



For publishers

# Joining hands with Priori to succeed in the App Economy

#### How do we help you?

Just like we help our 25,000 current data partners. Exposing and enriching you with all the critical app data intelligence, which allows you to benchmark your performance in the ever changing app economy.

#### How do you help us?

Sharing your data - anonymously - helps us improve our data models to provide better estimates on downloads, revenue and other vital metrics through the platform, helping everyone in the app economy understand performance in a smarter and more transparent way.

# That's why each and every data partnership is a win-win proposal



## We view this as a data-for-data exchange





# What do you get access to?

The Data Partner Offer



# Historical and country level download and revenue estimates for 10 competitor apps/month, for one year. For free.

## This access level costs \$2,400 for non data partners





### **APP INTELLIGENCE**

•Historic data: daily, weekly, monthly, quarterly download/revenue performance of the apps that matter to you.

•Benchmark performance across Google Play and Apple App Store in 55 countries.

•Daily updates: Get fresh download and revenue data everyday

•Export any view/aggregation of data to CSV/Excel



## **MY WATCHLISTS**

•Keep an overview of the performance of every app you care about

•Get weekly email digests

•Use Watchlists to keep track of competitors, potential acquisitions or customers

•Receive suggestions for similar apps based on what is on your Watchlists

•Get individual app level performance or sum of Total downloads and revenues for all apps on your Watchlists

•Export your Watchlists to CSV/Excel

	•							
Watchlists								
Unlocked Apps	Payment A 🖋 × Data as of Oct 16, 2016	Watchlist Se	st Settings: Save Filters 🕕 Receive weekly digest? 💌 🗨 🖶					
My Watchlists 👻	Metric: Platform: Country: Time Period:	Q Search table		A	pps per page			
Zombie Tower	□ Revenue 🛛 📽							
Smarthome				SEPTEMBER 2016				
Payment Apps	# App name \$		DL 🚽	DL Growth 🗢				
Monster Strike	1 🚱 🕈 MobilePay Danske Bank	Total:	256.3k 86.2k	22.2%	×			
NBA Apps	2 • Halifax Mobile Banking Lloyds Banking Group		66.4k	5.9%	×			
<u>Goodgame</u> Sniper Games	3      S      PayPal Here for iPad : Mobile Point Of Sale (POS)     PayPal, Inc.		49.4k	18.9%	×			
Music Apps	4 Pingit Barclays Bank Pic		37.5k	5.9%	×			
Dating Apps	5 Okri * Okri* with MasterPass MasterCard		7.2k	7.8%	×			
Two Dots	6 S • Stripe Dashboard Stripe, Inc		6.9k	-4,7%	×			
+ <u>New List</u>	7 Okr + Okri <sup>w</sup> with MasterPass MasterCard		2.7k	-27.3%	×			
& Invite New Team Members Recommended Apps Based On The Apps On Your Watchlist								
	Control - Alerts & Analytics for Stripe & PayPal	Amex UK	02068					





#### **MY COMPARISONS**

•Compare your performance against your competitors at a daily granularity for any of the 55 markets we cover

•Plot up to 10 apps in one view

•Export your results to csv for further analysis

•See when and where your competitors see a boost/decline in downloads and revenue



What do you need to do?



# You simply need to grant us a view-only access to your appstore accounts

It's simple, fast, and safe. Visit this page for more information:

https://prioridata.com/publisher-partner



How is my data used?



## We never show, share nor sell your data to third parties

We are committed to keeping your data safe. Read more about our data security and privacy policy here:

> http://prioridata.com/privacy-policy http://prioridata.com/data-security



# Why choose Priori as your App Analytics tool?



## Why Choose Priori?





# Who else is part of the program?



## More than 20,000 apps already partner with us





# **Going further**

If you want more access, we've got you covered



## We have data for all your needs – at competitive prices

PRIORI DATA	Q Search by a	app or publisher name or id		Top Apps Mark	ets Watchlists Compare	Upgrade 🛔 Janis K. 🗮		
	Two Dots				i≣ Add to W	/atchlists 💌 🔒 Unlocked		
	Performance <u>Cou</u>	ntry Split Basic Info						
Publisher: Mojang	Quick Stats DOWNLOADS - SEPTEN	IBER 2016		REVENUE - SEPTE	MBER 2016			
Store: NEW	Global: Top Countries (by % of downloads):			Global:	Top Countries (by % of revenue):			
Report false match	593.2K	1. USA	43% (256.1k)	\$5.1M	1. USA	43% (\$2.2m)		
Devices:	<b>▲ 5.0%</b>	2. Japan	11% (66.3k)	<b>▲ 5.0%</b>	2. Japan	11% (\$577.3k)		
Price: \$6.99 + IAP		3. Australia	6% (37.8k)		3. Australia	7% (\$372.8k)		
App Store Page 2*		4. United	6% (37.1k)		4. United	7% (\$365.8k)		
Launch date:		5. China	5% (31.5k)		5. Canada	4% (\$245.5k)		
Nov 17, 2011								
Latest update: Oct 04, 2016								
Average Rating:	Average Rating: Historical Download and Revenue Trends							
Categories: Games, Simulation	Select Metrics (DL, Re	ev.), Countries, Devices 👻 Daily	▼ Stacked ▼			Export Trend Data 🐵		
(Games), Adventure (Games)	Date Range: 7D 1M 3	IM YTD 1Y ALL		From May 17, 2015 To Oct 02, 2015				
Languages: English, French, German, Italian,								
Japanese, Korean, Portuguese, Russian,	Japanese, Korean, 🛞 40k Portuguese, Russian, 🐮					400k		
Spanish, Traditional								
Countries:	8							

