

Make **better** & **faster** decisions with the industry's largest set of mobile app & network usage data

[LEARN MORE](#)

**GET USAGE DATA ON ANY APP.
ANY COUNTRY.
NO SDK.**





Research
Panels

Mobile
ESTIMATES



App Downloads
and Store Metrics

Mobile
INTENT



Mobile Usage

What Apps, Networks, Cell Plans, and Devices are actually being used around the world.

Mobile USAGE
data from **MILLIONS**
of users, 200+ countries

Mobidia Moves Beyond Estimates and App Downloads...





Get **ANY** country
and 1-yr look back
vs. estimates in
some countries



Get **USAGE** data
from millions of users
vs. app download,
store rank & \$ est.



Get **AGNOSTIC** data
vs. silos of data from
some apps or
some networks

Get Mobile Usage Data from Real Devices in the Wild...

mobidia



Sample Customers

mobidia

The
New York
Times

THE WALL STREET JOURNAL.



BARCLAYS

yankee
group

Forbes

WIRED

ABIresearch®

FORRESTER®

informa
bringing knowledge to life

Geek
Wire

FierceWireless

Jefferies



QUALCOMM®

BGR

YAHOO.



Cult of Mac

mobile
WORLD LIVE

THE
GLOBE
AND
MAIL

VB
TECH. PEOPLE. MONEY.

THE
HUFFINGTON
POST

Mobile Usage Data Recognized Thought Leadership...



Real Usage From Real Users

Unlike panels and surveys, our data captures everyday usage from everyday users



Largest Global Sample

We have millions of users in all geographic regions providing daily reports



App Usage vs Downloads

Unlike download data that only shows intent, we provide data on what apps people are actually using



Complete Network Visibility

Mobidia can provide complete network visibility with data on cellular, Wi-Fi and roaming usage



Benchmark against competitor apps

- Track game play minutes & sessions (day/wk/mth)
- Track usage of Apps and Games globally
- See top App rankings and top mobile games



Gain deeper understanding of users & publishers

- Analyze cohorts to understand what other apps your users (or your competitors' users) are using
- Gain insight into app marketshare and top app categories
- Understand app usage by platform
- Pivot by devices, platforms, countries, regions



Discover up-and-coming hits

- Analyze popular and long-tail apps ranked by usage
- Understand usage within categories of apps and publishers
- Identify mobile app trends and app competition



Understand app life cycle, churn, retention

- Spot trends in app installs, uninstalls, re-installs, and daily/weekly/monthly usage patterns over time
- Better understand app loyalty, app user habits and retention

Customers Make Better and Faster Decisions with Mobidia...



