

Mobio

**ANALYSIS
AND
RESEARCHES
FOR THE
PRODUCTIVITY
MOBILE APP**

The left side of the page features a series of vertical blue lines of varying heights. Interspersed among these lines are three stylized icons: a calendar page at the top, a clipboard with a checklist in the middle, and a smartphone at the bottom. Each icon is rendered in a light blue, sketch-like style. Additionally, there are several small blue dots scattered along the vertical lines.

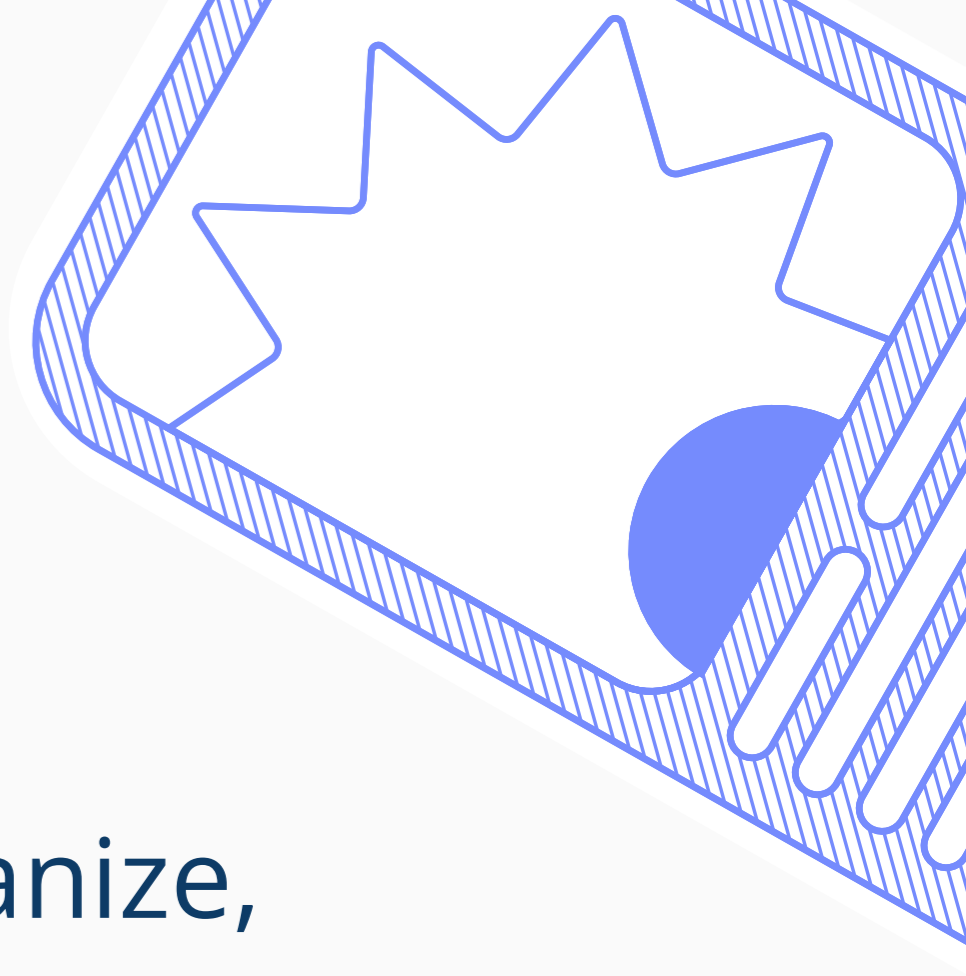
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- 8** Personal Sector of the Productivity Apps Category
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What are Productivity Apps?

- Productivity Apps Market
- Productivity Apps
- Popularity Ranking (Q4 2023)

What are Productivity Apps?



Productivity mobile apps include a variety of tools that help organize, prioritize and optimize tasks for maximum results. Offering features geared toward specific user goals, these apps provide a more structured approach to managing time, tasks, and information.

What started as simple to-do lists and calendar apps have evolved into complex ecosystems that incorporate artificial intelligence, real-time collaboration, and seamless cross-platform integration.

Most productivity apps can be categorized into different categories based on specific goals:

- Project Management
- To-do list maintenance and note taking
- Task management
- Time management and calendars
- Process performance measurement
- Habit formation
- Improving focus

Productivity category segments:

- Business and Office
- Personal

Productivity Applications Market

The total revenue of the productivity category is expected to exhibit a compound annual growth rate (CAGR 2022-2027) of **10.07%**, resulting in a projected market size of USD 8.50 billion by 2027 ([Statista](#)). By 2023, the number of app downloads in this market segment has reached **7.62 billion**.

Productivity Apps Popularity Ranking (Q4 2023):

Google Play:

Top Free Apps

US	United Kingdom
ChatGPT	ChatGPT
WiFi Password Map Instabridge	PDF Reader — PDF Viewer
Instabridge	SHAREit Lite
ChatBot	HP Smart

Top Paid Apps

US	United Kingdom
HotSchedules	Site Audit Pro
Penly: Digital Planner &Notes	Penly: Digital Planner &Notes
MiXplorer Silver File Manager	MiXplorer Silver File Manager
Easy Voice Recorder Pro	Easy Voice Recorder Pro

Apple App Store:

Top Free Apps

US	United Kingdom
ChatGPT	ChatGPT
Gmail — Email by Google	Gmail — Email by Google
Microsoft Authenticator	Microsoft Authenticator
Google Drive	VPN — Super Unlimited Proxy

Top Paid Apps

US	United Kingdom
Forest: Focus for Productivity	Forest: Focus for Productivity
Screen Mirroring + for Roku	Site Audit Pro
Things 3	Things 3
QuickBend: Conduit Bending	BimmerLink for BMW and MINI
BimmerLink for BMW and MINI	Birthday Countdown & Gift Lift

Personal Sector of the Productivity Apps Category

- Assessment of Category Attractiveness

In contrast to the typical business and office-oriented productivity tools, there are paid apps that provide users with unique options for organizing their personal lives, managing time, and building habits that are becoming more prevalent.

