DIGITAL

Mobile Growth Consultancy & Agency



Business Presentation

DIGITAL

Take Your App to the Top

Empowering mobile app and game developers to achieve sustainable growth and success by providing innovative, data-driven consultancy services and tailored marketing strategies.

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About us

OP Digital is a mobile growth consultancy & agency specializing in providing innovative, data-driven solutions and tailored marketing strategies for mobile app and game developers.

Our primary goal is to empower our clients to achieve sustainable growth and success in the competitive mobile app market.

OUR MISSION

OP Digital’s mission is to empower mobile app and game developers to achieve sustainable growth and success by providing innovative, data-driven consultancy services and tailored marketing strategies. We aim to become trusted partners in our clients’ journey, helping them navigate the rapidly evolving mobile landscape and maximize their potential in the competitive app market.

OUR VISION

Our vision is to become a leading global player in the mobile growth space, recognized for our expertise, innovation, and commitment to client success. We strive to create a world where mobile app and game developers of all sizes can thrive, fostering a diverse and dynamic app ecosystem that delights users and drives positive change in the industry.

Unlock The Full Potential of Your Audience

Market Overview



The global mobile app and game development market has experienced significant growth in recent years. In 2022, the market size reached approximately **€475 billion**, with mobile games accounting for nearly **74%** of the **total revenue**.

This growth is expected to continue, with forecasts predicting the market size to reach around **€755 billion by 2027**, growing at a compound annual growth rate (CAGR) of 8.5%.

Estimated Billings and Sales Facilitated by the App Store Ecosystem (Worldwide)

Table 1: Estimated Billings and Sales Facilitated by the App Store Ecosystem, Worldwide, 2019-2022 ($ Billion)*

	2019	2020	2021	2022
Digital Goods and Services**	**$61**	**$86**	**$102**	**$104**
Physical Goods and Services	**$413**	**$511**	**$678**	**$910**
M-Commerce				
General Retail	$268	$383	$471	$621
Travel	$57	$38	$56	$102
Food Delivery and Pickup	$31	$36	$66	$77
Grocery	$14	$22	$43	$52
Ride Hailing	$40	$26	$33	$48
Digital Payment	$4	$5	$9	$10
In-App Advertising***	**$45**	**$46**	**$88**	**$109**
Total	**$519**	**$643**	**$868**	**$1,123**

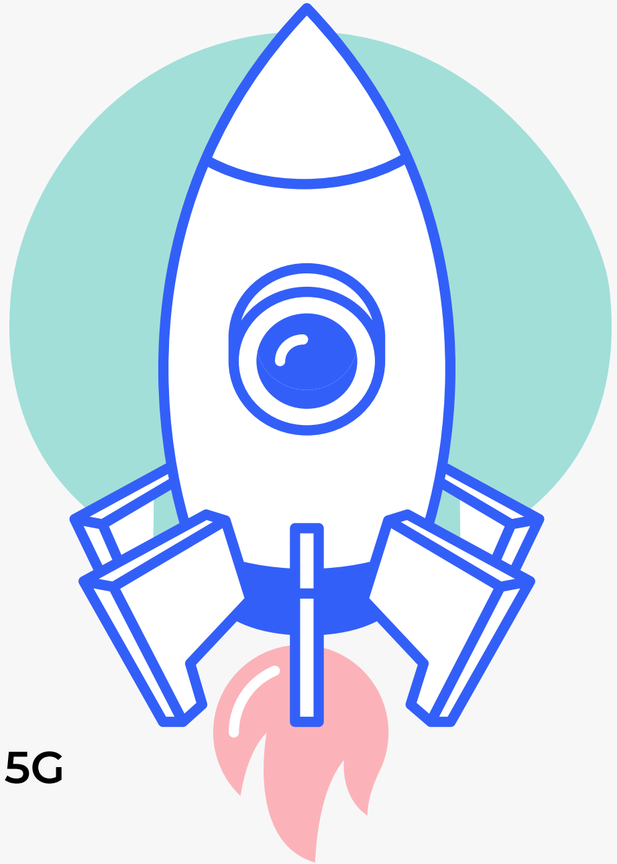
* Totals may not sum due to rounding.

** Billings and sales from digital goods and services are not the same as App Store billings. We include sales from digital goods and services purchased elsewhere but used on apps on Apple devices, and we subtract billings from in-app purchases made via the App Store but used elsewhere. The estimate relies on third-party sources and Apple data. See Appendix for details.

