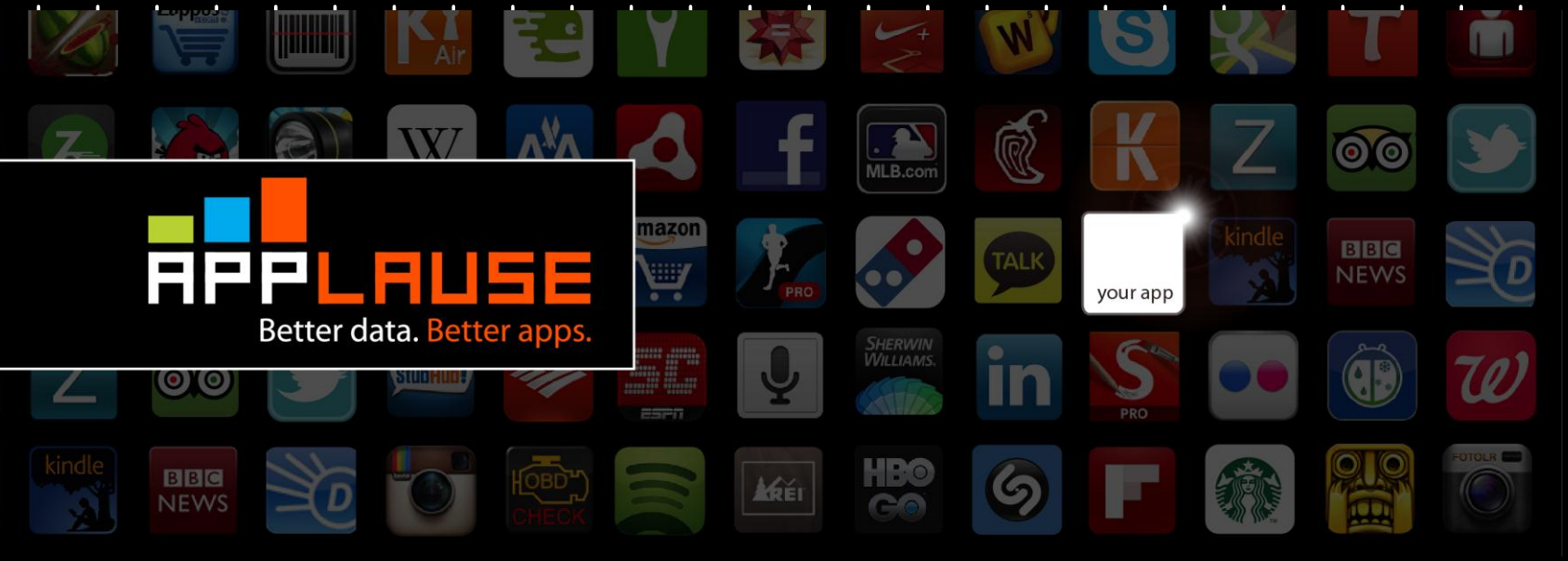

APPLAUSE
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Inside the "Apps Economy"

A SNAPSHOT OF APPLAUSE DATA

From uTest Labs – January 2013

Welcome to the Apps Economy

The mobile app market is undoubtedly one of the fastest growing industries in recent history. With some app markets reaching over half a million apps in less than five years, it's hard for anyone to ignore the importance of this new technology.

But with so many apps vying for user attention, the question becomes *how to make your app stand out*. There are plenty of tools looking at usage-based metrics, but Applause shows you what your users are actually thinking.

First, this is what you're up against…

Apps Galore

- **Apple App Store (iOS):** 700,000+ apps
- **Google Play (Android):** 700,000+ apps
- **Blackberry App World:** 100,000+ apps