The main features of the top Personal apps related to planning and task completion are:

- Daily planners
- Habit trackers
- Team projects
- Notes and Daily journals

Add-on features that add value and increase the effectiveness of Daily Planner apps:

- Spending tracker
- Meditation
- Quotes
- Focus timer
- Mood tracker



Assessment of Category Attractiveness

The comprehensive analysis conducted to identify the categories with the greatest potential took into account:

- Dynamic changes in Downloads per Publisher, the number of downloads, and Revenue per Subscription;
- 2023 figures for the number of downloads and Revenue per publisher, as well as Revenue per download.

Dynamic Changes Overview, 1st Half 23/22

The Dynamics of Changes, 1st Half 2023

Primary	Category	Downloads Count for One Publisher	Number of Downloads	Revenue	Total Value (max=3)	Downloads per Publisher	Revenue per Publisher	Revenue per Download	Total Value (max=3)	TOTAL (max=6)
	Daily planners	7%	20%	16%	3	173 159	\$370 996	\$2,1	3	6
	Habit trackers	-16%	-10%	0%	0,5	78 494	\$91 481	\$1,2	1	1,5
	Team projects	33%	33%	51%	3	204 233	\$287 882	\$1,4	2	5
	Notes and Daily journals	1%	20%	28%	2,5	91 795	\$83 263	\$0,9	0,5	3
	Spending tracker*	-3%	9%	7%	2	219 157	\$148 349	\$0,7	1,5	3,5
	Meditation*	10%	17%	12%	3	148 856	\$1 008 278	\$6,8	3	6
	Quotes*	-10%	-34%	-46%	0	45 903	\$75 914	\$1,7	0,5	0,5
	Focus timer*	-41%	4%	43%	2	25 903	\$18 008	\$0,7	0	2
	Mood tracker*	12%	-8%	46%	2	86 268	\$169 551	\$2,0	2	4
Additional	Category	Downloads Count for One Publisher	Number of Downloads	Revenue	Total Value (max=3)	Downloads per Publisher	Revenue per Publisher	Revenue per Download	Total Value (max=3)	TOTAL (max=6)
	Daily planners	7%	20%	16%	3	173 159	\$370 996	\$2,1	3	6
	Habit trackers	-16%	-10%	0%	0,5	78 494	\$91 481	\$1,2	1	1,5
	Team projects	33%	33%	51%	3	204 233	\$287 882	\$1,4	2	5
	Notes and Daily journals	1%	20%	28%	2,5	91 795	\$83 263	\$0,9	0,5	3
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	Mood tracker*	12%	-8%	46%	2	86 268	\$169 551	\$2,0	2	4

*Data for this category is taken exclusively from the iOS platform

● weight = 1

● weight = 0.5

● weight = 0

Each of the considered criteria assumes the same weight equal to 1. Then, depending on the value, the criterion was assigned one of the scores — 0, 0.5 or 1. A score of 0 was assigned when the dynamics < 0, a score of 0.5 for zero or insignificant (1-3%) growth, and a score of 1 in other cases. Cumulative value = efficiency grade.



Assessment of Category Attractiveness

The Quotes, Habit trackers and Focus timer categories have the lowest totals. The Daily Planner and Meditation categories received maximum scores on the aggregate criteria. Team projects has an average category state score, but maximum scores on dynamics.

Since these categories have the highest potential, let's examine them on the following parameters

- Top 10 apps of the category
- Dynamics of total downloads
- Profitability
- Promotion channels
- Top Creatives



Daily Planners Category

- Top 10 Apps in the Daily Planners Category
- Daily Planners Download Dynamics
- Revenue of the Daily Planners Category
- Promotion Channels Daily Planners
- Top Creatives of the Daily Planners Category

Top 10 Apps in the Daily Planners Category

App Name	Downloads Since 2022 on Both Platforms	Revenue per Download
Fabulous: Daily Habit Tracker	2 544 789	\$3,3
Structured — Daily Planner	2 415 603	\$0,6
Microsoft To Do: Lists & Tasks	1 874 147	\$0,0
Planner & Journal — Zinnia	1 293 077	\$1,6
Cozi Family Organizer	1 147 132	\$3,4
Evernote — Notes Organizer	1 054 261	\$11,9
Productive — Habit Tracker	983 478	\$1,5
Digital Planner — Task Journal	724 643	\$0,4
Day One Journal: Private Diary	680 993	\$5,4



Uniform distribution of downloads:

- No single app monopolises traffic in this category; downloads are evenly distributed.

Leader distribution:

- The category leader accounts for **15%** of all downloads.
- The top 5 apps together account for **60%** of downloads.

Specifics of the leading app (Fabulous):

- A scientific approach to habit formation.
- Gamification to engage users.
- Premium subscription with personalised personal coaching to increase motivation and focus.
- Mood tracker, meditation and affirmations as additional features.

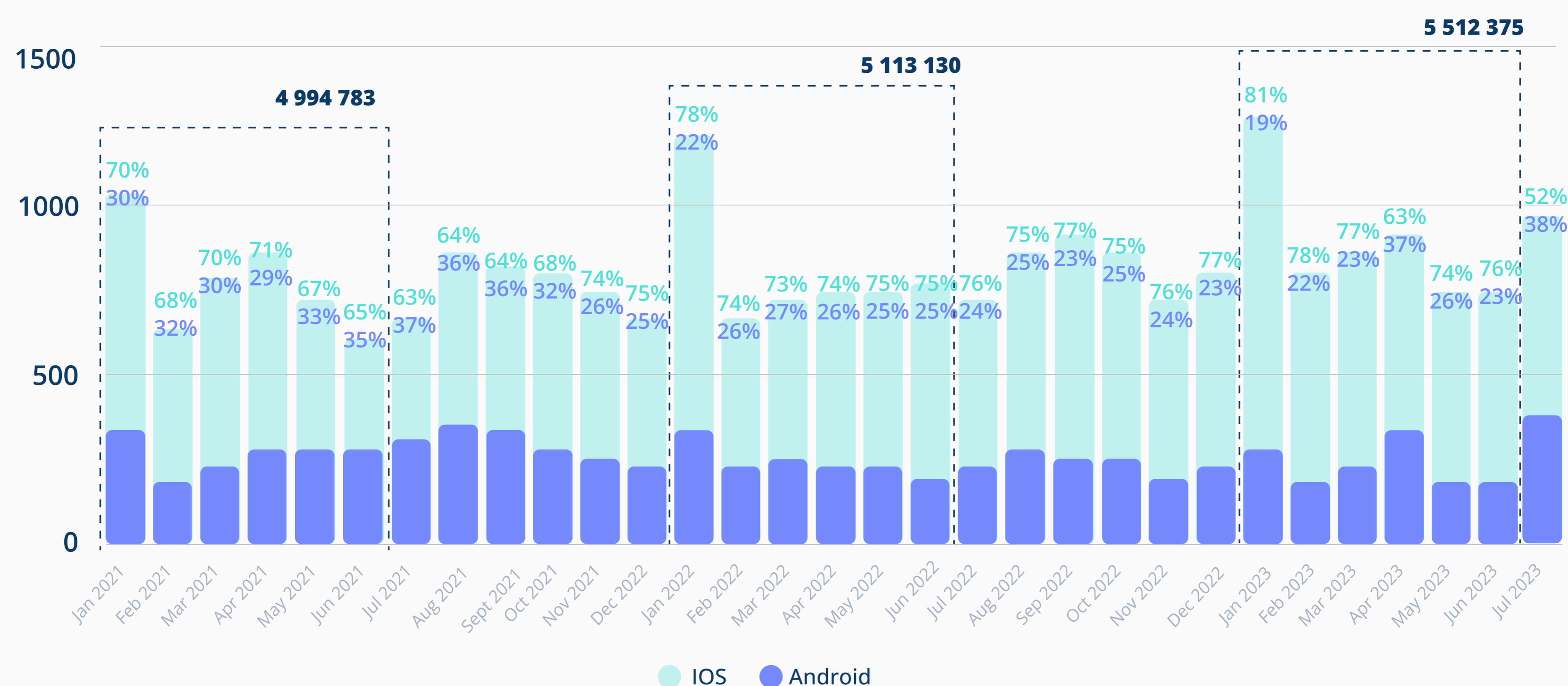
App positioning:

- All apps are positioned as planners.
- Evernote and Day One Journal put more emphasis on notes and diary functions.
- Cozi Family Organiser specialises in a family planner.

Fluctuating Revenue:

- Revenue per download in the top 10 ranges from \$0 (for the free Microsoft To Do) to \$11.9 (for Evernote).

Daily Planners Download Dynamics



Growth in downloads across platforms (LFL 1H 2022/2023):

- Android growth **+8.5 %**.
- iOS growth **+7.6 %**.
- Total iOS downloads are 2.4 times higher than the number of Android downloads.

Total category downloads trend (LFL 2022/2023):

- **8%** 1H
- **9%** 1Q
- **6%** 2Q

Quarterly download dynamics by platform:

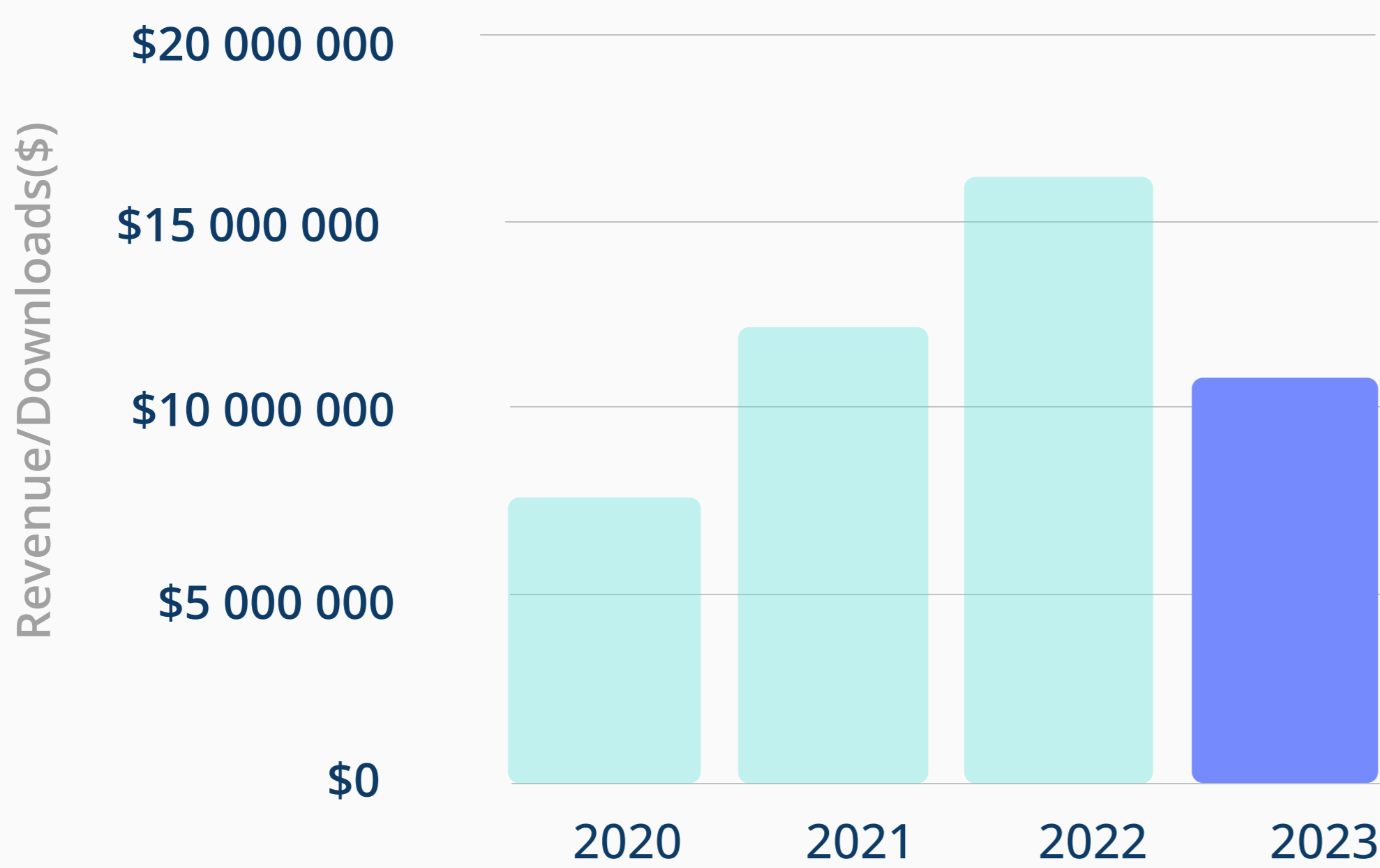
- Android: 1Q **-6%**; 2Q **+24%**
- iOS: 1Q **+14%**; 2Q **+0.04%**

