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Media release

Will there be less romance this year on Valentine's Day?

- **45 percent drop in number of new Valentine's apps this year**

Either the best Valentine's apps already exist or developers are turning to traditional roses to say 'I Love You' for Valentine's Day as this year brings around half of last year's new Valentine's app into the App Store.

adeven's app stats experts studied the App Store and noticed the obvious and expected Valentine's apps peak just before the big day. Comparing the past three years shows that last year brought 203 Valentine's apps, a slight increase in 2011. BUT, this year, new Valentine's apps are down to just 112. That's a 45 percent drop – ouch!

If you love your stats and want free insights in to Apple App Store stats including sentiment analysis of text based app reviews? Visit www.apprtrace.com.

About adeven

adeven is a leading mobile ad analytics and verification company with offices in Berlin and London. adeven brings transparency and accountability to all aspects of the app ecosystem through cutting edge technology, incredible data management and the ability to make complex stats simple.

Their adjust.io analyzer and verifier products provide independent mobile ad verification; superior download tracking solutions and valuable post-install KPI analytics. The free online tool, apprtrace.com gives users complete access to iOS app and publisher data including global and country rankings for device and price.

This enables advertisers, agencies and publishers to understand and optimize their mobile campaigns effectively.

Backed by leading VC [Target Partners](http://TargetPartners.com), adeven is ePrivacy certified, meeting stringent German and EU privacy laws. For more information visit www.adeven.com, follow @adevenCom on Twitter or connect on Facebook at www.facebook.com/adevencom.

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