Billions of Downloads

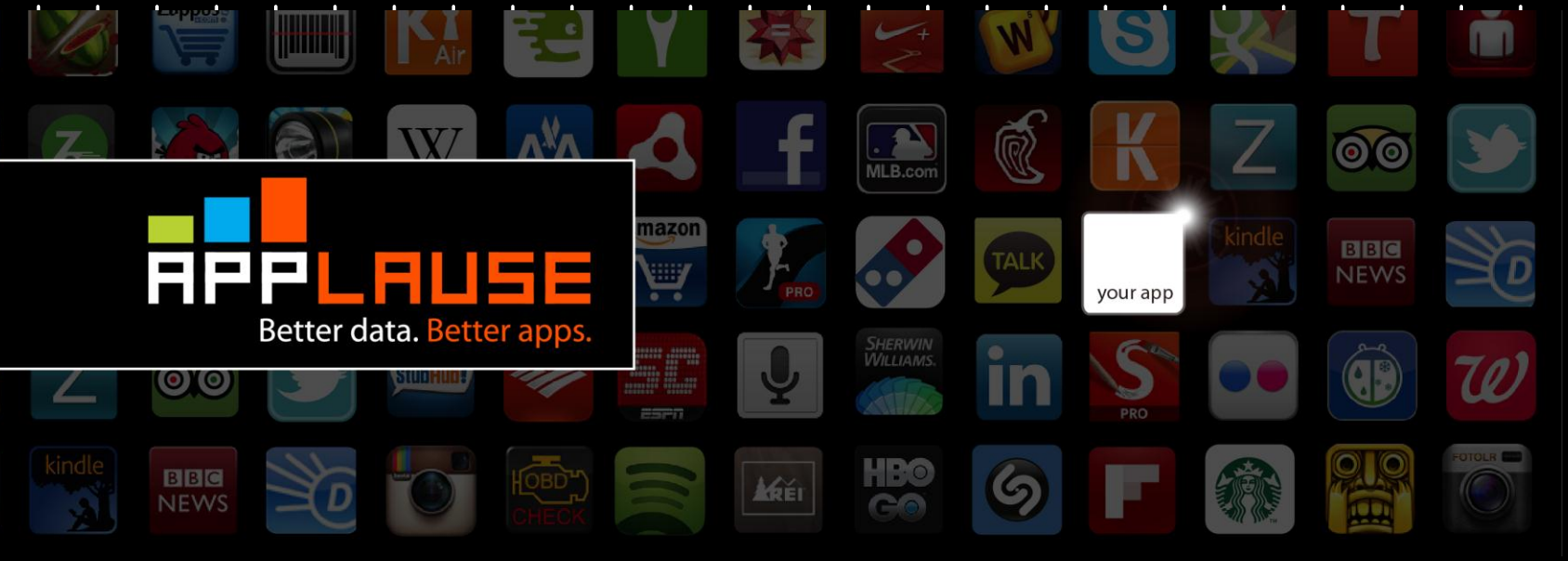
- By 2015, International Data Corporation (IDC) predicts that **182.7 billion mobile apps will be downloaded**.
  - A 1600% increase from the 10.7 billion apps downloaded in 2010.

The Equation for App Success

"Downloads are crucial, of course, but they're only half the story. The full equation looks like this:

Mobile App Success = Downloads + Loyalty

-Lars Albright, VentureBeat



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WHAT IS IT ALL ABOUT?

From uTest Labs

Better Data. Better Apps.

Applause is an app analytics product, that crawls every rating and review from the Apple App Store and Google Play. It synthesizes this mountain of varied data into an easy to consume score that measures user satisfaction and app quality.

Applause lets you see what users are thinking about your app from a variety of angles including attributes like stability, performance, elegance, content and more. You can also compare your app's Applause Score to other apps in your industry to see how you stack up to the competition.

Applause is a living, breathing entity. It crawls thousands of new apps daily, so the data is continuously changing. Here's a snapshot:

Still Curious?

For more info on how Applause works visit the Applause website.