*** iOS in-app ad revenue; does not include mobile web, search ads, and Apple Search ads.

Growth Trends

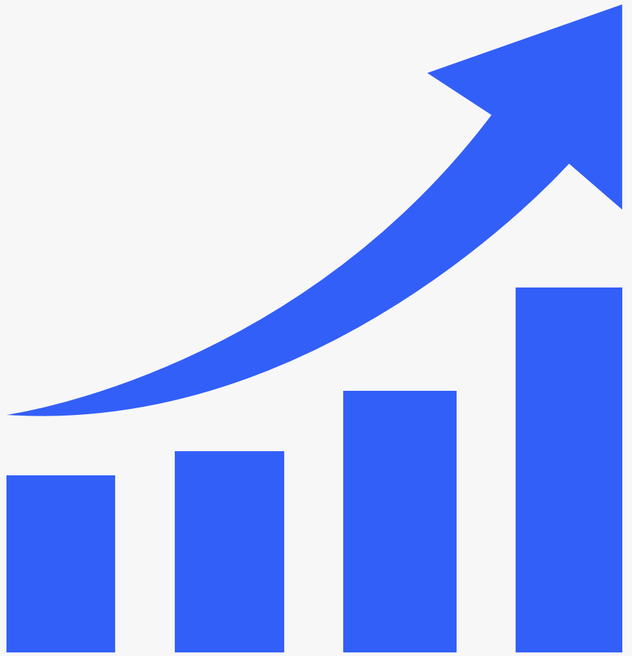
Several growth trends are shaping the mobile app and game development market, including:



- ***Increasing smartphone penetration:*** The number of smartphone users worldwide continues to rise, with estimates projecting over 7.8 billion users by 2028. This expanding user base drives demand for mobile apps and games, providing developers with a growing market to tap into.

- ***Advancements in technology:*** Technological advancements, such as 5G networks, augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), are driving innovation in mobile app and game development. These technologies enable developers to create more immersive, engaging, and personalized experiences, attracting new users and driving market growth.

Growth Trends



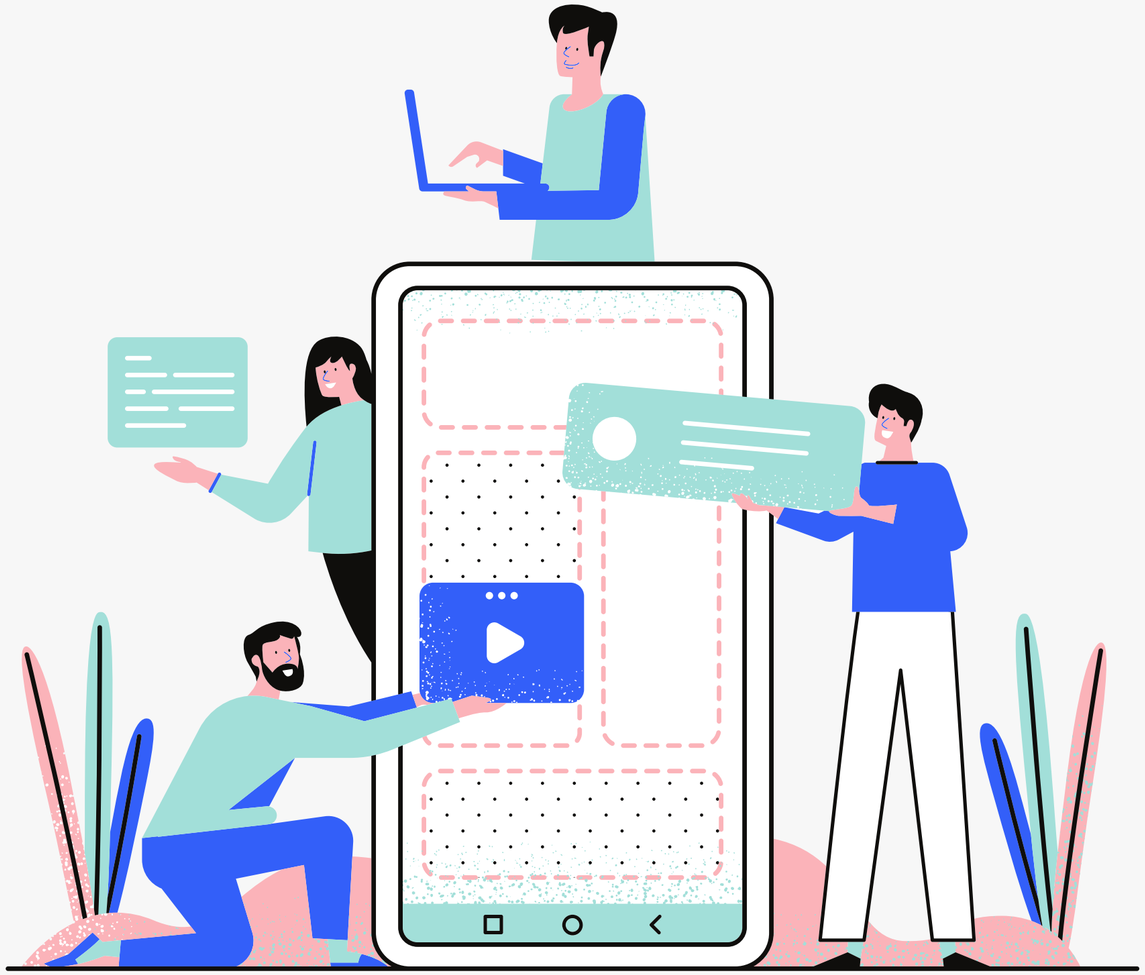
Shift towards mobile gaming: The gaming industry is witnessing a shift towards mobile platforms, with mobile games now accounting for the largest share of the global gaming market. This trend is driven by factors such as the accessibility of smartphones, improvements in mobile gaming technology, and the popularity of free-to-play games with in-app purchases.

