

App Annie snaps up mobile measurement firm Mobidia

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Mobile analytics firm App Annie acquired mobile measurement company Mobidia in a cash and stock deal. App Annie executives said they plan to combine the two companies' application usage data and expand internationally. App Annie's service primarily tracked apps that were downloaded. By combining it with Mobidia's data, it will be able to not only track downloads but also track an app's active users, frequency of use and more. Mobidia's 30 employees will be joining App Annie and its CEO, Derek Spratt, will become vice president and general manager of App Annie Canada