

# WEB RESEARCH FOR STARTAPP



StartApp has given developers of smartphone apps a way to make money off of what they have created through the use of display and video ads, which are embedded into the software. It allows them to offer apps for free and still be able to monetize them in a subtle way.

Because this is an Internet-based market, they need to search the web for any new trends, and they need to find out what their customer base is looking for. This takes a great deal of time, and as a growing company it is something that they don't have an abundance of. Still, it is a necessary part of their operation.



## Challenge

When Sidago was first contacted for the job, they knew that it wouldn't be without its challenges. Understanding the difference between legitimate sources and the ones that are not is the key to making this project a success. After all, it's important to get the most accurate information possible.



## Solution

As they went about their web research, Sidago carefully analyzed each source, and they evaluated every piece of information they found. They looked very closely at any statistics and numbers that were related to the scope of their research, and they also paid attention to any customer reviews and comments that were related to the company's target market. StartApp was also concerned with finding ways to bring in more advertisers who were interested in promoting whatever they had to offer, but they also needed more developers to give them better exposure. These two markets work together to make the company successful. So, it's important to find out what they are looking for to find a solution that would be equitable for both parties.



## Results

With the help of Sidago, StartApp was able to increase their sales by at least 30%, and they have grabbed 10% more of the market share. All of this they have been able to do in just a few months. They also expect their sales to double going into the new year.