WhatsApp M
android



Twitter
android



Snapchat
android



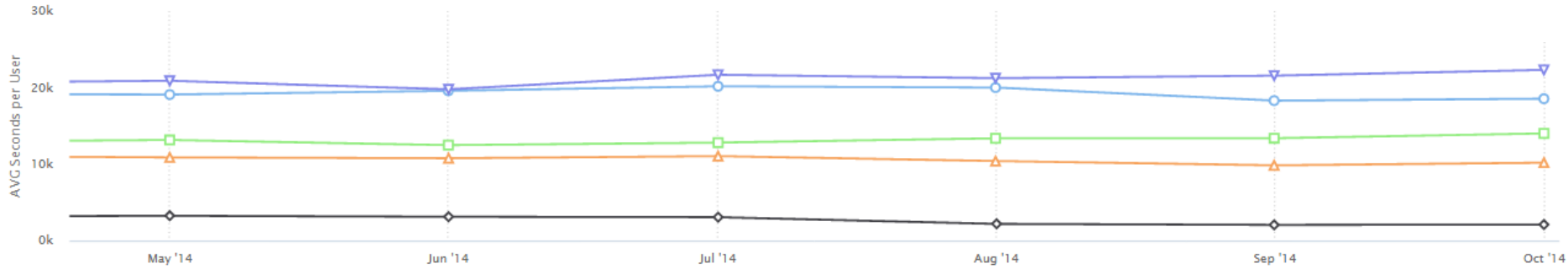
Instagram
android



Facebook M
android

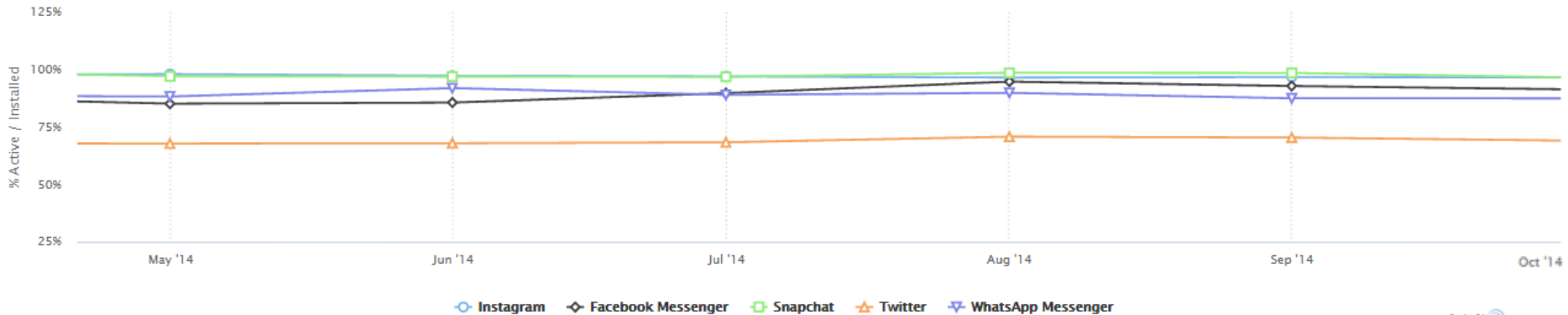
Time / user

Average screentime of active users in the period



Active Users as % of Current install

Ratio of users who were active to those who had the app installed



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UK Social Messaging: Time/User, and Active Users