Available on the iPhone App Store

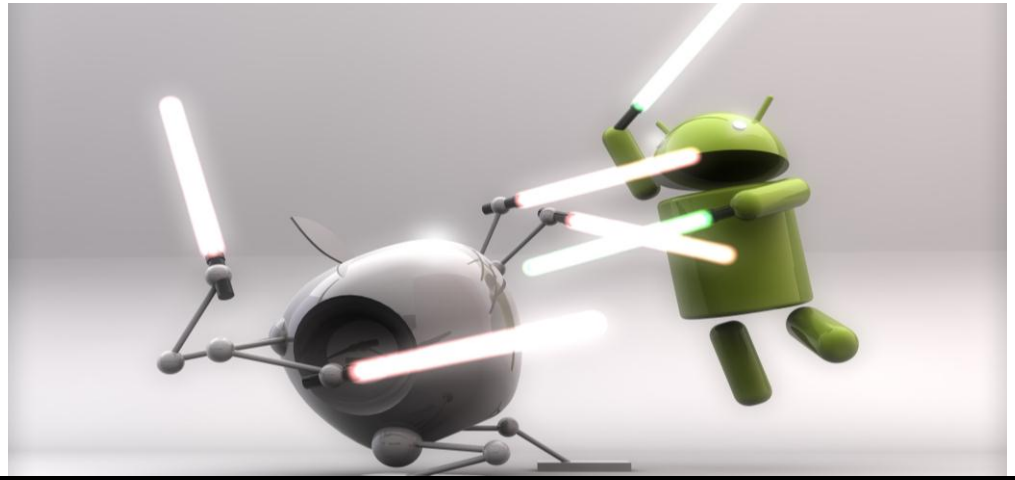
Google play

Average Applause Scores:

APPLE VS. ANDROID

Category	iOS Average Score	iOS Total Apps
Entertainment	57.01	61,877
Education	73.06	65,757
Lifestyle	61.84	50,718
Business	64.80	41,065
Sports	61.33	21,081
Productivity	66.72	19,654
Health/Fitness	69.84	17,349
Finance	69.23	14,690
Medical	68.32	14,277
Weather	65.61	2,195

Category	Android Average Score	Android Total Apps
Entertainment	50.82	48,614
Education	67.28	27,573
Lifestyle	57.77	29,189
Business	54.54	13,890
Sports	58.05	13,525
Productivity	69.34	13,801
Health/Fitness	66.04	11,627
Finance	65.95	10,023
Medical	69.28	5,174
Weather	65.40	2,229

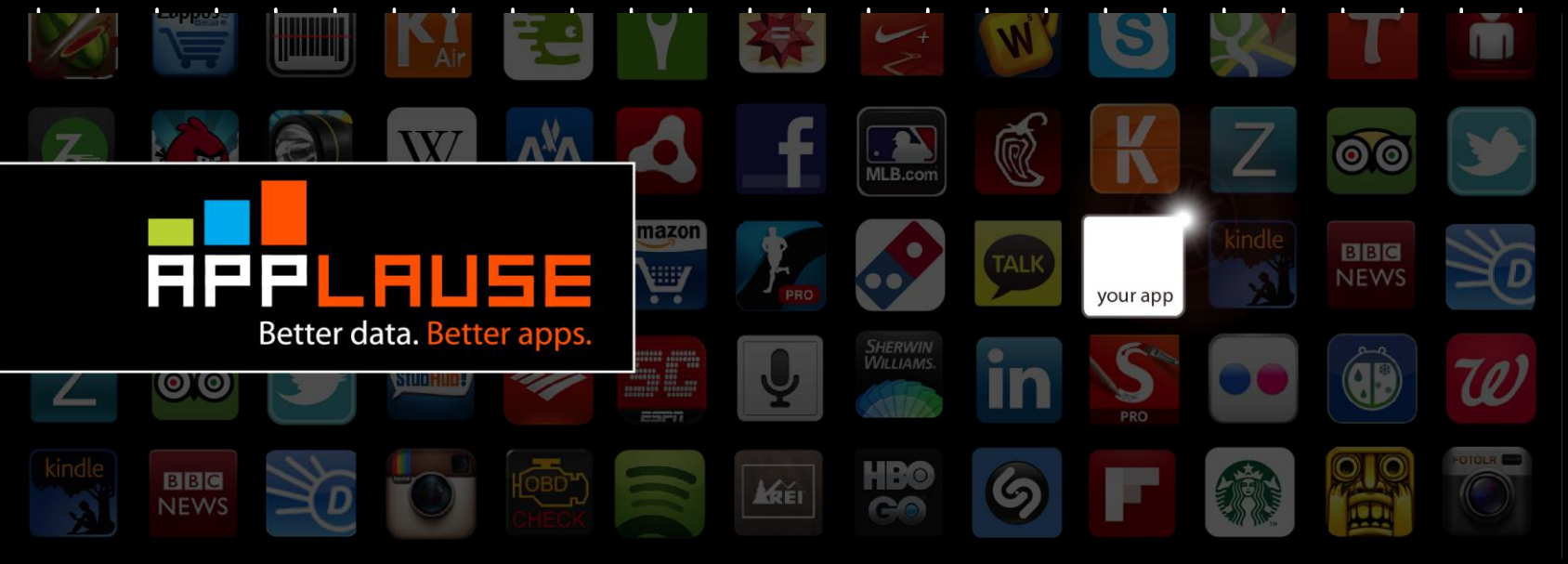


Reviews That Mention…

"LOVE"
Apple: 86,820
Android: 47,994

"HATE"
Apple: 1,992
Android: 1,221

"BUGS"
Apple: 3,223
Android: 1,318



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HOW THE TOP APP VERTICALS RANK

