

Portfolio of iOS Utility Apps





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Available for acquisition is a portfolio of six iOS apps that provide mobile printing, faxing, scanning, call recording and VPN services. The main app offers mobile printing and is one of the oldest apps in the niche. It has more than 4 million installs worldwide lifetime. Around 70% of the current subscribers have been subscribed for more than a year (12 periods) and their bounce rate and churn is a much less than what it is for new subscribers. This core base carries and will carry the bulk of the profit regardless of circumstances.

Category for this app is Business & Office tools. It is suitable for a few niches – printing apps, scanner apps, document managing and editing apps. It offers advanced printing options that can't be used without an app. Niche is sustainable, with steady traffic and interest. Growth opportunities include more traffic from ASA, ASO and paid channels (that have barely been tested).

To increase traffic and income, the new owner will ideally have a dedicated team of specialists that will be focused on this business and ready for marketing activities – working with ASA, ASO, paid channels, testing and increasing conversion. The current team cannot devote much time to these processes.

Keypoints

- Subscription revenue
- Proven paid marketing
- Multiple things that can be optimized within the business
- Tech stack: Mostly Swift, partially Objective C. DB – Google Firebase, API – iCloud, Google Drive, Dropbox. Analytics – Appsflyer, Adapty, ASAtools

TARGET PRICE

\$1,500,000

GROSS REVENUE

\$694,580

EBITDA

\$416,159

BUSINESS TYPE

Internet Businesses

SUPPORT & TRAINING

The company owners are willing to offer a training period and will work with a new owner to ensure a smooth transition. This is flexible depending on your needs.

REASON FOR SELLING

The business is owned by three partners who have been involved with apps for ten years and ready to move onto something new. They want to part ways amicably and feel that a new owner with more marketing resources can do much better with the apps than they will. The ideal buyer should have access to or already have a team of at least an ASO/ASA specialist and one technical specialist. Extra money will enable the business to scale – work on optimizing the entire marketing funnel, testing subscription screens and increasing traffic will pay off in full.

COUNTRY

United Arab Emirates

BUSINESS ID

L#20240781

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