Seasonal fluctuations and peaks:

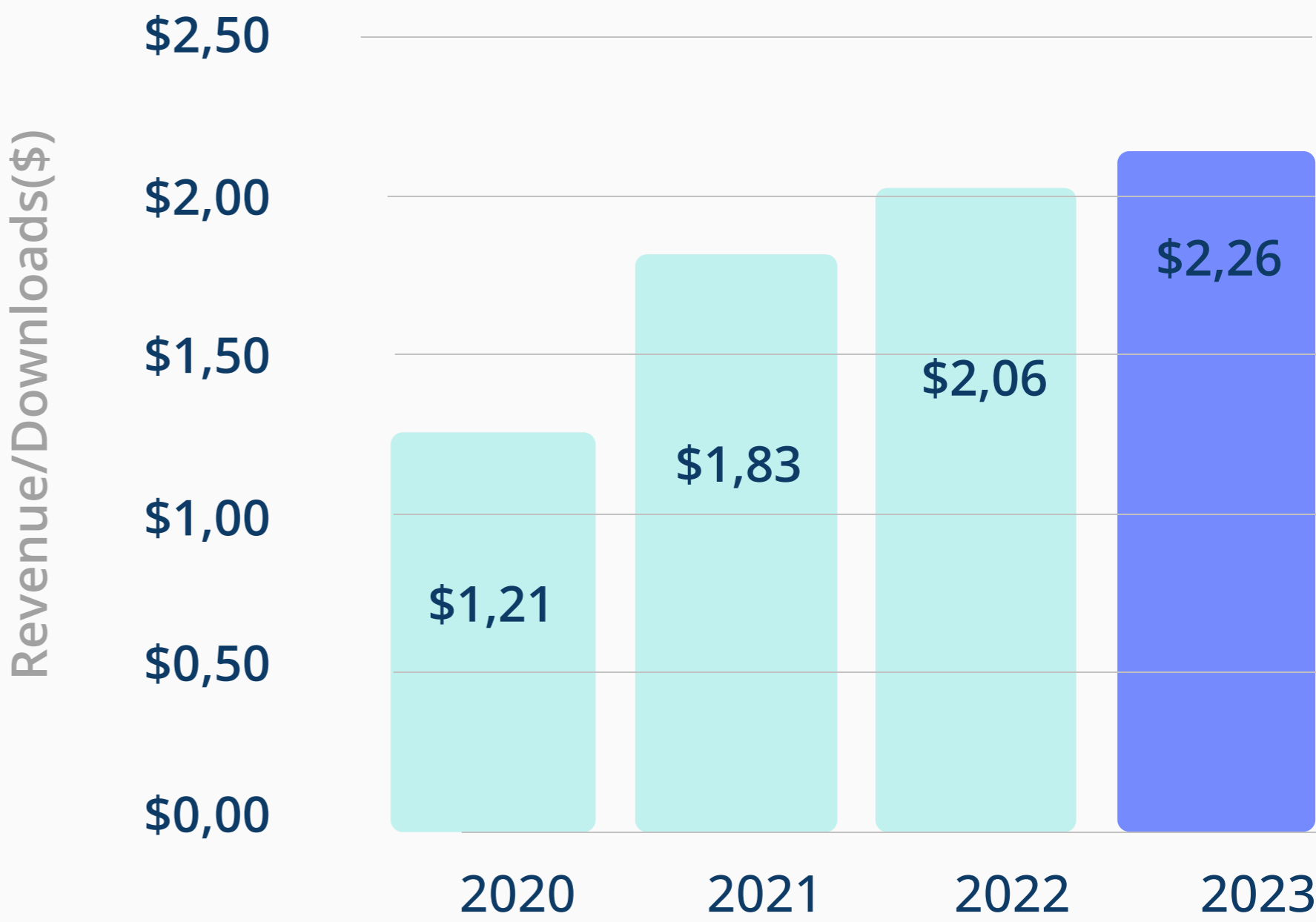
- A common peak in downloads across platforms is January (annual average exceeded in January 2022 by **41%**)
- In 2023, download spikes occur at the beginning of quarters

