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Brits and the apps they can't live without

Analytics experts at adeven reveal UK's most helpful, useful and addictive apps

Technology makes our lives easier. Now, there are apps that wake us up, apps that help us stay fit and apps that help us catch the train on time. But which of these apps do the Brits love the best?

[adeven](http://adeven.com), an independent mobile analytics company based in London and Berlin, took a closer look at today's most useful apps in the App Store by searching for all apps with keywords such as help, tracking, track, organise, find, remind, reminder, book and pay in the title or description. Sub keywords included terms such as tracker, budget, delivered, 'order takeaway', recipes, ingredients lists and more. The search was limited to relevant App Store categories.

Interestingly, the top App Store category in the UK for helpful apps was Business apps, whereas in Australia, the land of sunshine, Weather apps dominated.

Sentiment analysis

Sentiment analysis is great for seeing what people really think. adeven's apptrace.com sentiment analysis tab gives insights into how an app performs in its user written reviews. This is a much better indication of quality than App Store ranking, as Apple bases ranking on app popularity and downloads, which can be strongly affected by app marketing.

adeven looked at which helpful apps in Britain had over 500 reviews and then calculated which app had the highest positive and addictiveness ratings.

Apps users most positively reviewed

adeven looked at the top positively reviewed 'helpful apps' Brits use.

1. [Postagram Postcards](#) by Sincerely Inc. Achieved an 82 percent score for positive ratings. Postagram turns your iPhone, Instagram & Facebook photos into a beautiful postcard delivered by mail.

2. [Groupon](#) by Groupon Inc. Groupon brings you unbeatable deals for 50–90 percent off the best stuff to do, see, eat, and buy in more than 500 cities and eleven fiefdoms around the world.
3. [Houzz Interior Design Ideas](#) by Houzz Inc makes collecting interior design ideas easy.
4. [Calorie Counter & Diet Tracker](#) by My FitnessPal has a positive rating of 80 percent. It helps us count our calories.
5. [My Days -Period & Ovulation](#) by Christian Albert Mueller scored a positivity rating of 80 percent. This app helps women get pregnant by tracking their cycles.

Highly addictive apps that make British lives easier

When a review shows that a user wants to keep using the app or can't stop using it, this shows the app is addictive. Because apps such as flashlight or weather apps would never receive reviews about being addictive, aeven extended the definition to include terms such as enjoyable, useful, entertaining, fun and easy to use. As a rule of thumb, if an app has an addictiveness rating of around 20 percent or above, it is doing well.

The current most addictive helpful apps used by Brits are:

1. [UK Salary Calculator 2013-14](#) by James Still. Easily compare salaries between old and new jobs with a simple, straightforward, free salary calculator. Achieved a whopping 60 percent addictive rating.
2. [Daily Tracker \(Journal,Log,Diary\)](#) by Lumen Spark LLC. It lets you take notes, make lists and keep track of things in your life such as time, workouts, expenses, calories, food, weight, sleep or anything else you can think of.
3. [Use Your Handwriting GOLD](#) by Gee Whiz Stuff has an addictive rating of 35 percent. This app helps you use your handwriting to create notes.
4. [Walkmeter GPS Walking and Hiking](#) by Abvio Inc. Walkmeter is for walkers and hikers. It makes your iPhone or iPad a powerful fitness computer, with maps, graphs, splits, intervals, laps, training plans and more.
5. [iBP Blood Pressure](#) by Leading Edge Apps LLC. iBP is a blood pressure tracking and analysis tool (used in conjunction with a separate blood pressure measurement device).

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Data sourced on 21 March 2013

About adeven

adeven is a leading mobile ad analytics 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.

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. adjust.io provides superior download tracking solutions and valuable post-install KPI analytics. This enables advertisers, agencies and publishers to understand and optimize their mobile campaigns effectively.

Backed by leading VC Target Partners, adeven is ePrivacy certified, meeting stringent German and EU privacy laws. For more information visit www.adeven.com.

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