

Best App Ever Winners See Big Sales Boost After Winners Announced

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148Apps announced today that winners and nominees of its 2009 Best App Ever Awards, which were unveiled last week, saw a large sales boost following the awards announcement. As a result, some apps were bumped into the top 100 overall paid applications list, while others experienced a large increase in sales. Developers this week expressed their gratitude for the Best App Ever Awards, for help in generating greater exposure for the nominated and awarded apps.

San Francisco, CA - 148Apps announced today that winners and nominees of its 2009 Best App Ever Awards, which were unveiled last week, saw a large sales boost following the awards announcement. As a result, some apps were bumped into the top 100 overall paid applications list, while others experienced a large increase in sales.

Exposure on the App Store is a tough business. With the multitude of apps available, great apps can be hard for potential users to find. Anything that can help to get more exposure for those apps is greatly appreciated. Developers this week expressed their gratitude for the Best App Ever Awards, for help in generating greater exposure for the nominated and awarded apps. Many developers saw large sales increases after the award winners were announced last week.

"We saw a 60% increase in sales right after it was announced that we were the winner of the Best App Ever," remarked Dave Castelnuovo from Bolt Creative, winner of the 2009 Best App Ever award for Pocket God. Indeed, Pocket God, already the biggest selling app in the App Store history, saw a jump from number 17 to number six in the overall paid application chart. A 60% increase in sales can mean thousands of dollars per day in increased revenue at that level in the top app list.

"We're super excited our app, Sonar Ruler, won the Most Creative Use of iPhone Hardware Award," Chris Laan, of Laan Labs, said. "With so many apps in the store these days, we felt our unique idea wasn't really getting noticed. Thanks to the Best App Ever awards, it feels like someone is finally noticing our hard work! Since winning the award, daily sales have almost doubled."

"Parallel Kingdom saw a large increase in downloads from being nominated for the Best App Ever Awards," said Andy Gilbertson, of Parallel Kingdom, 3rd Place Winner for the Best MMO game. "Since the game is often overlooked, the Best App Ever Awards were a great way to get some much deserved attention for Parallel Kingdom."

AroundMe, winner of the Best Use of Location Services award, which had recently fallen off of the top 100 list, shot up to number 34 on the overall top 100 downloaded free applications list.

QuadCamera, winner of the Best Camera App, reached the top 100 overall paid applications list for the first time in over eight months with a jump to number 73.

Pandemica, an augmented reality game that superimposes a game over the live view of the camera on the iPhone, entered into the top 100 paid games list for the first time.

The multitude of apps in the App Store can lead to confusion and customer uncertainty; some of the best apps can often be lost in the shuffle. App users can feel more confident in their purchase decisions by downloading a Best App Ever Award-winning app as some of the mystery is eliminated.

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The goal of the Best App Ever Awards has been to increase exposure for iPhone developers and to help users find the best apps, not just the best selling. The sales numbers from the last week demonstrate that with the proper exposure, the best apps can also become the best selling.

148Apps:
<http://148apps.com>

Best App Ever Awards:
<http://bestappever.com>

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