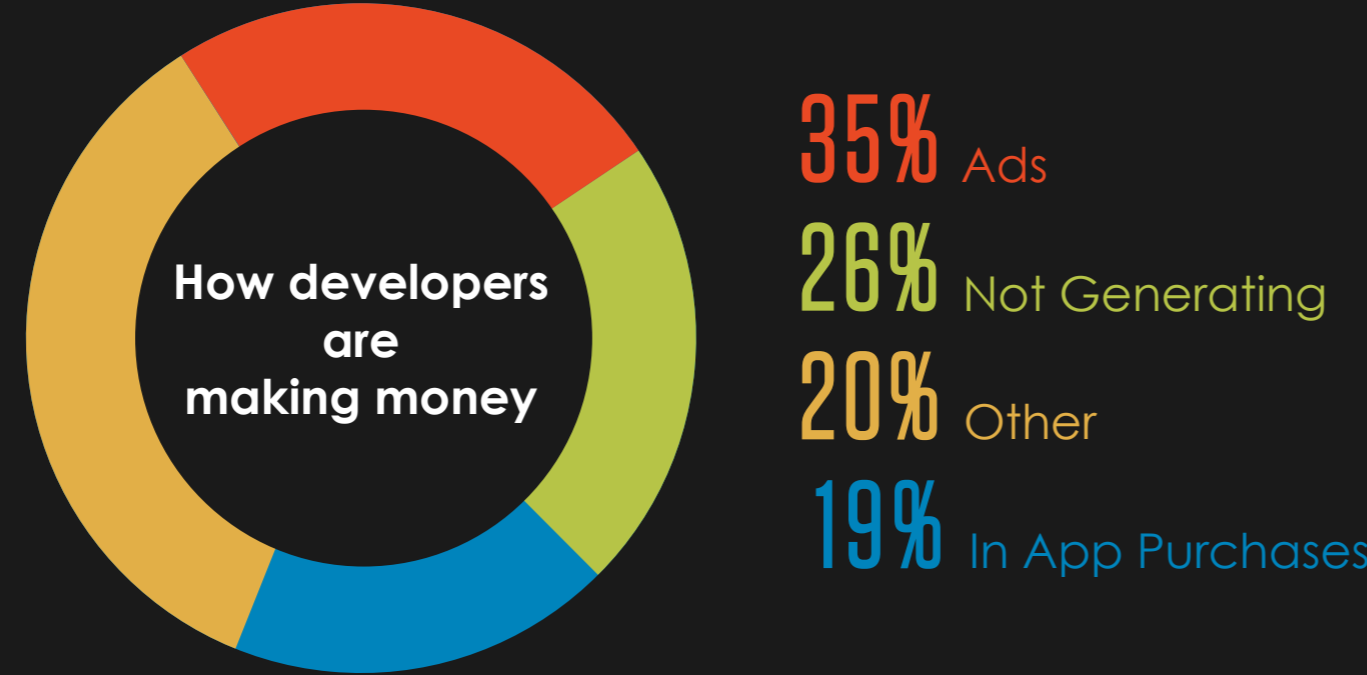
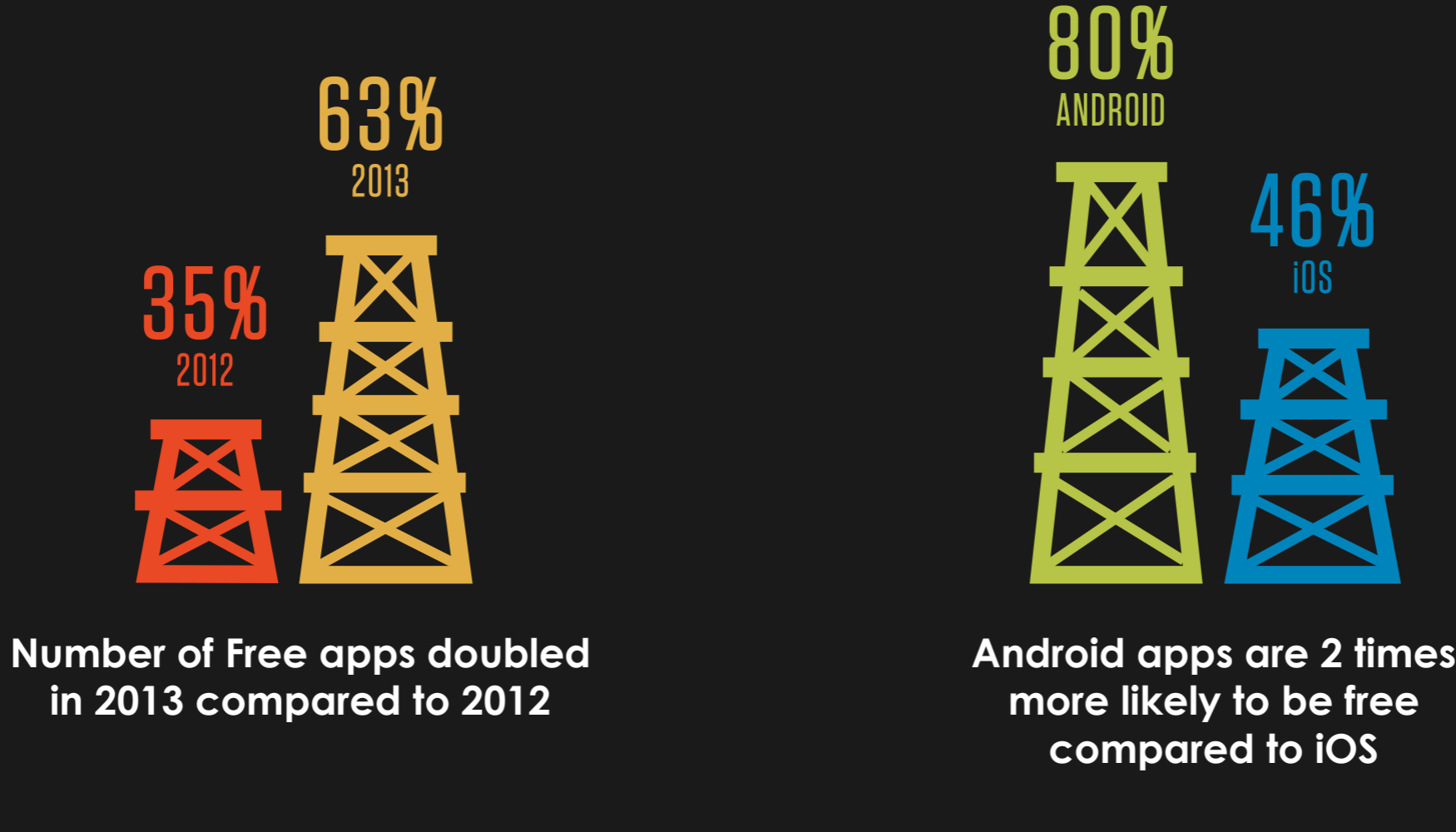
TRAITS OF SUCCESSFUL DEVELOPERS