WhatsApp M
android



Twitter
android



Snapchat
android



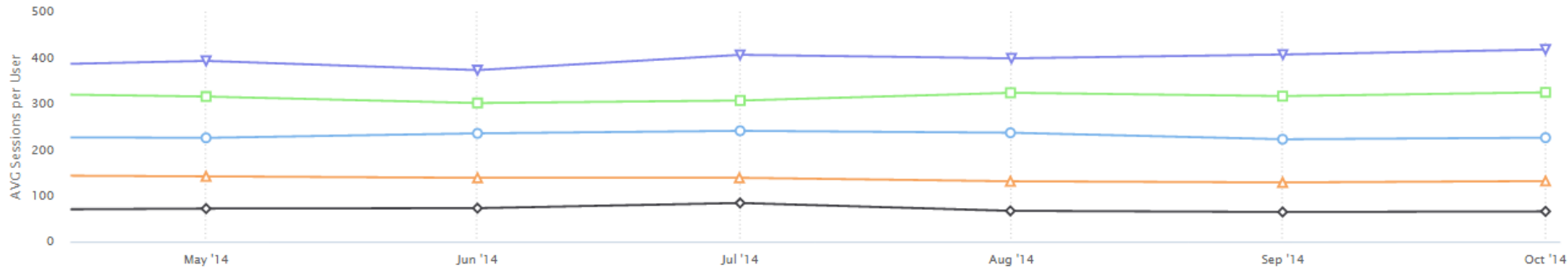
Instagram
android



Facebook M
android

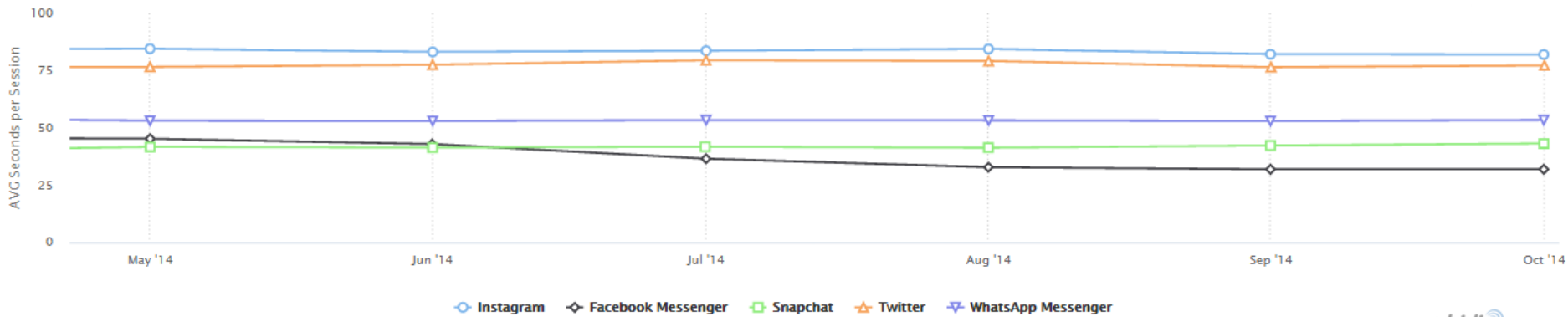
Sessions / user

Total screentime sessions divided by active app users