Revenue of the Daily Planners Category

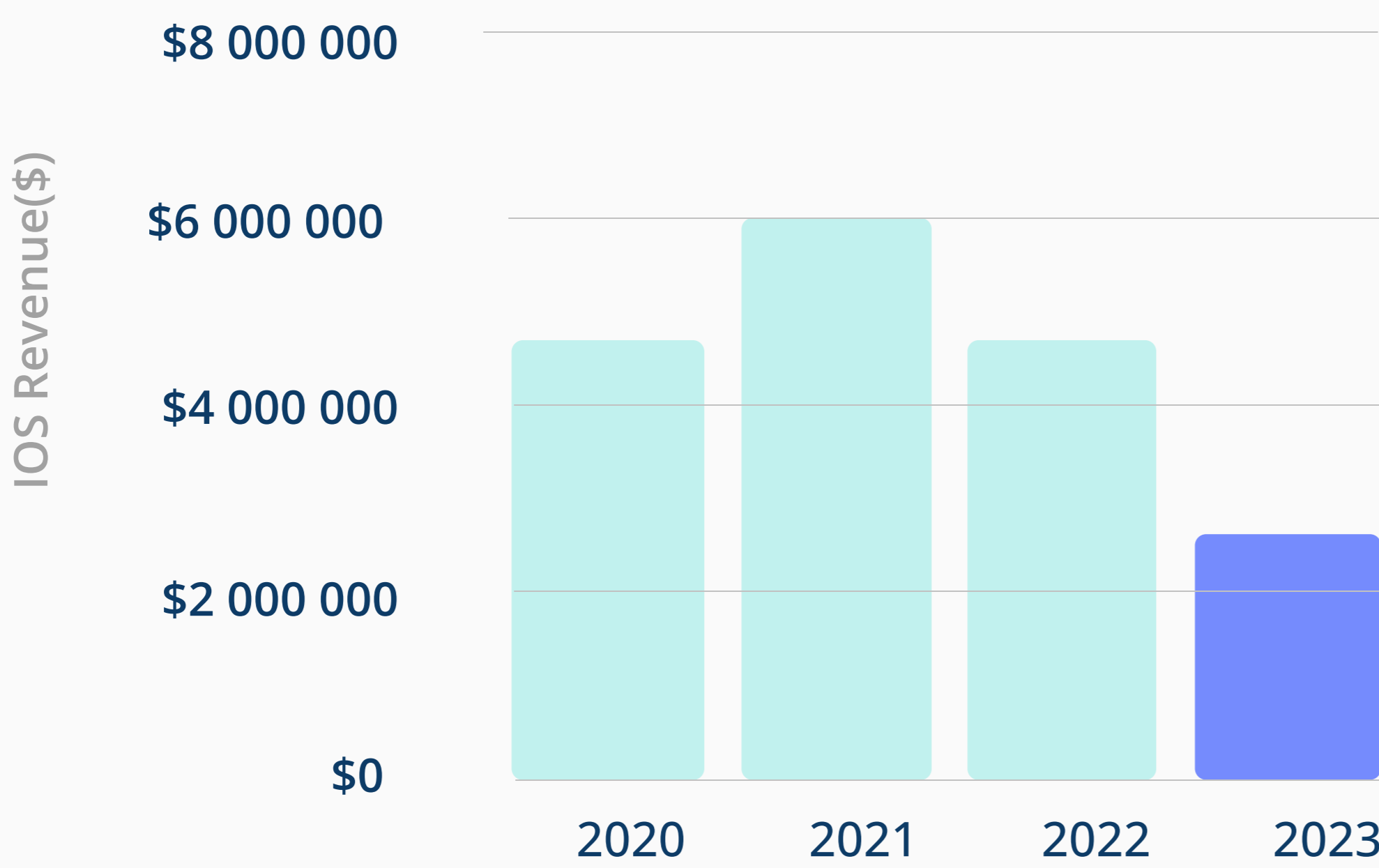
Dynamic Total Revenue Trend of iOS Apps



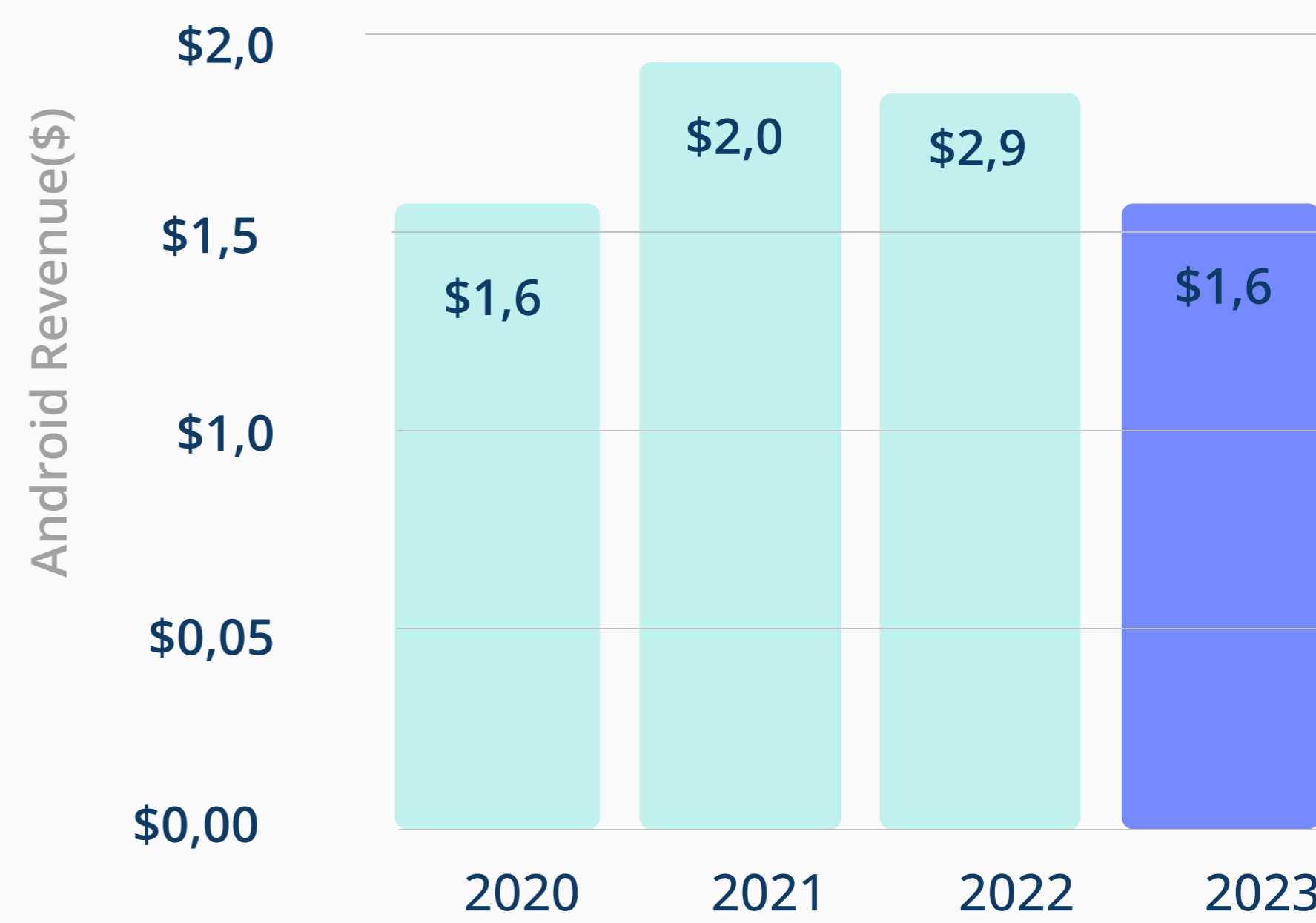
Revenue per Download Dynamics, iOS



