

# iOSユーザー体験・ア



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## iOS

モバイル印刷、ファックス、スキャン、通話録音、VPNサービスを提供する6つのiOSアプリのポートフォリオを買収することができる。

メインアプリはモバイル印刷を提供し、ニッチ分野で最も古いアプリの1つである。

生涯インストール数は世界で400万を超える。

現在の加入者の約70%は1年以上（12期間）加入しており、直帰率や解約率は新規加入者に比べてはるかに低い。

このコア・ベースが、どのような状況であろうと利益の大部分を担い、今後も担い続けるだろう。

このアプリのカテゴリはビジネス&オフィスツールです。

印刷アプリ、スキャナアプリ、文書管理・編集アプリなど、いくつかのニッチに適している。アプリなしでは使えない高度な印刷オプションを提供する。

ニッチは持続可能で、安定したトラフィックと関心がある。

成長の機会には、ASA、ASO、有料チャンネル（まだほとんどテストされていない）からのトラフィックの増加が含まれる。

トラフィックと収入を増やすために、新しいオーナーはこのビジネスに集中し、ASA、ASO、有料チャンネル、テスト、コンバージョンの増加などのマーケティング活動に取り組むスペシャリストの専門チームを持つことが理想的である。

現在のチームは、こうしたプロセスに多くの時間を割くことができない。

### キーポイント

- サブスクリプション収入
- 実績のある有料マーケティング
- 事業内で最適化できる複数のこと
- 技術スタック：DB - Google Firebase、API - iCloud、Google Drive、Dropbox。分析 - Appsflyer、Adapty、ASAtools

### TARGET PRICE

\$1,500,000

### GROSS REVENUE

\$694,580

### EBITDA

\$416,159

### BUSINESS TYPE

インターネットビジネス

### SUPPORT & TRAINING

会社のオーナーは研修期間を設け、ス

### REASON FOR SELLING

このビジネスは、10年間アプリに携わってきた3人のパートナーが所有しており、新しいリソースを持つ新しいオーナーの方が理想的な買い手は、少なくともASO/ASA スペシャリスト1名と技術スペシャリスト1名からなるチームにアクセスできる、ファネル全体の最適化、サブスクリプ

### COUNTRY

アラブ首長国連邦

### BUSINESS ID

L#20240781

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