Average Time / Session

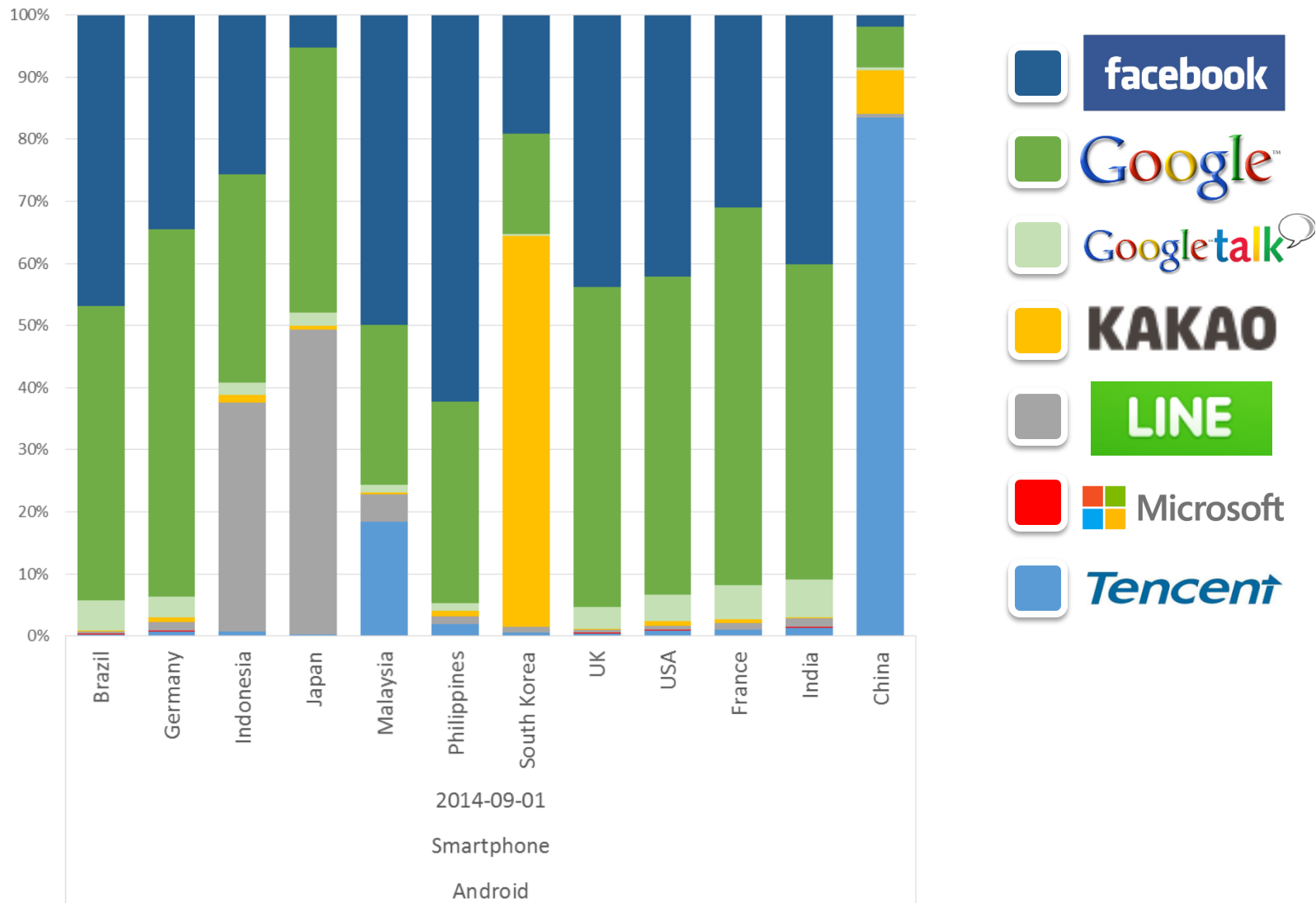
Average length of time per app session



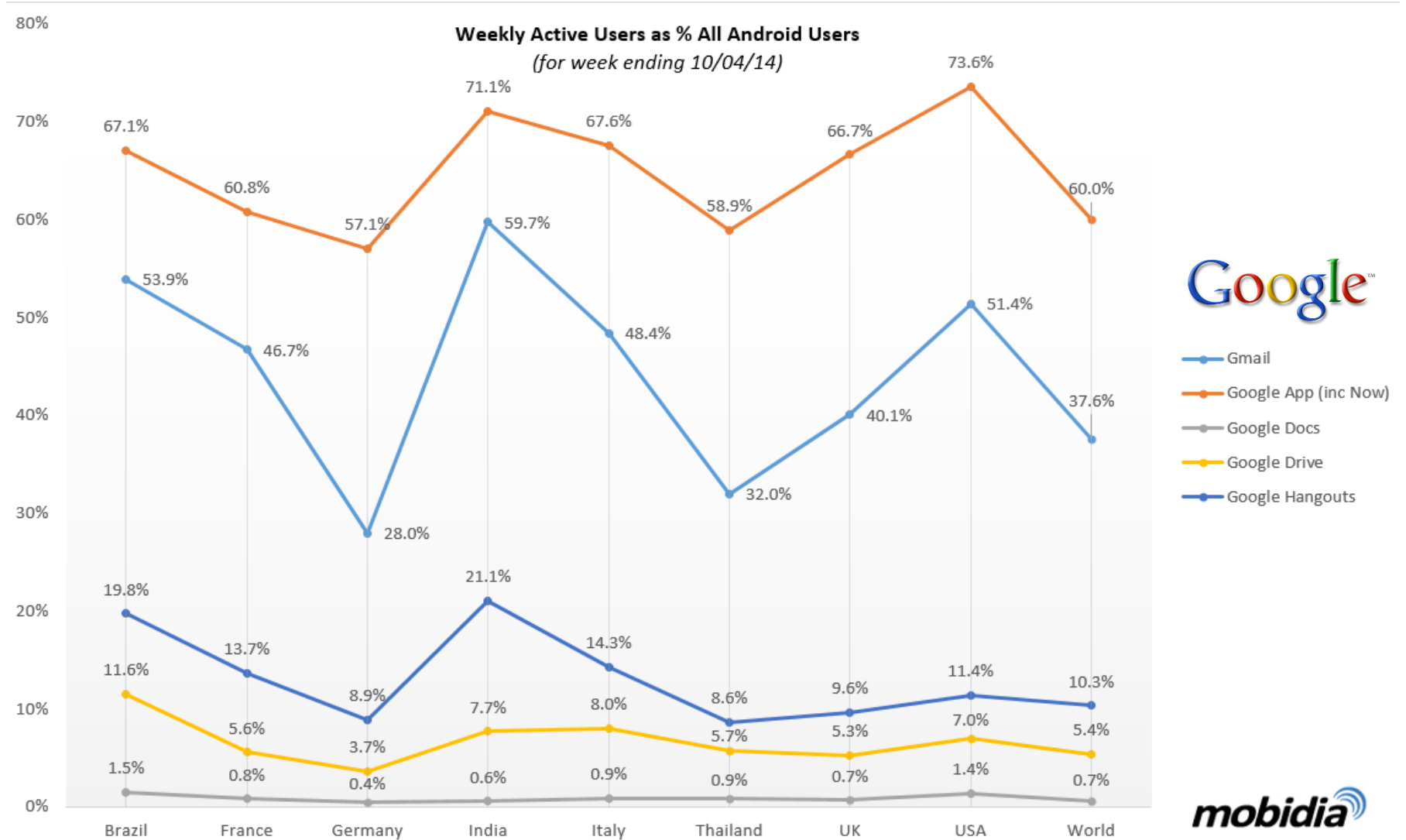
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UK Social Messaging: Sessions/User, and Time/Session