Dynamic Total Revenue Trend of Android Apps



Revenue per Download Dynamics, Android



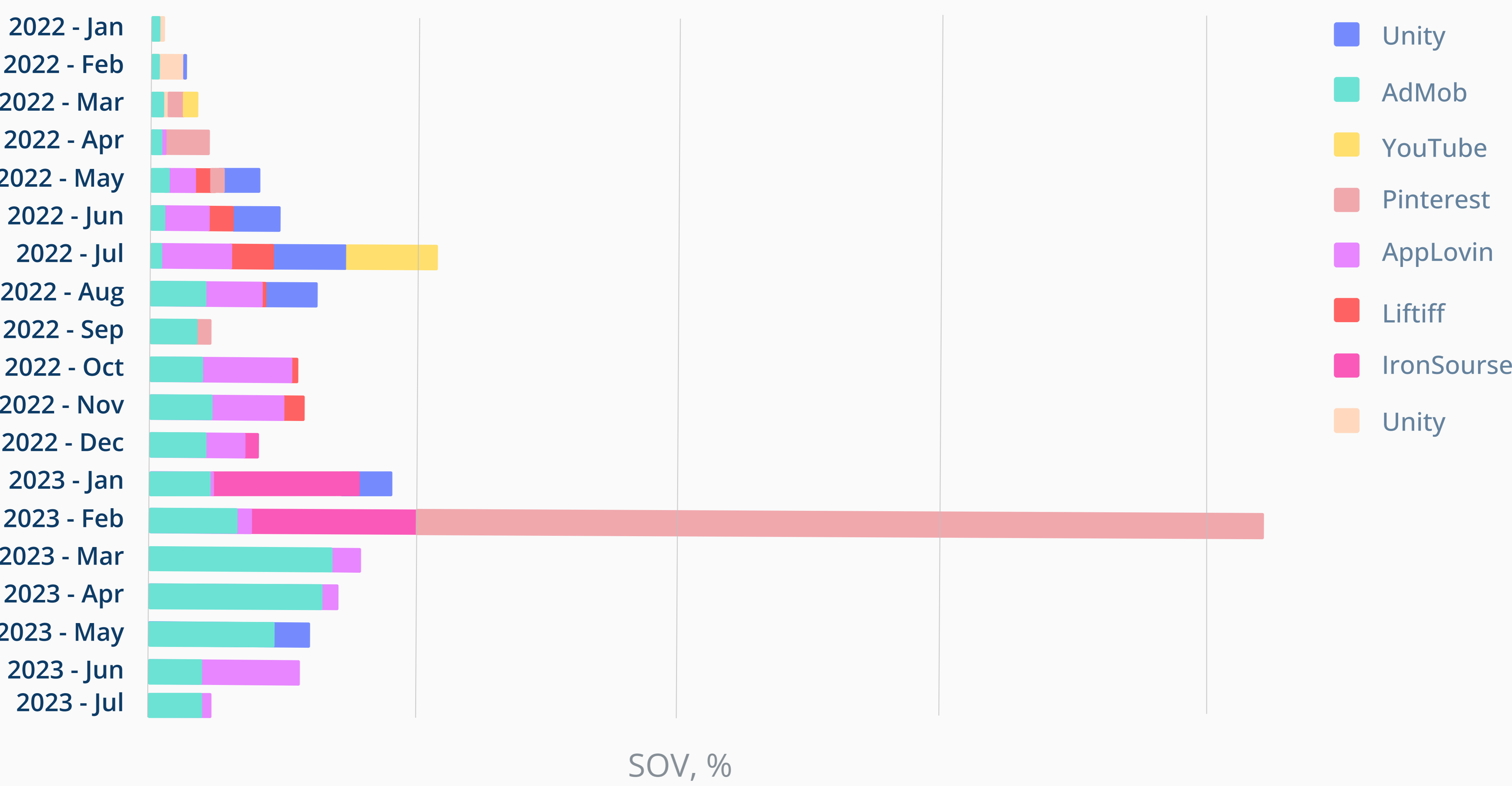
Average iOS revenue outperforms Android by 2.6x (2022):

