

## ComboApp Unveils Advanced iTunes Appstore Search Tool

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ComboApp today unveiled a new Advanced iTunes Appstore Search tool that will allow developers search iTunes data more thoroughly than ever before and obtain valuable, actionable competitive intelligence. Powered by Google, ComboApp's search indexes the text in every app description as well as other app related data to deliver more precise, in-depth results. To further enhance searches, all results can be filtered by each of the AppStore's product categories.

Vancouver, BC - ComboApp, which offers both app-building and marketing services to mobile application developers, has today announced the launch of a new Advanced iTunes Appstore Search Tool. The tool will allow developers to dig deeper than ever before into iTunes Appstore data and make the business of managing their business easier.

ComboApp's free search tool contains functionality that goes far beyond the capabilities of iTunes built-in search. While the iTunes search is restricted to app name and keywords, ComboApp's search, powered by Google, indexes the text in every app description as well as other app related data to deliver more precise, in-depth results. To further enhance searches, all results can be filtered by each of the AppStore's product categories, to give users a more granular view of the information.

Sample Reports Include:

Recently Launched Apps - a graph that tracks the release of new iPhone applications over the previous 30 days for both free and paid apps.

Category Popularity - presents the average number of new apps released by category for the previous 30 days. This data can be used assist developers in selecting a category for their app based on the relative competition for each category.

Average Application Price - calculates the average list price of applications for each category. (Note: after launch an app's price can be changed.) The Table lists the average list price for applications for each AppStore category. This data can assist developers in setting their initial application price.

The combination of the search tool statistical reports gives developers a new way to obtain business intelligence on competing apps and development companies. Users of ComboApp's Advanced AppStore search feature can now easily identify competitors and the app category distribution of similar apps. This will provide developers with actionable information to make more informed business decisions in determining application launch dates, category selection and even app pricing. The Advanced iTunes Appstore Search Tool is just one of the many ways that ComboApp helps developers get ahead of the competition.

ComboApp Marketing:  
<https://www.comboapp.com/marketing>

Screenshot 1:  
[http://comboapp.com/analytics/gogo/img/Category\\_pop.jpg](http://comboapp.com/analytics/gogo/img/Category_pop.jpg)

Screenshot 2:  
[http://comboapp.com/analytics/gogo/img/app\\_price.jpg](http://comboapp.com/analytics/gogo/img/app_price.jpg)

Screenshot 3:  
[http://comboapp.com/analytics/gogo/img/demand\\_cat.jpg](http://comboapp.com/analytics/gogo/img/demand_cat.jpg)

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Screenshot 4:

[http://comboapp.com/analytics/gogo/img/new\\_app.jpg](http://comboapp.com/analytics/gogo/img/new_app.jpg)

Screenshot 5:

[http://comboapp.com/analytics/gogo/img/pop\\_weekdays.jpg](http://comboapp.com/analytics/gogo/img/pop_weekdays.jpg)

A complete solution for the mobile application market, ComboApp offers high-quality mobile app- building services and cost-effective, results-driven Marketing and PR services. Creating apps for the iPhone and Android platforms, ComboApp offers customized modules, branded app interfaces and a full suite of features to create top-quality applications for small and mid-size businesses. ComboApp also offers developers a full-range of Marketing and PR Services, using viral, Social Media and traditional marketing campaigns that deliver proven results by increasing exposure, sales and appstore rankings. Copyright (C) 2010 ComboApp. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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Link To Article: <https://prmac.com/release-id-12047.htm>

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