



App Annie Acquires Mobidia To Be The Industry Leader In Mobile App Data Market

App Annie wants to hog all the mobile app data monitoring companies out in the market in its quest for global domination

- By: **Alison Peters** on May 6, 2015 at 6:28 am EST
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We all have heard of [App Annie](#), the popular platform for measuring mobile app data, perhaps the most preferred by app developers to measure their app statistics. The company has developed itself to offer a comprehensive analytics suite and is the go-to site for iOS and Android developers.

But the company wants to cement itself as the global leader in the mobile app data market and the acquisition of [Mobidia](#) is another step in that direction. App Annie announced that it has confirmed Mobidia's acquisition, bringing the mobile measurement company under its umbrella.

App Annie has not disclosed any financial details regarding the deal but has cited that it is ready to accelerate its international expansion and will now be the only mobile app data provider available in 60 countries and catering to both iOS and Android devices. Its Usage Intelligence platform, which was under a closed beta program in January, is now available to the general public.

Mobidia has been in the business of providing mobile app usage data since 2012 and its headquarters in Vancouver will now turn into App Annie's 12th global office and be labeled as App Annie Canada. The team of 30 present at Mobidia will be absorbed into App Annie and according to Derek Spratt, CEO of Mobidia: "We're excited to join the team behind the world's No. 1 mobile app intelligence platform and unify our data to offer the best insights on mobile consumer behavior."

Around 700,000 apps are being tracked by App Annie's platform and is utilized by more than 400,000 mobile app professionals. The current acquisition widens the company's dataset and will be crucial for making App Annie's Usage Intelligence solution a powerful data and intelligence product in the mobile app department.

App Annie doesn't plan to slow down its spending and expansion spree. The company is five years old and managed to raise \$55 million this January, in its Series D funding round. According to [CrunchBase](#), Mobidia raised nearly \$16 million in funding, so the price paid by App Annie to acquire would not be a huge chunk considering the assets it's getting in return. Last year during this month, App Annie also made another crucial acquisition and that is of rival mobile app data monitoring platform, Distimo, and now it plans to eliminate any such competition.