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Media release

adeven's sentiment analysis tool – helping developers make sense of the 24 MILLION App Store reviews

[adeven](http://adeven.com) today lifted the lid on the nuances of Apple's App Store reviews with [apptrace](http://apptrace.com) 'sentiment analysis', revealing which apps are the most liked, the most addictive and which ones are the biggest crashers.

[apptrace](http://apptrace.com)'s latest feature takes 24 million App Store reviews and gives a reviewer centered analysis that shows the app's characteristics and what type of reviews it has in the App Store. Each app with enough reviews is given a rating for positive feedback, addictiveness and crash complaints. Changes in sentiment over time are graphed for each individual app.

This information and more is freely available from [adeven's apptrace](http://adeven.com) website, which helps developers and publishers make informed decisions about their app strategy.

Key findings include:

- Roughly only one third of apps have received reviews. Only 257,229 apps have reviews in comparison with 529,895 without reviews.
- In general, 50 percent of all English language reviews are positive and exuberant, 22 percent are about addictiveness in playing or using the app and 5 percent talk about apps being glitchy or crashing.
- Among those with reviews, only 72 percent (186,053 apps) received any positive, crash or addictive sentiments.
- Surprisingly, 2.7 percent (6,917 apps) received a crash response review exclusively (i.e. a negative review saying that the app did not work).

- The app with the most number of reviews is currently [Cut the Rope by Chillingo Ltd](#) with 96,897 reviews.
- The most reviewed genre of apps is the simulation/games category, with 225 reviews per app on average.

Text based sentiment analysis provides a new dimension to understanding app performance by giving a user based perspective, as Chief Technical Officer and Co-founder of adeven, Paul Müller explains.

“We break each app review down into the individual sentences and then our algorithm looks at grammatical patterns such as the key verb and the language around it. Our dictionary includes verb conjugations and tenses, and a range of language patterns, allowing it to be flexible while still crunching data from every single review.”

Ratings for each individual sentence in the review are combined and weighted to give an overall message score.

“The main feature is that it is all free – our aim is to advance the whole ecosystem,” Müller said. “It gives developers, just like the tech guys who work here at adeven, the possibility to gain insights into how their apps are performing and how their competitors are doing.”

The App Store is a competitive place and apptrace offers free, useful information such as global rankings for apps, which are weighted according to country, and also the percentage of fresh apps for each per category. A higher percentage of fresh apps means that it is more likely an app can enter the ranking list.

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About adeven

adeven is a leading mobile analytics and ad verification company with offices in Berlin and London. Its highly scalable technologies enable advertisers and agencies to engage in more efficient and effective mobile campaigns. adeven is backed by leading VC Target Partners.

For more information visit www.adeven.com, follow @adevenCom on Twitter or connect on Facebook at www.facebook.com/adevencom.

Accompanying material

- Love your stats – sentiment analysis facts

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