

## Mobile App Marketing Company Releases App Development Infographic

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Austin-based APPSPIRE.me releases an infographic that reveals the key insights to consider when choosing a platform for development. The infographic compares the positives and negatives of both iOS and Android development including development costs, user market, and ROI. Titled "iOS or Android: Which One for App Development?" lists over 15 pros and cons of development through iOS and Android. It touches on the importance of target audience and also mentions the issues with fragmentation.

Austin, Texas - APPSPIRE.me, a leading app marketing agency, released an infographic this week that reveals the key insights to consider when choosing a platform for development. The infographic compares the positives and negatives of both iOS and Android development including development costs, user market, and ROI.

"37% of mobile app owners are developing their app on both iOS and Android, and that number is continuing to grow," said Carson Barker, founder and CEO of APPSPIRE.me. "However, it is crucial to understand how differently iOS and Android are in developers' perspective."

The infographic, titled, "iOS or Android: Which One for App Development?" lists over 15 pros and cons of development through iOS and Android. It touches on the importance of target audience and also mentions the issues with fragmentation.

"Before development starts, it's important to research different developers to match what your specific goals are with your app. We wanted to give app owners a start on that research, as well as offer solutions to gain more downloads and media coverage through our services," said Barker.

"iOS or Android: Which One For App Development?" is posted on various sites all over the web, and can be viewed on the APPSPIRE.me. blog.

For further information, APPSPIRE.me can be reached via their website contact page and on their social media pages.

APPSPIRE:  
<http://www.appspire.me>

Infographic:  
<https://appspire.me/wp-content/uploads/Mobile-App-Development-Infographic.pdf>

Based in Austin, Texas, APPSPIRE.me is a leading mobile app marketing and advertising agency that specializes in maximizing downloads, app interaction, massive media exposure and more. Our clients have been featured in the #1 position of their store category, iTunes "What's Hot" section, Fox Business News, New York Times, Techcrunch, Mashable, and more. With offices in Austin and London, U.K., APPSPIRE.me has been in the mobile app marketing business since 2009 with top ranking clients from around the world. All Material and Software (C) Copyright 2014 APPSPIRE.me. 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. Other trademarks and registered trademarks may be the property of their respective owners.

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