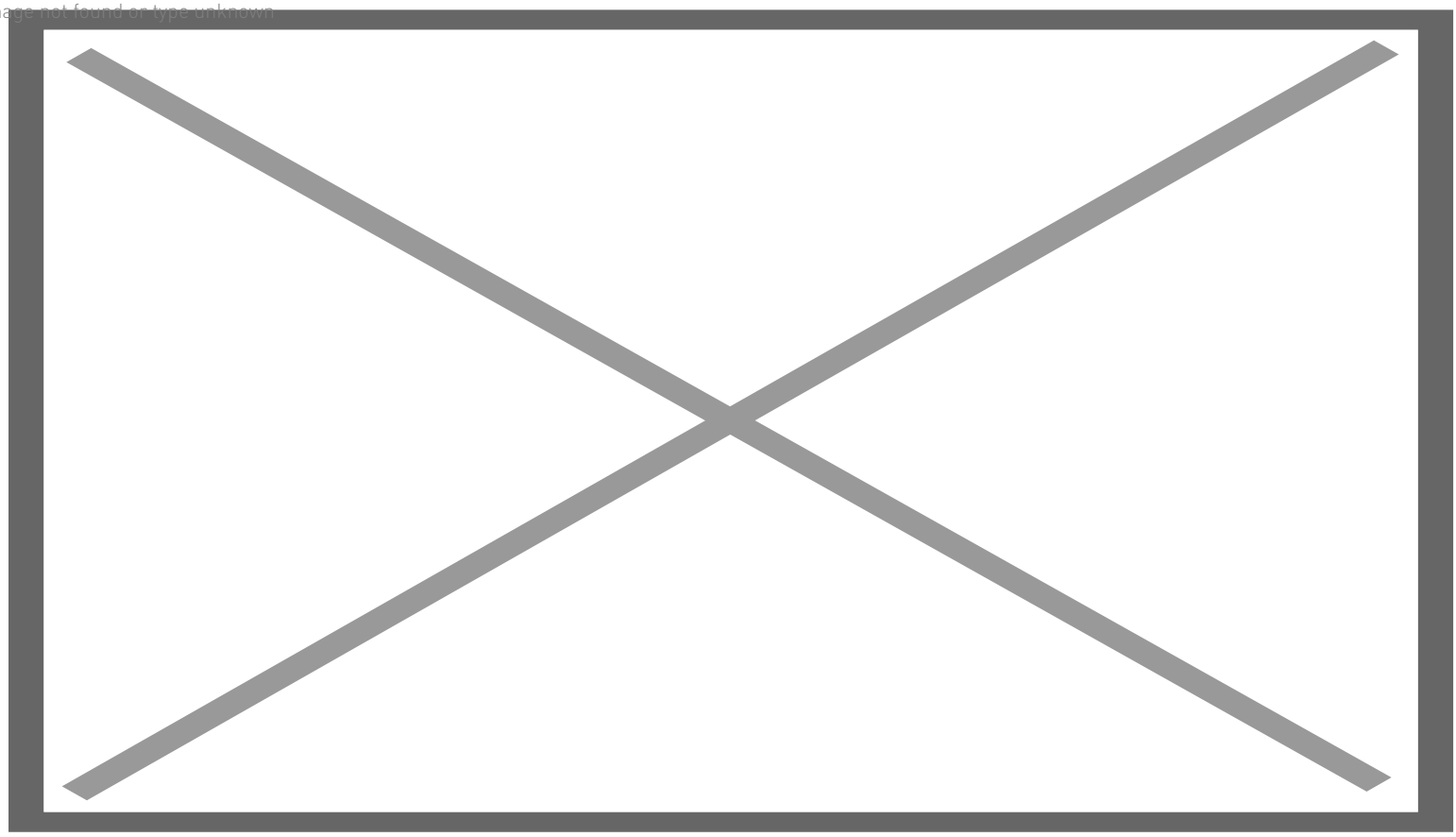
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Portefeuille d'applications utilitaires iOS

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Portefeuille d'applications utilitaires iOS

TARGET PRICE
$ 1,500,000

GROSS REVENUE
$ 674,580

EBITDA
$ 416,159

BUSINESS TYPE
Entreprises Internet

COUNTRY
Emirats arabes unis

BUSINESS ID
L#20240781

Un portefeuille de six applications iOS offrant des services mobiles d'impression, de télécopie, de numérisation, d'enregistrement d'appels et de réseau privé virtuel (VPN) est proposé à l'acquisition. L'application principale propose des services d'impression mobile et est l'une des plus anciennes du secteur. Il a été installé plus de 4 millions de fois dans le monde entier. Environ 70 % des abonnés actuels le sont depuis plus d'un an (12 périodes) et leur taux de rebond et de désabonnement est bien inférieur à celui des nouveaux abonnés. C'est ce noyau qui porte et portera l'essentiel des bénéfices, quelles que soient les circonstances.

La catégorie de cette application est "Business & Office tools". Il convient à quelques niches – applications d'impression, applications de scanner, applications de gestion et d'édition de documents. Il offre des options d'impression avancées qui ne peuvent être utilisées sans une application. Le créneau est durable, avec un trafic et un intérêt réguliers. Les opportunités de croissance comprennent l'augmentation du trafic provenant de l'ASA, de l'ASO et des canaux payants (qui ont à peine été testés).

Pour augmenter le trafic et les revenus, le nouveau propriétaire disposera idéalement d'une équipe de spécialistes dédiée à cette activité et prête pour les activités de marketing – travailler avec ASA, ASO, les canaux payants, les tests et l'augmentation de la conversion. L'équipe actuelle ne peut pas consacrer beaucoup de temps à ces processus.

Points clés

- Recettes d'abonnement
- Marketing payant éprouvé
- De nombreux éléments peuvent être optimisés au sein de l'entreprise
- Pile technologique : Principalement Swift, partiellement Objective C. DB – Google Firebase, API – iCloud, Google Drive, Dropbox. Analyse – Appsflyer, Adapty, ASAtools

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