- iOS revenue growth + 30%
- Decrease in Android revenue - 21%

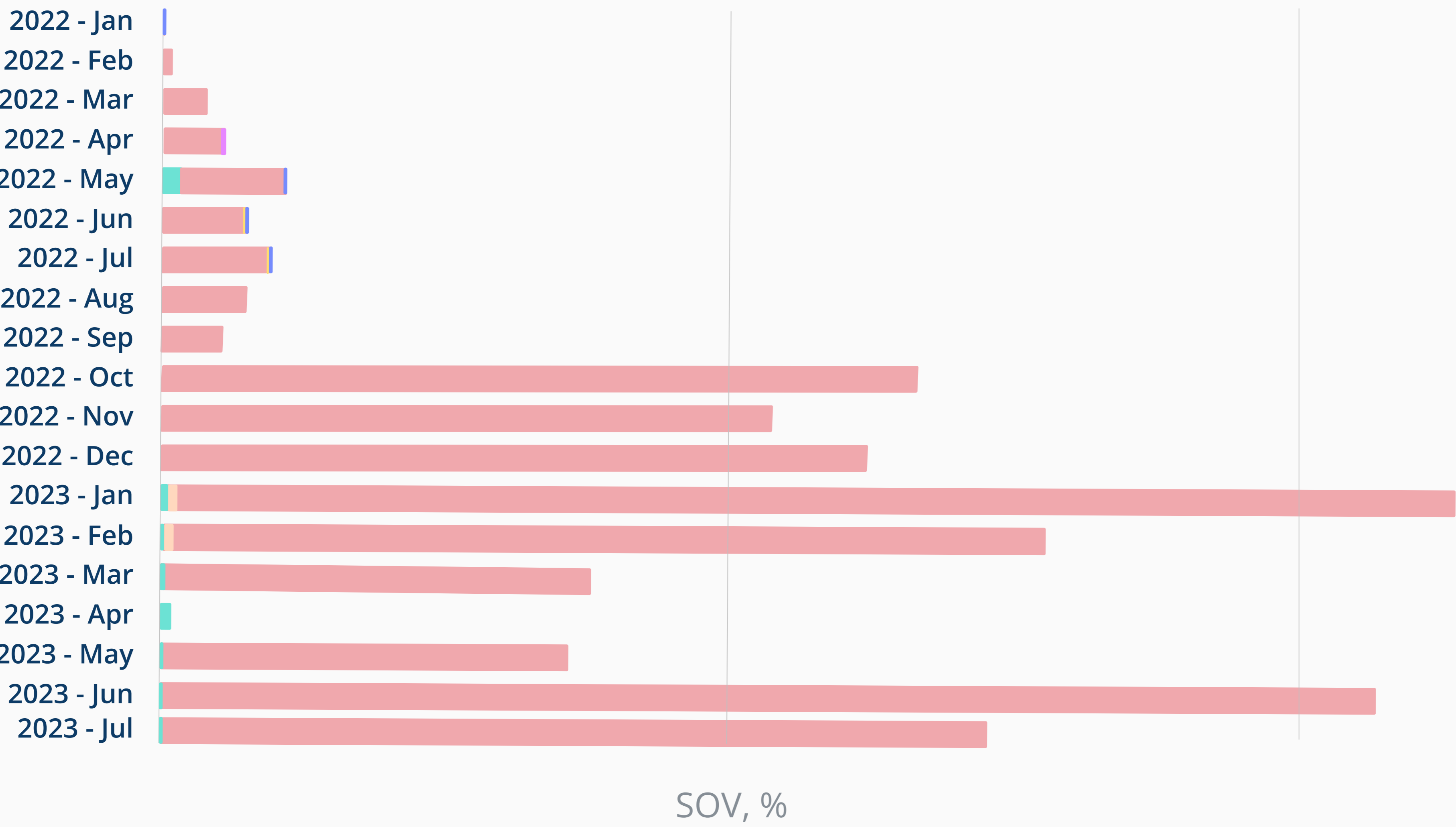


Promotion Channels Daily Planners

Channel Split without considering Planner&Journal — Zinni



Category Channel Split

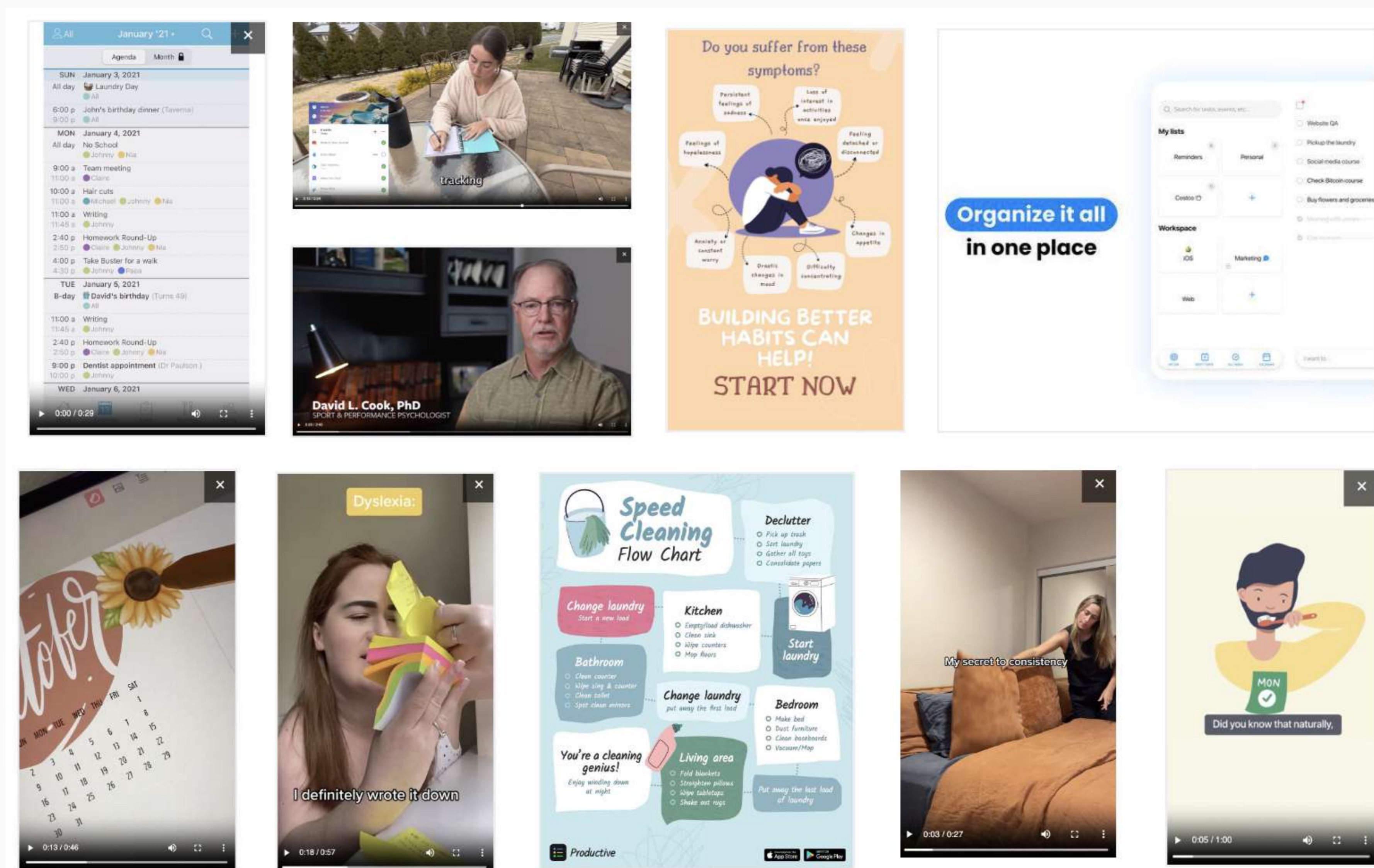


* The graphs are based on SOV (not number of impressions), and are intended to evaluate trends. Leaders in downloads are not always leaders in redeemable SOV.

**Because of the Planner & Journal — Zinnia app's active use of the Pinterest promotion channel, the charts with and without the app were considered separately.

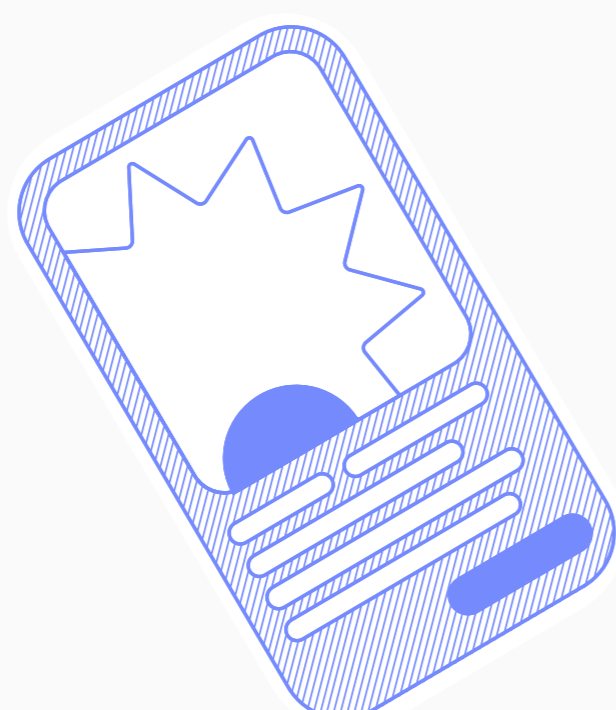


Top Creatives of the Daily Planners Category



The top includes both banner and video creatives, but the greatest emphasis is placed on the video format. The most common approaches are:

