

App Annie Acquires Mobicidia, Expands Reach of App-Ranking Technology



App Annie CEO Bertrand Schmitt

App Annie Ltd. is spending a portion of the [**\\$55 million**](#) it raised earlier this year, snapping up mobile-insights company Mobicidia Technology Inc. in a bid to become the Nielsen ratings of the digital world.

Since launching a little more than five years ago, the San Francisco-based startup has expanded from offering free app rankings and market research to selling premium products which detail download and revenue estimates by app, publisher, country and other filters.

As the app economy has exploded, App Annie has too, tracking more than 83 billion downloads and more than \$25 billion in gross revenues to date. By acquiring Vancouver, British Columbia-based Mobicidia, App Annie gets a 12th office, boosts head count from 320 to 350 and will accelerate the rollout of its usage-data product to 60 countries immediately. It previously planned to be providing this

information about user behavior in 10 countries by the end of the year.

"We realized that if we work with them, we can go bigger sooner," App Annie co-founder and Chief Executive Bertrand Schmitt said. Mr. Schmitt said he and Mobicia executives have been getting to know each other during the past two years and frequently discussed the possibility of working together. In addition to acquiring Mobicia's product, which measures mobile usage trends for consumers, App Annie will be able to tap its relationships with carriers world-wide. The deal was a combination of stock and cash, but terms weren't disclosed.

The global public launch of the Usage Intelligence product, a paid product App Annie launched in limited beta in January, will be the initial focus, Mr. Schmitt said. The product allows paying customers to compare things such as number of active users, time spent, usage frequency and retention against the metrics of their competitors and the general market.

He declined to share App Annie revenue figures.

Although there are dozens of companies providing app analytics, most provide granular information about user behavior and engagement inside each app. Developers use services provided by the likes of Upsight, MixPanel and Flurry to tweak their apps, not provide a baseline or to gather general market information.

Mr. Schmitt said he considers such app-analytics companies potential partners.

Mobicia marks the second such acquisition for App Annie—it acquired mobile-analytics startup Distimo last year—and it likely won't be the last, according to Mr. Schmitt. He said he would evaluate new deals as they made sense, although he wasn't in active discussions with any company now.

Central to any such acquisition would be a shared belief with company management about how the app industry was going to continue to grow. Apps powering the Apple Watch and transforming smartphones into remotes for connected devices represent additional opportunities, he said.

Mobidia had raised \$6.4 million from investors including B.C. Advantage Funds, BDC Venture Capital and BC Discovery Fund.

App Annie has raised \$94 million from investors including e.ventures, Greycroft Partners, IDG Capital Partners, Institutional Venture Partners and Sequoia Capital.

(Correction: This story has been changed to clarify that the acquisition of Mobidia enables App Annie to offer its usage-data product immediately in 60 countries. The original story, based on company information, was unclear about the timing of this expansion.)