Aggregate Share of Minutes



Global App Platform Wars: Screen Time % vs. Competitors

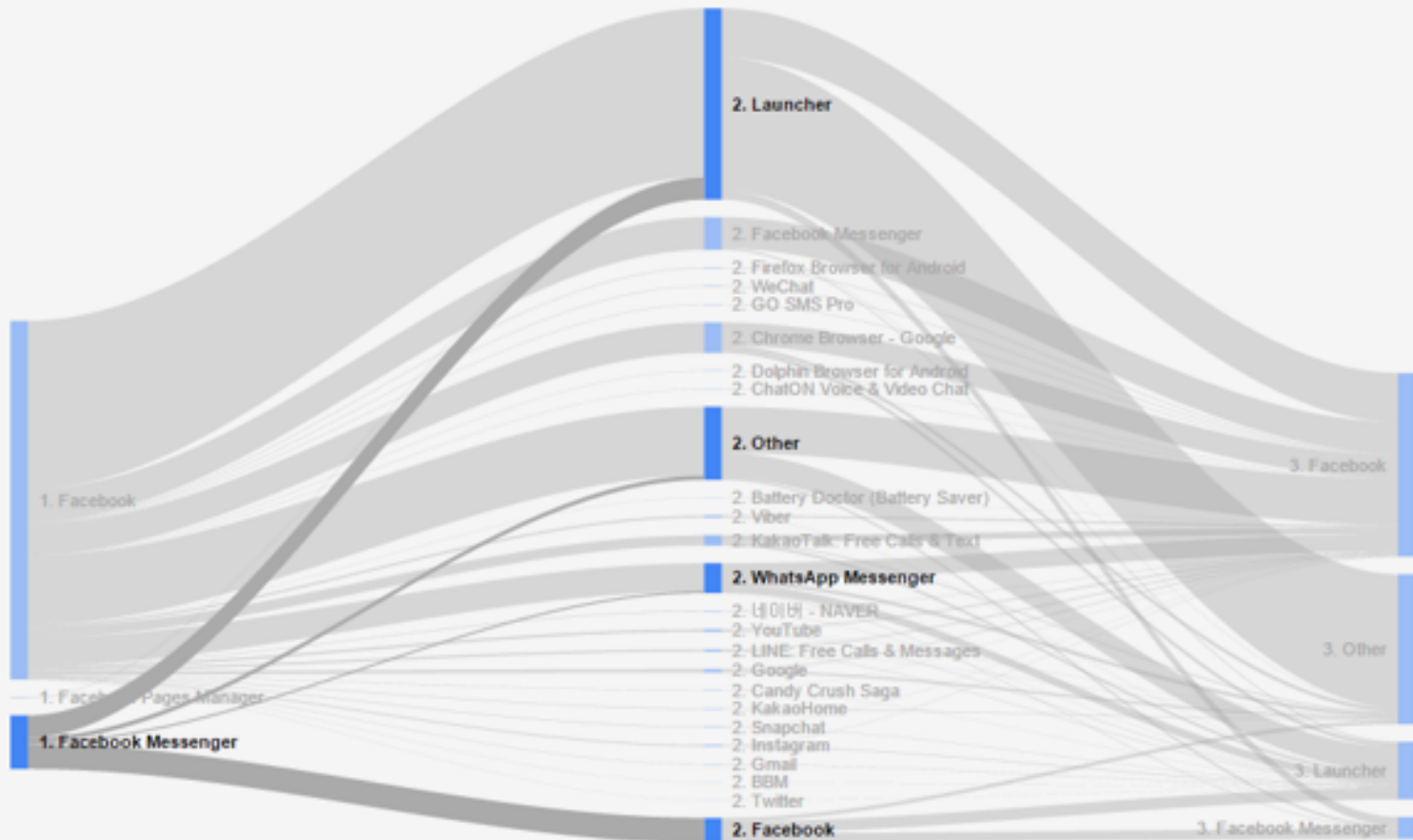


- Gmail
- Google App (inc Now)
- Google Docs
- Google Drive
