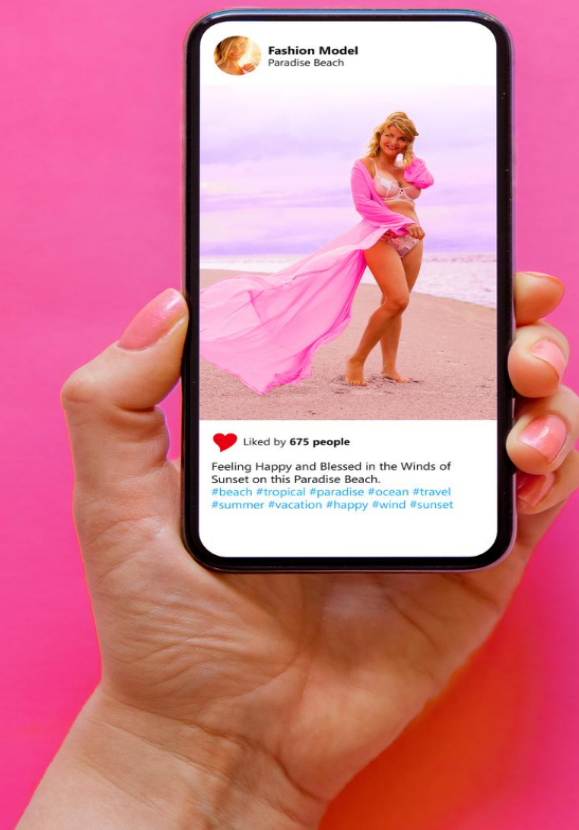


7,500만 다운로드

인스타그램 앱 SAAS





7,500

SAAS

인수 대상은 빠르게 성장하고 있는 Instagram의 사용자들이 가장 많이 사용하는 메시징 앱입니다. 인스타그램 사용자가 팔로워와 친구로부터 솔직한 익명의 메시지나 리뷰를 받을 수 있는 기회를 제공하기 위해 고안된 기능입니다. 앱은 iOS와 Android에서 모두 사용할 수 있습니다.

이 앱은 연간 1,400만 달러의 반복 수익을 창출하는 수익성 있는 앱입니다. 역대 최단 기간에 7,500만 다운로드를 달성한 앱으로 50개국 이상에서 앱스토어 1위를 기록했습니다. 익명 Q&A 시장을 장악하고 있으며 네트워크 밀도와 브랜드 등 여러 요인으로 인해 다른 모든 앱을 추월했습니다.

앱의 성장은 사용자 제작 콘텐츠를 적절하게 조정할 수 있게 해준 AI 모델의 개발과 맞물려 있습니다. 5억 건의 메시지가 전송되었으며 심각한 괴롭힘 사고는 단 한 건도 발생하지 않았습니다.

키포인트

- 60개국 이상에서 앱스토어 1위 달성
- 75,000,000 다운로드 - 역대 가장 빠르게 7500만 다운로드에 도달한 앱
- 14 mm ARR
- 강력한 팀 - 15년 경력, 20개 이상의 앱 출시, 총 다운로드 1억 건 달성
- #100개국 이상에서 1위 500억 스토리 노출 수
- 인스타그램 링크 공유 - 강력한 네트워크 효과와 바이럴 성장 창출
- 최종 승자 이점 - 해당 카테고리에서 최종적이고 영구적인 리더가 될 수 있습니다.
- 다운로드 머신 - 웹 사이트만으로도 다른 앱의 하루 다운로드 수 20,000건을 달성할 수 있습니다.
- 선주문 전략과 결합하면 어떤 앱이든 앱스토어에서 1위를 차지할 수 있습니다.
- 고객당 LTV가 더 높은 다른 앱으로 사용자를 유도할 수 있습니다.

TARGET PRICE

\$62,500,000

GROSS REVENUE

\$13,920,151

EBITDA

\$11,882,890

BUSINESS TYPE

소프트웨어 및 SAAS

SUPPORT & TRAINING

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REASON FOR SELLING

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COUNTRY

미국

BUSINESS ID

L#20240752

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