Growth of app monetization models: As the mobile app market matures, developers are exploring various monetization models to generate revenue, including in-app advertising, subscriptions, and in-app purchases. This diversification of revenue streams is driving growth in the app development market.

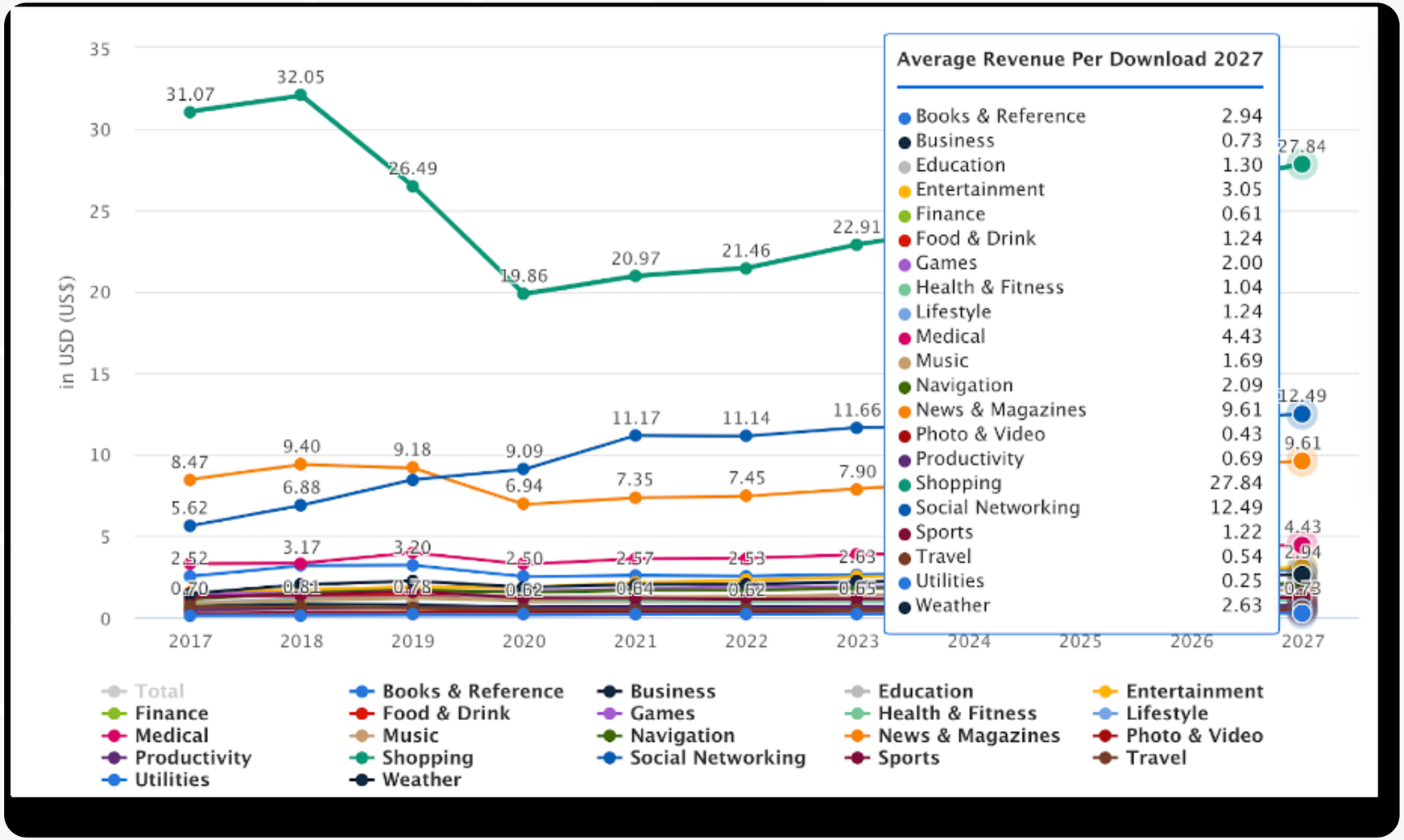
Growth Trends

Demand for enterprise apps: Businesses are increasingly adopting mobile apps to streamline operations, improve productivity, and enhance customer engagement.

This growing demand for enterprise apps is creating new opportunities for mobile app developers.



Estimated Average Revenue Per Download in 2027 (Worldwide)



Key Values of Our Expertise

EXPERIENCE

We have a 10-years of extensive experience in mobile growth, marketing, and analytics. We provide you with data-driven insights, best practices, and innovative consultancy and solutions to help you achieve your growth objectives.

CUSTOMIZATION

We provide tailored growth strategies and marketing plans that address your specific requirements and target audience in accordance with your unique needs, goals, and challenges.

RESULT ORIENTED APPROACH

We know you value consultancies that can demonstrate a track record of success and deliver tangible outcomes. We provide measure results, such as increased app store rankings, user acquisition, retention, and revenue growth.

COST EFFECTIVENESS

Cost-effectiveness: Particularly for startups and smaller developers, the cost is an important consideration. We provide affordable solutions with a high return on investment without compromising on quality.

ONGOING SUPPORT & PARTNERSHIP

Just like you, we appreciate collaborative approach with regular progress updates. So we always prefer to involve you in the decision-making process and keep them informed about the implemented strategies.

App Store Optimization

App Store Optimization service focuses on improving the clients' app visibility and discoverability within the app stores like Google Play and Apple App Store.

By optimizing app titles, descriptions, keywords, icons, screenshots, and other metadata, we help our clients rank higher in search results and attract more organic downloads.

Our ASO services benefit our clients by increasing their app's exposure to potential users, driving higher download rates, and boosting their app's revenue potential.