Business Apps

Top 3 Average Attributes:

- Usability
- Performance
- Elegance

Needs Improvement

- Stability

Most Reviewed Attribute

- Usability

Education Apps

Top 3 Average Attributes:

- Elegance
- Satisfaction
- Usability

Needs Improvement

- Security

Most Reviewed Attribute

- Usability
- Content

Entertainment Apps

Top 3 Average Attributes:

- Usability
- Elegance
- Performance

Needs Improvement

- Security

Most Reviewed Attribute

- Usability

Games Apps

Top 3 Average Attributes:

- Satisfaction
- Elegance
- Performance

Needs Improvement

- Stability

Most Reviewed Attribute

- Satisfaction

Lifestyle Apps

Top 3 Average Attributes:

- Usability
- Elegance
- Performance

Needs Improvement

- Security
- Stability

Most Reviewed Attribute

- Usability
- Content

Music Apps

Top 3 Average Attributes:

- Usability
- Performance
- Satisfaction

Needs Improvement

- Security

Most Reviewed Attribute

- Satisfaction

Productivity Apps

Top 3 Average Attributes:

- Usability
- Elegance
- Performance

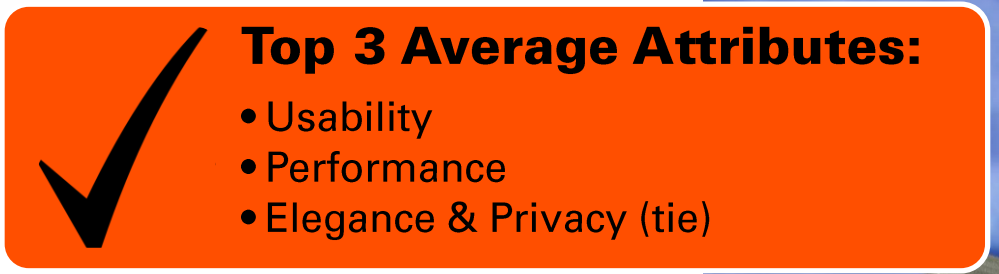
Needs Improvement

- Stability

Most Reviewed Attribute

- Usability

Travel Apps



Top 3 Average Attributes:

