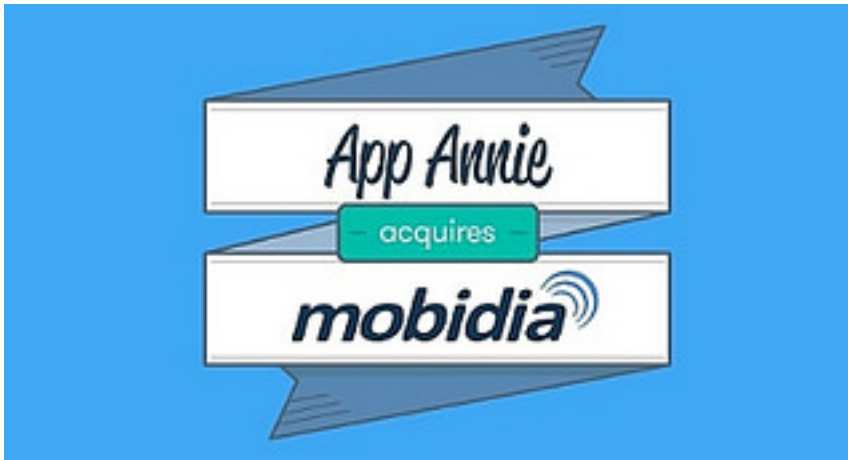


Vancouver's Mobidia Acquired by App Annie

by [Techvibes NewsDesk](#) on May 6, 2015 | [News](#), [Business](#)



Today App Annie, the largest mobile app intelligence platform, announced the acquisition of Vancouver-based Mobidia, a leading mobile measurement company.

Financial terms of the deal were not disclosed.

According to App Annie's [release](#), the acquisition will accelerate the international expansion of App Annie Usage Intelligence, providing the app economy with the largest app usage dataset and the deepest insight into the two billion smartphone users worldwide.

"Today's announcement is a huge testament to our mission of empowering the people changing the world through apps with the best data and intelligence products, as well as the market demand for better usage tracking," said Bertrand Schmitt, CEO of App Annie.

"Mobidia is a pioneer in the industry -- offering global mobile app usage data since 2012 -- and by joining App Annie, our clients will benefit from the most comprehensive and granular app usage dataset on the market."

Mobidia's global footprint delivers usage data and insights on hundreds of thousands of apps, making the company a natural complement to App Annie's Usage Intelligence solution.

By acquiring Mobidia, App Annie combines the industry's two largest datasets into Usage Intelligence, growing the company's repository of current and historical data across millions of users. As a result, App Annie provides customers with access to more granular, accurate app usage insights.

As part of the acquisition, Mobidia's team of 30 joins App Annie. Mobidia's Vancouver headquarters will also become App Annie's 12th global office, App Annie Canada, further broadening global support for its clients.