Flurry Crosses 500,000 Apps on its Analytics and Advertising Platform

Flurry launches all-new Flurry.com and re-brands its products for advertisers and publishers

San Francisco, Calif. – April 22, 2014 – Flurry has announced that it has crossed the 500,000 apps milestone for Flurry Analytics, solidifying the company’s lead in mobile analytics and advertising. Flurry’s CEO and President Simon Khalaf made the announcement at the company’s mobile conference, Source14, in downtown San Francisco today. Flurry now draws data from over 150 billion app sessions from 1.3 billion mobile devices around the world each month, giving the company the most robust data set in the mobile industry. The company estimates that it sees app activity from 90% of the smartphones and tablets around the world, one third of all app sessions and an average of 7 apps per device.

Today, more than 150,000 app developers, marketers and advertisers use Flurry’s platform to analyze, advertise and monetize their apps. China is currently the top market for Flurry in terms of reach with 330 million monthly devices, followed by the US with 295 million monthly devices. Today 34% of the apps on the Flurry platform are developed in the U.S., and 66% are made abroad.

“Reaching a half a million apps around the world in less than six years is growth far beyond our initial expectations,” Khalaf said. “The data we draw in through Analytics gives Flurry a deep understanding of what the world is doing on mobile. We owe big thanks to our customers who continue to use Flurry Analytics for insights about their app audience and performance, and to the Flurry team that continually brings value to the app ecosystem. We look forward to releasing more innovations that make mobile better.”

The company also re-launched Flurry.com and has re-branded its revenue generating products as Flurry for Advertisers (formerly AppCircle) and Flurry for Publishers (formerly AppSpot). Flurry’s data-driven platform offers advertisers and publishers unique access to rich information about each mobile impression bought and sold. In addition to age and gender targeting, an advertiser can use more than 40 preset Flurry Personas, such as Business Professionals or Fashionistas, to target their campaign. The result is higher ROI for advertisers and improved eCPMs for publishers. For example, data shows that targeting the Business Professional Persona leads to 2.5x higher conversions for Finance apps. Publishers can earn 28% higher eCPMs when advertisers target Fashionistas, compared to campaigns without Persona targeting.

About Flurry

Flurry is optimizing the mobile experience for developers, marketers and consumers. Flurry’s market-leading analytics product sees activity from more than 500,000 smartphone and tablet apps on over 1.3 billion devices worldwide, giving the company the deepest understanding of mobile consumer behavior. Flurry has turned this knowledge into accelerated revenue and growth opportunities for app developers, and an effective, measurable advertising channel for marketers to engage their audiences on mobile devices. Flurry has raised over $60 million in venture funding and has offices in San Francisco, New York, London, Chicago and Mumbai. For more information, please visit www.flurry.com.

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