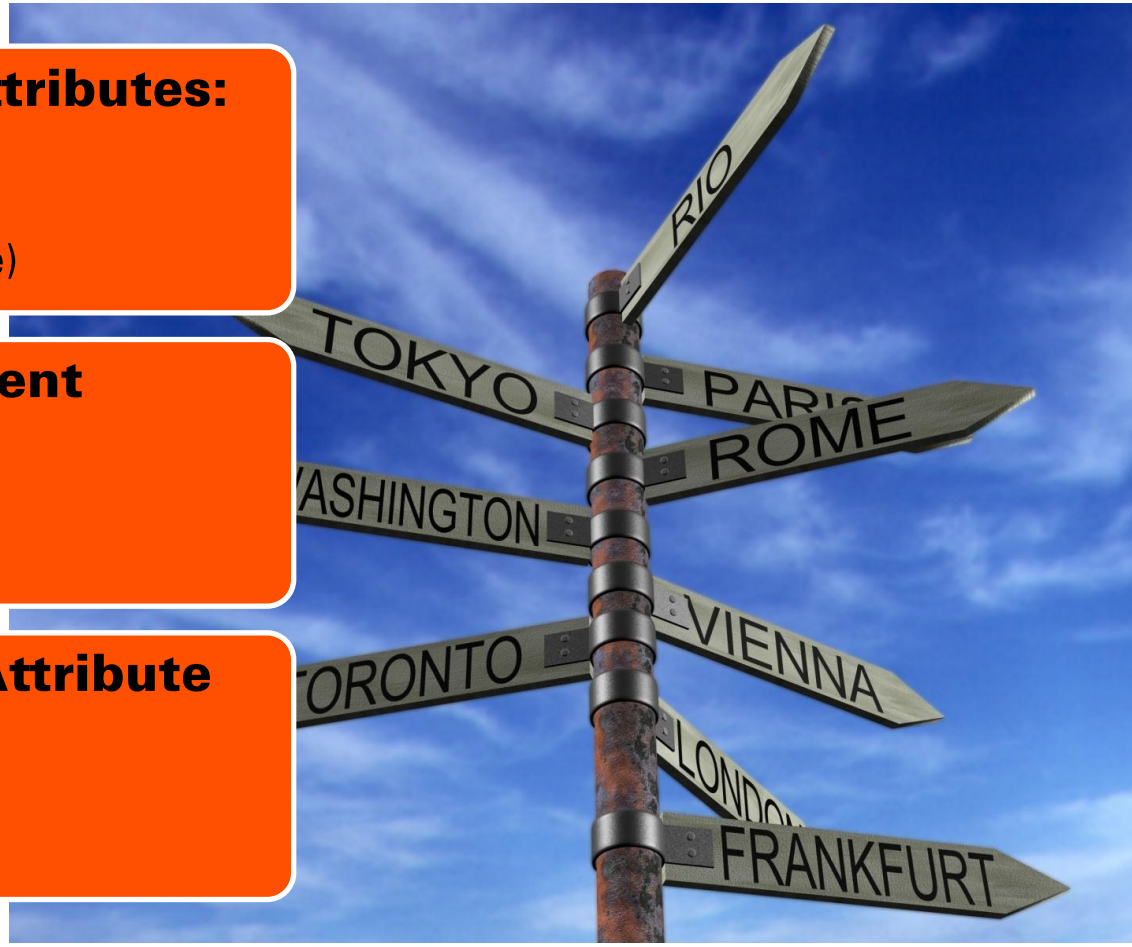
- Usability
- Performance
- Elegance & Privacy (tie)

Needs Improvement

- Security

Most Reviewed Attribute

- Usability



Utilities Apps

Top 3 Average Attributes:

