Portfolio von iOS Utility Apps

PRINTED ON: *September 14, 2026, 4:59 AM (EST)* **PUBLISHED ON:** *January 12, 2025, 4:17 AM (EST)* **UPDATED ON:** *September 14, 2026, 3:59 AM (EST)*

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Portfolio von iOS Utility Apps

Zum Erwerb verfügbar ist ein Portfolio von sechs iOS-Apps, die mobiles Drucken, Faxen, Scannen, Anrufaufzeichnung und VPN-Dienste bieten. Die Haupt-App bietet mobiles Drucken und ist eine der ältesten Apps in dieser Nische. Das Programm ist weltweit mehr als 4 Millionen Mal installiert worden. Etwa 70 % der derzeitigen Abonnenten haben ein Abonnement für mehr als ein Jahr (12 Perioden) und ihre Absprungrate und Abwanderung ist viel geringer als bei neuen Abonnenten. Diese Kernbasis trägt und wird auch in Zukunft den Großteil des Gewinns tragen, unabhängig von den Umständen.

Die Kategorie für diese App ist Business & Office Tools. Es ist für einige Nischen geeignet – Druck-Apps, Scanner-Apps, Apps zur Verwaltung und Bearbeitung von Dokumenten. Es bietet erweiterte Druckoptionen, die ohne eine App nicht genutzt werden können. Die Nische ist nachhaltig, mit stetigem Verkehr und Interesse. Zu den Wachstumschancen gehören mehr Traffic durch ASA, ASO und bezahlte Kanäle (die kaum getestet wurden).

Um den Traffic und die Einnahmen zu steigern, verfügt der neue Eigentümer idealerweise über ein engagiertes Team von Spezialisten, das sich auf dieses Geschäft konzentriert und für Marketingaktivitäten bereit ist – Arbeit mit ASA, ASO, bezahlten Kanälen, Tests und Steigerung der Konversion. Das derzeitige Team kann nicht viel Zeit für diese Prozesse aufwenden.

Keypoints

- Einnahmen aus Abonnements
- Bewährtes bezahltes Marketing
- Mehrere Dinge, die innerhalb des Unternehmens optimiert werden können
- Technischer Stack: Hauptsächlich Swift, teilweise Objective C. DB – Google Firebase, API – iCloud, Google Drive, Dropbox. Analytik – Appsflyer, Adapty, ASAtools

TARGET PRICE
$ 1,500,000

GROSS REVENUE
$ 694,580

EBITDA
$ 416,159

BUSINESS TYPE
Internetfirmen

COUNTRY
Vereinigte Arabische Emirate

BUSINESS ID
L#20240781

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