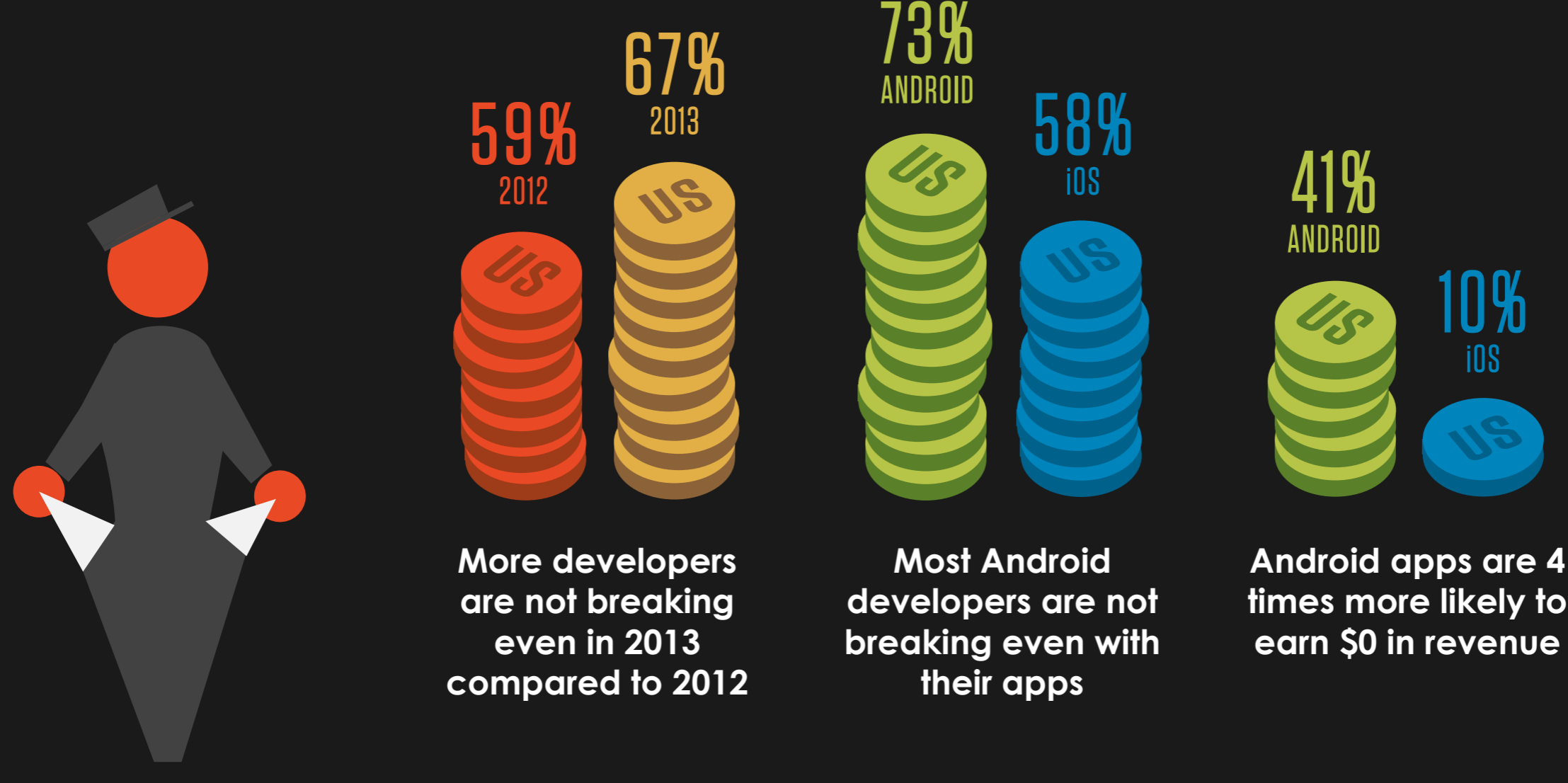
APPLE & ANDROID SEE MOST SUCCESS IN THE USA WITH GAMES & UTILITY APPS



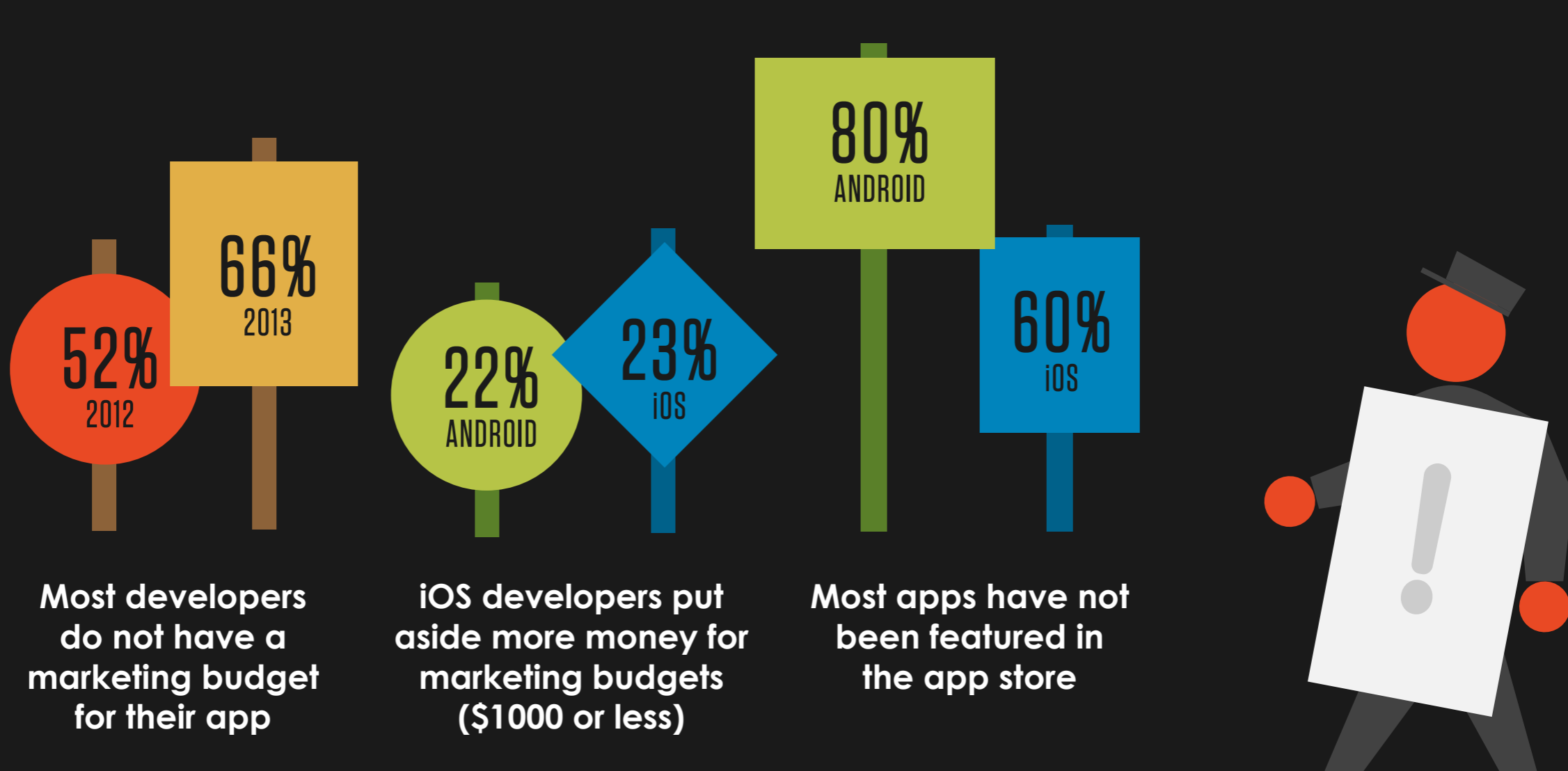
DEVELOPERS ARE MOVING AWAY FROM PAID APPS



MOST DEVELOPERS ARE NOT EARNING ENOUGH FROM THEIR APPS TO BREAK EVEN



MARKETING NOT ON THE RADAR FOR MOST APP DEVELOPERS



TRAITS OF NEW DEVELOPERS

