



The Necessity of **Mobile App** Marketing:

What It Really Takes to Succeed with a Mobile App



the problem of **app** discovery

With **over a million applications** in the market across platforms, app publishers are finding it increasingly challenging to cut through the noise and get their apps discovered and downloaded.

As downloads are a requirement to earn revenue for any application regardless of revenue model, they are a critical factor in the overall success of a mobile app. But as the app stores become more and more saturated, it is evident that developers can no longer solely rely on the distribution centers to succeed.

We created this report to summarize findings from our **First Annual Developer Survey** to understand how developers are really doing with their applications knowing that these challenges are in place. Our goal with this report is to shed light on the truth behind mobile app success in an attempt to educate and equip the app developer community with information they can use to better their app as a business.

What we found is that those developers that spend money and time on marketing outside of the app stores found the most success based on the revenue they had earned for their app. This core finding echoes what we believe as a leading app marketing and strategy firm, that in order to make an app a successful business you need to ensure that you have a budget and time allocated to marketing and promoting your app.

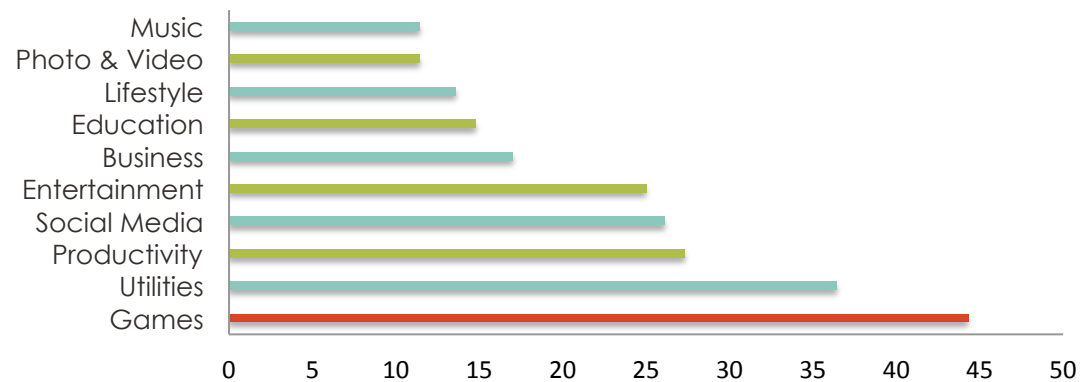
what **you** are up against

As part of our app developer survey, we first wanted to identify commonalities and trends within this community which would help us understand typical choices made by app developers today.

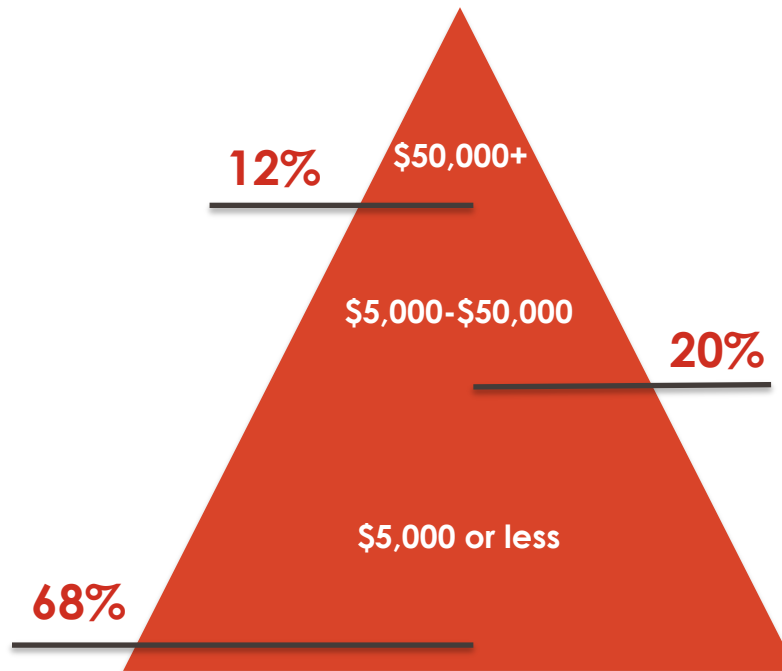
What we found is that most developers:

- Focus their development on **iPhone (58%), iPad (54.5%) & Android (48.9%)**
- Developed more than **10 applications (28.4%)** in their career thus far
- Priced their apps usually as **FREE (35.2%)** or at **\$0.99 (30.7%)**
- Employed **revenue models** which typically included
 1. Paid Apps (64.5%)
 2. Advertising (39.5%)
 3. Freemium / Lite to Premium (32.9%)

top 10 app categories



how developers are **REALLY** doing with their apps



There is a lot of hype and excitement in the media around mobile apps. From IPOs to 10 figure purchases, it's no wonder why everyone wants to launch an app.

But the reality is that not everyone is winning big with their applications. Out of the 102 app developers we surveyed we found the following:

- **80%** are **NOT** generating enough revenue with their app to support a standalone business
- **59%** are **NOT** earning enough money to break even with development costs
- **63%** have had their app downloaded 50,000 times or less
- **68%** reported that their total revenue to date was \$5,000 or less
- **52%** had \$0 set aside for marketing and spent less than 5% of their time promoting their app

those who spend = **succeed**

Our survey concluded that a definitive correlation exists between the level of success a developer sees with their app and the amount of time and money they spend on marketing this product.

The survey results identified a group of **TOP** earners (12%) who were seeing the most success with their app based on revenue. On average, this group:

- Made more than **\$50,000 in revenue** with their most successful app
- Earned enough revenue to **break even** with development costs
- Confirmed their app makes enough to be a **standalone business**

common actions by TOP earners



**Believe in
Marketing and
Take Action**



**Have nearly
\$30,000 set aside
for an average
marketing budget**



**Spend an average
of 14% of their time
marketing their app**

what **you** should be doing

The best way to learn how to succeed is to look at those who are doing well around you and follow suit.

We took a look at what the TOP earners from our survey were doing to market their application and created the following app marketing **checklist**.



Of course, you don't need to do this alone. As an app marketing and strategy firm we are here to help developers who may not have the necessary time to market their application.



about our **survey**

We launched our First Annual Developer Survey on April 4 and collected responses for an 20-day period closing on April 23, 2012.

The goal of our survey was to gather information from the app developer community on how well they were doing with the business of their mobile applications.

We were successful at reaching a critical mass of over 100 qualified app developers in order to ensure that our results were statistically valid.

We asked our participants a series of multiple choice questions in three main areas: (1) general information; (2) revenue and downloads and (3) marketing.

All individual responses from the survey are confidential.

For more information about this survey, please contact us directly at info@app-promo.com.

about **App Promo**

We are leaders in app marketing and strategy.

We help our clients succeed in the business of applications offering strategy, marketing and monetization services across platforms: iOS, Android, BlackBerry, Windows & Nokia.

Our services aim to increase discovery, optimize revenue and better position applications to set them up for success.

Our team has years of proven experience in strategy, marketing and increasing revenue for companies with their digital offerings.

Contact us today to get started on succeeding with your app.



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