- Google Hangouts



Which Google Apps are Actually Used in the Wild?

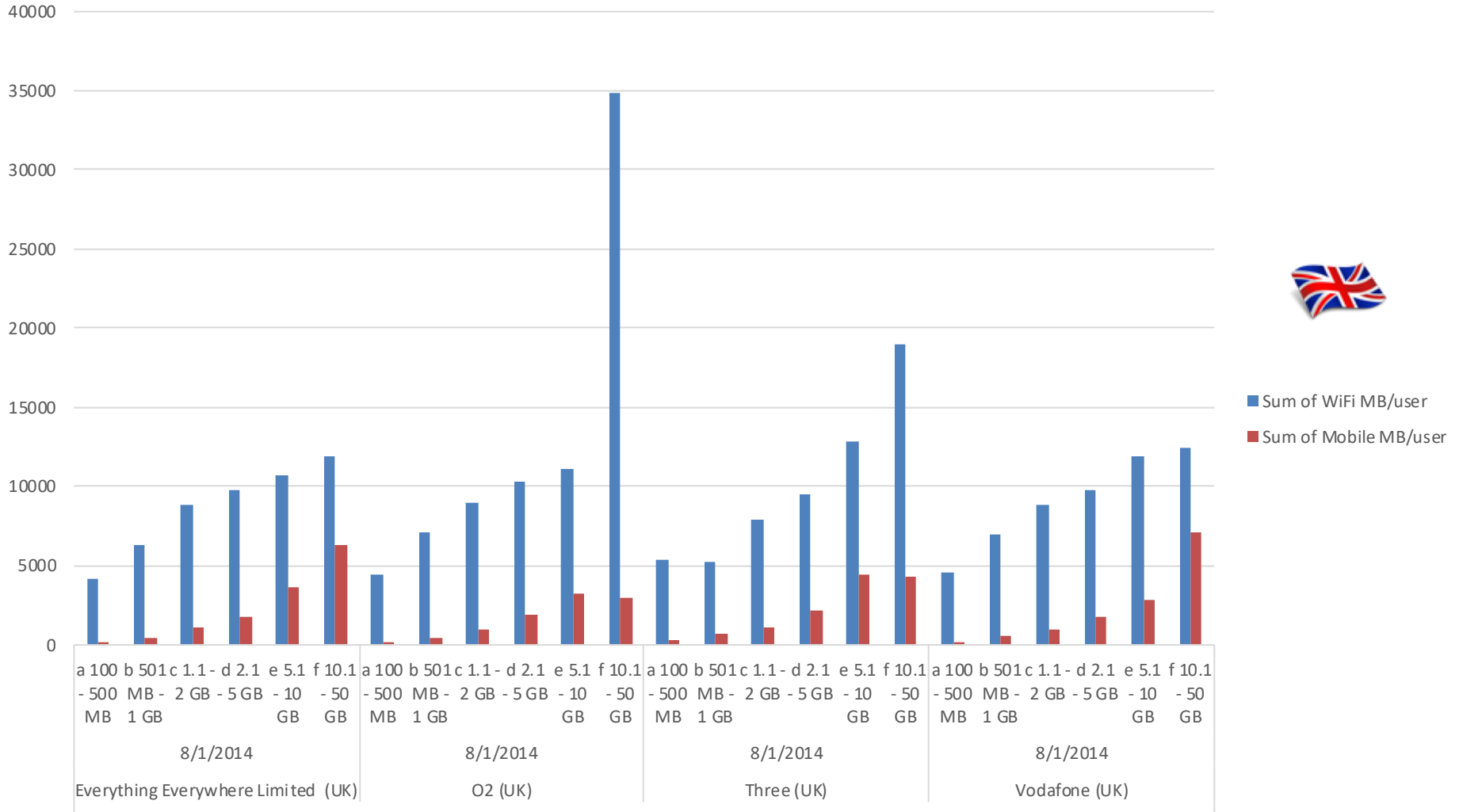
Multilevel Referrals (Top 60 paths with >100 sessions in September data) - Facebook