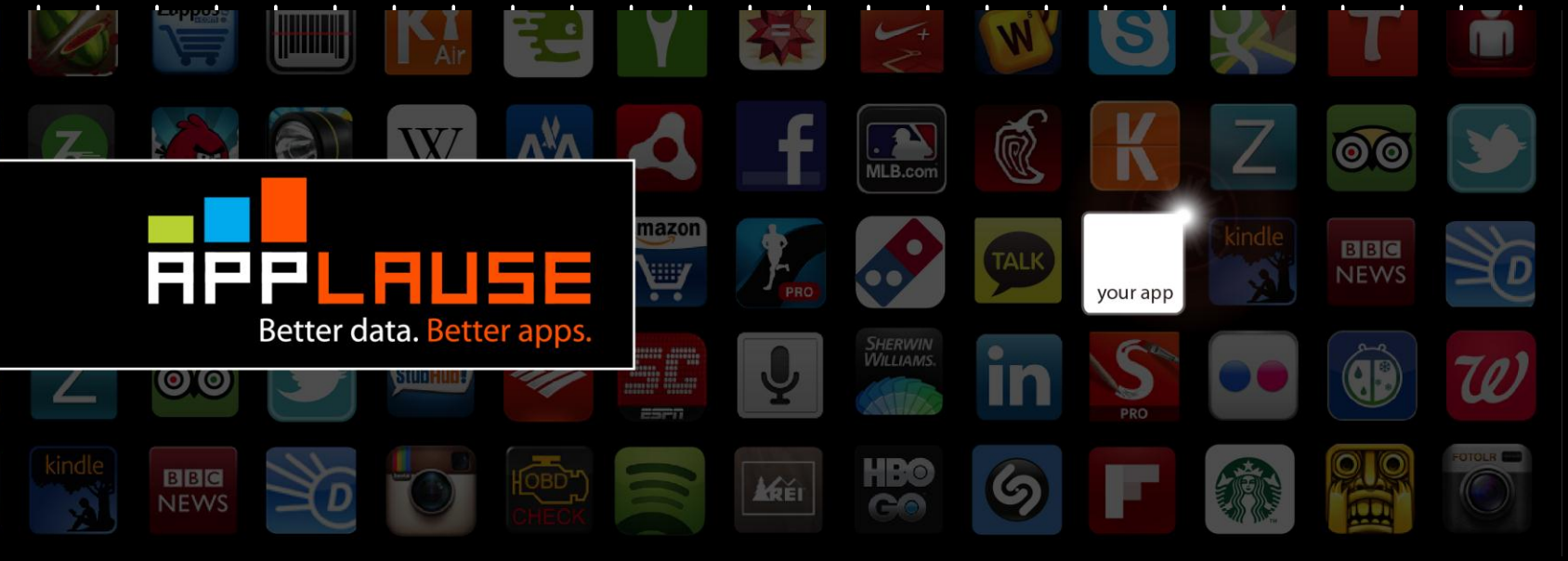
- Usability
- Performance
- Elegance

Needs Improvement

- Stability

Most Reviewed Attribute

- Usability
- Content
- Interoperability



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A CLOSER LOOK AT
THE TOP APP STORE APPS

Top Paid iOS Apps

Wood Camera

- Applause Score: 85
- Top Attribute: Usability
- Lowest Attribute: Stability
- No. of Above Average Attributes: 7

WhatsApp Messenger

- Applause Score: 74
- Top Attribute: Usability
- Lowest Attribute: Privacy
- No. Above of Average Attributes: 9

Angry Birds Star Wars

- Applause Score: 88
- Top Attribute: Security
- Lowest Attribute: Content
- No. Above of Average Attributes: 9

Top Free iOS Apps

Temple Run 2

- Applause Score: 64
- Top Attribute: Elegance
- Lowest Attribute: Stability
- No. of Above Average Attributes: 0

Ruzzle

- Applause Score: 69
- Top Attribute: Satisfaction
- Lowest Attribute: Security
- No. Above of Average Attributes: 0

What's The Word

- Applause Score: 90
- Top Attribute: Satisfaction
- Lowest Attribute: Pricing
- No. Above of Average Attributes: 4

Top Paid Android Apps

Ruzzle

- Applause Score: 60
- Top Attribute: Satisfaction
- Lowest Attribute: Pricing
- No. of Above Average Attributes: 2

Titanium Backup Pro Key

- Applause Score: 89
- Top Attribute: Usability
- Lowest Attribute: Stability
- No. Above of Average Attributes: 10

SwiftKey 3 Keyboard

- Applause Score: 75
- Top Attribute: Satisfaction
- Lowest Attribute: Stability
- No. Above of Average Attributes: 7

Top Free Android Apps

Pandora Internet Radio

- Applause Score: 50
- Top Attribute: Satisfaction
- Lowest Attribute: Security
- No. of Above Average Attributes: 0

Ruzzle Free

- Applause Score: 60
- Top Attribute: Satisfaction
- Lowest Attribute: Security
- No. Above of Average Attributes: 0

Instagram

- Applause Score: 72
- Top Attribute: Satisfaction
- Lowest Attribute: Security
- No. Above of Average Attributes: 10

About Applause

Applause is a mobile app analytics tool that enables companies to monitor, measure and improve their app quality and user satisfaction. By analyzing more than 50 million reviews from over 1 million apps on the Apple App Store and Google Play, Applause provides the deep app intelligence that brands need in order to win more users, earn greater loyalty and beat the competition. To learn more, visit www.applause.com and follow @Applause on Twitter.

About uTest Labs

uTest Labs is the forward-looking research arm of uTest. This group is comprised of equal parts delusional visionaries and digital vagabonds, who are focused on discovering the future of app quality – from the development to testing to monitoring to measurement of apps that delight users. For more information on uTest Labs, visit www.utest.com/labs.

About uTest

uTest provides in-the-wild testing services that span the entire software development lifecycle – including functional, security, load, localization and usability testing. The company's community of 70,000+ professional testers from 190 countries put web, mobile and desktop applications through their paces by testing on real devices under real-world conditions. Thousands of companies – including Google, USA Today, Amazon, Virgin, Sony, Box and Trulia – rely on uTest as a critical component of their testing processes for fast, reliable and effective testing results.

Visit uTest at www.utest.com and keep tabs on @uTest via Twitter.

Looking for more data?

Get started now at:

www.applause.com/get-started/