

# App Discovery and Marketing Services 2Q 2014

<https://marketpublishers.com/r/AF10F400618EN.html>

Date: December 2013

Pages: 50

Price: US\$ 3,500.00 (Single User License)

ID: AF10F400618EN

## Abstracts

The value of an app is tied directly to its rating and ranking and accessibility in app stores. Just as search engine optimization is critical to e-commerce, app discovery is critical to app adoption. This report examines current economics of top-rated apps versus others and identifies services and methods used to get apps recognized, rated, and discovered. This report provides business model details and case studies by application type.

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