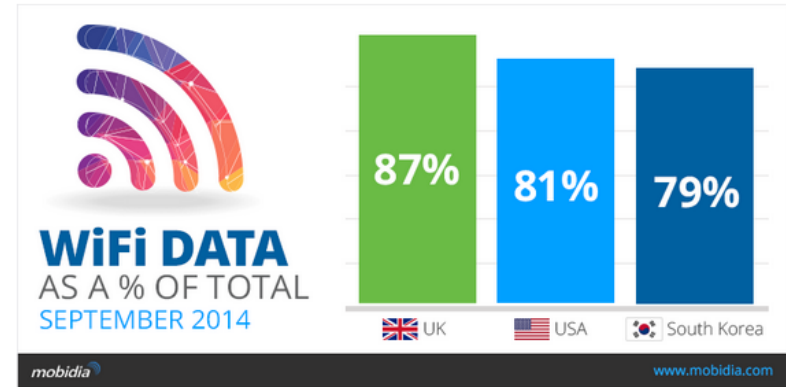
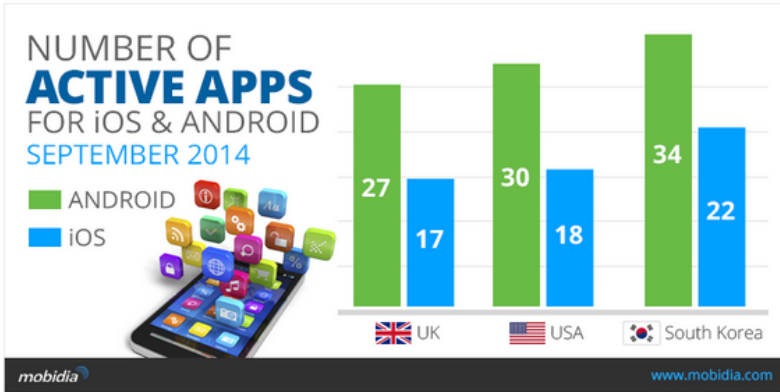
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“App Stream”: What apps do people launch after FBM?

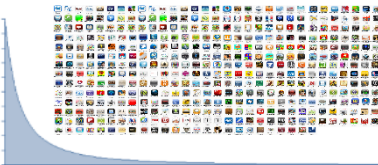
Monthly Data Usage, Cellular vs. WiFi, by Operator and Data Tariff Plan



WiFi vs. Mobile Data Usage, by Cell Tariff Plan & Operator



The top **99** apps used in the US account for **75%** of overall app usage time for all mobile apps



The top **650** apps used in the US tally **95%** of overall app usage time, despite the long-tail of millions of apps available

Sample Insights...