Performance Marketing

Our Performance Marketing service includes managing and optimizing advertising campaigns across various platforms, such as Apple Search Ads, Google Universal App Campaigns (UAC), and paid social ads (Facebook, Instagram, Twitter, etc.).

We develop targeted marketing strategies, create engaging ad creatives, and continuously monitor and adjust campaigns to maximize return on ad spend (ROAS).

This service benefits our clients by driving high-quality user acquisition, increasing app installs, and optimizing marketing budgets for maximum impact.



Subscription Optimization

Our Subscription Optimization service focuses on maximizing our clients' subscription-based revenue by analyzing and optimizing their subscription pricing, packaging, and promotional strategies.

We help clients design and implement effective subscription models, identify opportunities for upselling and cross-selling, and develop targeted offers and incentives to increase subscriber retention and lifetime value.

This service benefits our clients by boosting their recurring revenue streams, improving customer loyalty, and enhancing the overall user experience.



Retention & CRM

Our Retention & CRM service aims to improve our clients' user retention rates and increase customer lifetime value through targeted communication and engagement strategies.

We develop and implement personalized customer relationship management (CRM) campaigns, including push notifications, in-app messaging, and email marketing, to keep users engaged and encourage them to continue using the app.

This service benefits our clients by reducing churn, increasing user engagement, and driving long-term revenue growth.



Growth Consultancy

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We offer you...

...a tailored and personalized approach to mobile growth strategies, catering to the specific needs and goals

... invest in continuous professional development and training for your team members to maintain a high level of expertise and adapt to the evolving mobile app landscape

... cutting-edge guidance and support exceptional customer service, focusing on transparency, open communication, and building long-term relationships with your clients

.....and most importantly, focus on delivering measurable results
and a high return on investment



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