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Application de surveillance des véhicules établie

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Application de surveillance des véhicules établie

L'application mobile disponible pour l'acquisition permet aux utilisateurs de surveiller les informations clés concernant leur véhicule. Les détails complets comprennent la durée de vie de l'huile moteur, le niveau de carburant et de batterie restant, la capacité du réservoir de carburant et de la batterie, la consommation de carburant et de batterie, le compteur kilométrique, la pression des pneus avec recommandations, et bien plus encore.

Fonctionne avec de nombreux constructeurs automobiles populaires aux États-Unis, y compris Acura/Honda, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GMC, Jaguar, Jeep, Land Rover, Lexus, Lincoln, MINI, Mercedes-Benz, RAM, Tesla, Toyota, Volkswagen, Volvo, et bien d'autres encore. Aucun matériel supplémentaire n'est nécessaire, toutes les fonctionnalités sont fournies par l'application.

NOTE – Les données financières sont basées sur la moyenne des trois mois les plus récents. Les données financières trimestrielles sont les suivantes : 869 400 dollars de recettes et 553 841 dollars de bénéfices.

Points clés

- MRR actuel : 98 853 $, ARR : 1 186 232 $.
- 4.5 étoiles avec 9.1K évaluations
- Plus de 50 000 installations/mois au cours des six derniers mois
- La répartition entre l'acquisition d'utilisateurs organiques et payants est de 60 % pour les utilisateurs organiques et de 40 % pour les Apple Search Ads, avec un ROAS immédiat de 1,4.
- MAU = 83K, DAU = 4K
- Tous les revenus proviennent des abonnements et de l'IAP (pas de publicité).
- Le trafic payant offre un potentiel de croissance considérable, comme le prouve le succès des concurrents, dont certains atteignent plus de 300 000 dollars par mois grâce à ces stratégies.
- 30 mois d'historique (l'application a été lancée en mai 2022)
- Codage : App – Pure Swift, Backend – Python & FastAPI
- Pile technologique : Firebase, Adapty, AppsFlyer, Amplitude, ASATools

TARGET PRICE
$ 1,900,000

GROSS REVENUE
$ 1,927,564

EBITDA
$ 693,159

BUSINESS TYPE
Entreprises Internet

COUNTRY
Royaume-Uni

BUSINESS ID
L #20240782

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