adeven launches apptrace iOS business intelligence for publishers and developers

- World's most advanced dynamic analysis of iOS apps
- over 6,100,000 AppStore ranks analyzed each day
- apptrace discovers over 400k 'App Zombies'
- These apps that hardy participate in the iOS ecosystem

July 30, 2012 – adeven the Berlin and London-based mobile analytics and ad verification company today launched apptrace a **free** resource for publishers and developers. apptrace is aimed at those who want to understand the iOS eco-system in detail in order to make informed decisions about what, where and when to launch an app.

apptrace analyses more than 300 million data points daily from the 155 countries where the App store is available and presents the information in a digestible and aggregated format that is easy to interpret. apptrace is updated every 6 hours, providing its users with up-to-date information. In addition to its detailed metrics, the innovative design allows its users to easily and intuitively access the apptrace database. For each selected category, apptrace immediately delivers the most important KPIs.

apptrace will constantly be updated with new features such as the app comparison or the in-house developed "global rank" algorithm.

Interesting stats from apptrace:

- covers all 155 AppStores
- Top 300 ranks for all 43 categories
- tells weekly percentage of newcomers in the ranks, volatility measurements for every category, pricing median and many more
- individual rankings for every app, including top placements for every country, overall ratings as well as daily ranks.

Data examples:

- apptrace discovered 1899 flashlight apps on the market – with only a few of them in the ranks
- 70% of the top-selling apps (US AppStore) were games
- 67% of the top-selling games (US AppStore) were free
- The number of app publications is still growing: In June 2011 20,213 new apps were launched, 10,814 of them were free. In June 2012 26,646 new apps were launched; 17,317 were free.

AppStore populated with "app zombies"

apptrace discovered, that only one third of these apps was actually holing a rank when comparing the current AppStore positions with the number of available apps. **The majority of them – 400,000 apps – was not holding any visible position at all**. Given the fact, that they can not be found in any AppStore list and are very likely to be overseen by the search engine, these apps hardly generate any downloads. adeven has coined them "app zombies" to illustrate their economic behaviour as neither living nor dead.

For more information concerning the "app zombie" discovery, please visit http://www.apptrace.com/blog/2012-08-06/inside-zombie-land.

Christian Henschel, co-founder and CEO of adeven (www.apptrace.com) believes that the current iOS app analysis alternatives to apptrace are difficult to navigate, often providing two day old data and are a pain to use. "Having worked in the industry for a number years my co-founders and I became frustrated with what we saw as broken offerings. We're delighted with apptrace, the way it looks, what it tells the industry and our plans going forward. No one wants to develop or run a campaign in an App Zombie and with apptrace we aim to reduce this risk."

"We have worked with ranking tools in the past. None gave us the specific information to predict how we're doing on the market. We're happy with where apptrace is now and are looking forward to the next features."
said Andreas Riedel, CEO at stanwood (www.stanwood.de) and Publisher of "On Air – TV Guide", Germany's top TV and entertainment app and for iPhone and iPad.

"As a publisher, we like to keep track on the app store eco system. We need to know, how our app performs and how our competitors do. And we need to know it fast. apptrace meets these standards." said Stefan Menden, CEO at JustBook (www.justbook.com), the exclusive last-minute hotel booking app for iOS and Android.

About adeven
adeven wants to make global app information available to developers and publishers so that they can make informed decisions. For too long the mobile industry has provided low quality feedback to developers, publishers and advertisers. apptrace, our first solution, sets an industry benchmark for understanding how, where and when apps perform. adeven is backed by leading VC Target Partners (www.targetpartners.de).

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