

Приложение для iOS для сканирования QR- КОДОВ





iOS

QR-

Для приобретения предлагается лидирующее на рынке приложение для iOS, обеспечивающее быстрое и надежное сканирование и декодирование QR-кодов, с 2,9 миллионами ежемесячных активных пользователей и более чем 70 миллионами общих загрузок. Это универсальное приложение для сканирования QR-кодов и штрих-кодов, поддерживающее более 15 типов кодов. Он предлагает такие функции, как подробная информация о продуктах и блюдах, история сканирования, упорядоченные папки, пакетное сканирование и экспорт в формате CSV. Приложение обладает кроссплатформенными возможностями (доступно на iPhone, iPad и Mac с Apple Silicon).

Приложение работает по модели freemium, предлагая подписку pro для неограниченного сканирования, доступа к информации о продукте и работы без рекламы. 70% дохода приносит подписка и IAP, а 30% – реклама. \$833K MRR и \$9M ARR.

TARGET PRICE

\$ 32,000,000

GROSS REVENUE

\$ 9,818,603

EBITDA

\$ 6,461,480

BUSINESS TYPE

Программное обеспечение и SAAS

COUNTRY

Соединенные Штаты

BUSINESS ID

L#20250925

Ключевые моменты

- 4,7 звезды с 663K оценок.
- 7 лет истории.
- 280K+ загрузок/месяц и 2,9M MAU.
- Широкий набор функций: Поддерживает множество типов кодов и предлагает подробную информацию.
- Доход от подписки: Предлагает профессиональные подписки с различными сроками действия.
- Удержание: Такие функции, как история сканирования и пакетное сканирование, поощряют многократное использование.
- Органические загрузки: Высокий рейтинг App Store (4.7/5) обеспечивает сильный органический рост.
- Минимальные временные затраты: Приложение функционирует автономно с минимальным вмешательством пользователя.
- Расширяющаяся ниша: Растущий спрос на утилиты QR-кодов в различных отраслях промышленности.
- Многоязычная поддержка: Доступно более 20 языков, что позволяет удовлетворить потребности глобальной аудитории.
- Приложение создано на Swift (в основном UIKit, некоторые части SwiftUI).
- Никакого тяжелого бэкэнда, только одна небольшая функция, построенная на PHP.

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