

## Mobilewalla Analytics launches for App Owners and Developers

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Mobilewalla Analytics launches today as the app industry's first data analytics service for app developers, app owners and advertisers. Providing deep intelligence for the Apple platform, users may view the performance on an app on its own, or with respect to other related apps. Subscribers to the data will be able to view all non-transactional data regarding all apps, including app details, daily and grossing ranks, reviews, special list appearances and social media mentions.

Chappaqua, New York - Mobilewalla, the app industry's first "big data" and "deep analytics" solution, which tracks all available information about apps as well as data extracted from social media sites for consumers, has launched a data analytics service for app developers, app owners and advertisers. Mobilewalla Analytics, which debuted today at Demo Asia 2012, will for the first time provide deep insights in an app's performance across categories and geographies. Users may view the performance on an app on its own, or with respect to other related apps.

Mobilewalla Analytics provides insights into two major categories of information: public data, and a developer's private sales data. Through its public interface, subscribers to the data will be able to view all non-transactional data regarding all apps, including app details, daily and grossing ranks, reviews, special list appearances and social media mentions. All reported data may be sorted by category, geography and dates. At a private level, Mobilewalla Analytics will offer detailed analysis of transactional information such as sales and downloads, along with time-series analysis of devices, countries, languages and platforms. It also offers Apple and Android leader boards that allow the user to track top apps in different categories and geographies, dimensioned by price (free or paid) grossing amounts and Mobilewalla Scores.

Anindya Datta, founder and executive chairman of Mobilewalla, who presented at the conference, said, "We are pleased and honored to launch Mobilewalla Analytics at Demo Asia. We have developed a breakthrough analytics system that will bring deep analysis and order to the app world, helping developers to understand how their apps are faring in the market, and leverage information for advertisers to make informed decisions for their clients."

Mobilewalla:  
<http://mobilewalla.com>

Analytics:  
<http://analytics.mobilewalla.com>

Mobilewalla is a deep search and discovery and analytics engine incorporating breakthrough technology to help consumers, developers and advertisers navigate the highly fragmented mobile application marketplace. Mobilewalla offers a real-time rating and ranking system for every app in every category available in Apple, Android, Blackberry and Windows, plus a ratings system for the developers who write these apps. For more information, visit Mobilewalla online or download the free app in the Apple or Android stores. Please follow us on Twitter at #millionmobileapps. Copyright (C) 2012 Mobilewalla. 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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