#### **Publisher Intelligence:**

- Portfolio Overview
- Business Model Breakdown
- Location of Developer

#### Market Intelligence:

- Top Charts for any Country & Category
- New Entrants
- Market Sizing
- Identify Top Local Developers

#### **Keyword Intelligence:**

- Top keywords any app is ranked for
- Customized keyword suggestions
- Available for 18 countries
- Compare app performance for a keyword

Customized Lead Lists

**priori**data



Competitive Tracking



#### **Market Trends**



## PUBLISHER INTELLIGENCE

•Full Portfolio Overview of 1M App Publishers across Google Play & Apple App Store

 Understand current vs. past performance at both publisher and individual app level

•Filter by business model and performance

•Understand level of portfolio diversification and growth decomposition

•See where a publisher is headquartered.

•Export any view/aggregation of data to CSV.

Publisher Portfolio Data as of October 15, 2016 Export								
er page: 10 🔻								
D ON 😧								
16								
14								
14								
14								
11 11 11								



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D	Define your market using filters and keywords:									
	Q September 2016 USA IF Downloads + Keywords Relevant	Ce Co Apple App Stor	re X Travel X Click	to enter keywords			Clear X			
Re	efine results by: App store attributes Country download and revenue	ranges					$\downarrow_{\overline{r}}^{\overline{r}}$ Sort results by $\checkmark$			
	of Which Platform? ▼ In Categories ▼ Primary Category Only?  • ▼	□ By Devices	Bus.Model 👻 🏴 Featured? 🔻	🖶 In-App Purchases? 🔻	🕈 Release Date 🕇	Ø Origin Country Ø •				
	Apps View Publishers View Your results: 118,203 Ap	ops (Sep 01, 2016 -	Sep 30, 2016)			Expo	rt (up to 250 rows): 📾			
	# APP	DOWNLOADS	DL GROWTH (#)	DL GROWTH (%) 🚱	REVENUE	REV. GROWTH (\$)	REV. GROWTH (%)			
	TOTAL:	21.9m	-1.5m		2.5m	67.3k				
	1 Societ Maps - Navigation & Transit Google, Inc. ( ) Societ Press Navigation, Travel	2.2m	-559.2k	-20.1%	\$0	\$0	NA			
	2 Uber Technologies, Inc. É D D FREE Travel, Lifestyle	1.5m	-70.5k	-4.4%	\$0	\$0	NA			
	3 Waze - GPS Navigation Maps & Social Traffic Waze Inc. © 0 0 P FREE Navigation, Travel	843.4k	-22.1k	-2.6%	\$0	\$0	NA			
	4 Lyft_Taxi App Alternative Lyft_Inc.	629.5k	16.9k	2.8%	\$0	\$0	NA			
		PPATE.	00.75	4001	**	**				

# MARKET INTELLIGENCE & LEADERBOARDS

•Explore App or Publisher Leaderboards across Google Play Store & Apple App Store

•Every native app store category

•55 Countries

•Build your own custom categories

•Filter by business model, download/revenue volumes, device or launch date

•Identify leads by country of HQ

•Export any view/aggregation of data to CSV/Excel

# **priori**data

#### **KEYWORD INTELLIGENCE**

- •Explore what apps are ranked for any keyword
- •Get new inspiration through suggestions
- •Understand how hard it is to get ranked for a keyword with the Competition score
- •Assess consumer demand with the Search Popularity score
- •Understand a keyword potential by weighing popularity and competition scores
- •Check top keywords for any app
- Compare your performance for a keyword against your competitorsAvailable for 18 countries

				٠						
Keyword Explorer Data as of Sep 29, 2017										
Platform: 📫 🗭 Device: 🖸 🔲 Country: USA 🔹										
Results fo	Results for "snapchat"									
SEARCH POPULARITY O SUGGESTIONS O 100 messenger 92			youtube 90 facebook messenger 86			tbh   83				
COMPETITIN	COMPETITIVE SCORE			messanger 66 snap c		ap chat 65 you tube		61		
02		messenger a		snapchat for kids 52 youtu		tube for ipad 50 snapchat app		I.		
		utube for ipa	d 43	messenger for face 33 snap		chat for ipad 27	tbh - see who	tbh - see who likes 5 Export		
KEYWORD RANK	АРР		LAST UPDATE 🖗	CATEGORY @	CATEGORY RANK Ø	CURRENT VERSION RATINGS 🚱	STAR RATING Ø	KEYWORD IN TITLE		
1	Snap. Inc.		Sep 26, 2017	Photo & Video	3	403	****	*		
2	Face Filters For Si Brain Craft Ltd	napchat Video 🝙 📰	Feb 16, 2017	Lifestyle	18	54	****	*		
3	■ o Instagram Instagram, Inc.		Sep 25, 2017	Photo & Video	2	13,931	****	-		
4	Aaron Kwok	ers Swap Effec 🕒 🔳	Aug 25, 2017	Lifestyle	129	23	****	*		
5	Fun FaceApp Phot Interclick Media P		Aug 31, 2017	Lifestyle	147	27	****	-		
6	Google, Inc.		Sep 26, 2017	Photo & Video	1	476	****	-		
7	Pro Filters for Sna SnapChat Images	apchat	Nov 30, 2016	Photo & Video	155	318	<b>**</b> *****	~		
	Snapunat Images									



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