- Personal experience
- Demonstration of the application interface
- Appeal to science
- Infographics



Team Projects Category

- Top 10 Apps in the Team Projects Category
- Team Projects Category Downloads Dynamics
- Revenue of the Team Projects Category
- Promotion Channels of Team Projects Category
- Top Creatives of the Team Projects Category

Top 10 Apps in the Team Projects Category

App Name	Downloads Since 2022 on Both Platforms	Revenue per Download
Notion — notes, docs, tasks	3 049 176	\$0,2
Todoist: To-Do List & Planner	1 293 077	\$1,8
Trello: Manage Team Projects	1 283 237	\$0,0
Asana: Work in one place	1 129 279	\$0,0
Evernote — Notes Organizer	1 054 261	\$11,9
monday.com — Work Management	860 799	\$0,0
Minimalist: To Do List &Widget	594 147	\$0,1
ClickUp — Manage Teams & Tasks	478 172	\$0,0
Obsidian — Connected Notes	370 218	\$0,0
Basecamp — Project Management	319 589	\$0,0

Level of monopolization:

- The Team Projects category shows a higher level of monopolization compared to Daily planners.

Leader distribution:

- Category leader Notion takes 27% of all downloads.
- The top 5 apps together account for 71% of download.

Subscription limitations:

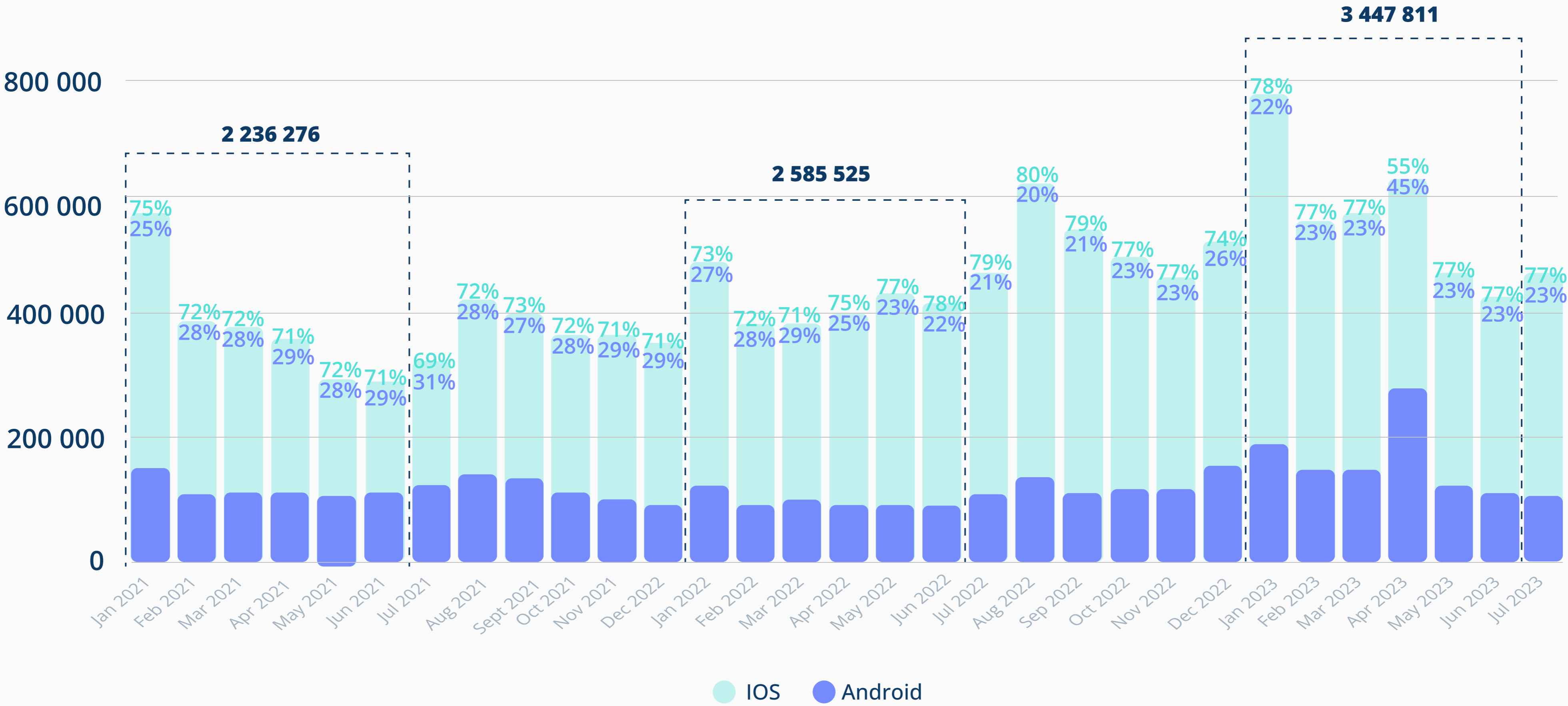
- Most of the leaders in Team Projects do not have a subscription in the Store, making it difficult to track the revenue of these apps

Users' willingness to pay:

- Users are willing to invest in a premium product, even in a category dominated by free alternatives (revenue per download for Evernote \$11.9).



Team Projects Category Downloads Dynamics



Growth in downloads across platforms (LFL 1H 2022/2023):

- Android growth **40 %**
- iOS growth **30 %**
- Total iOS downloads are 2.4 times higher than the number of Android downloads.

Overall category download growth (LFL 2022/2023):

- **+33%** 1H
- **+47%** 1Q
- **+19%** 2Q

Quarterly download dynamics by platform:

- Android: 1Q **+20%**; 2Q **+64%**
- iOS: 1Q **+58%**; 2Q **+6%**

The total number of downloads for iOS is 1.6 times higher than Android (with a greater presence in the Android app category)

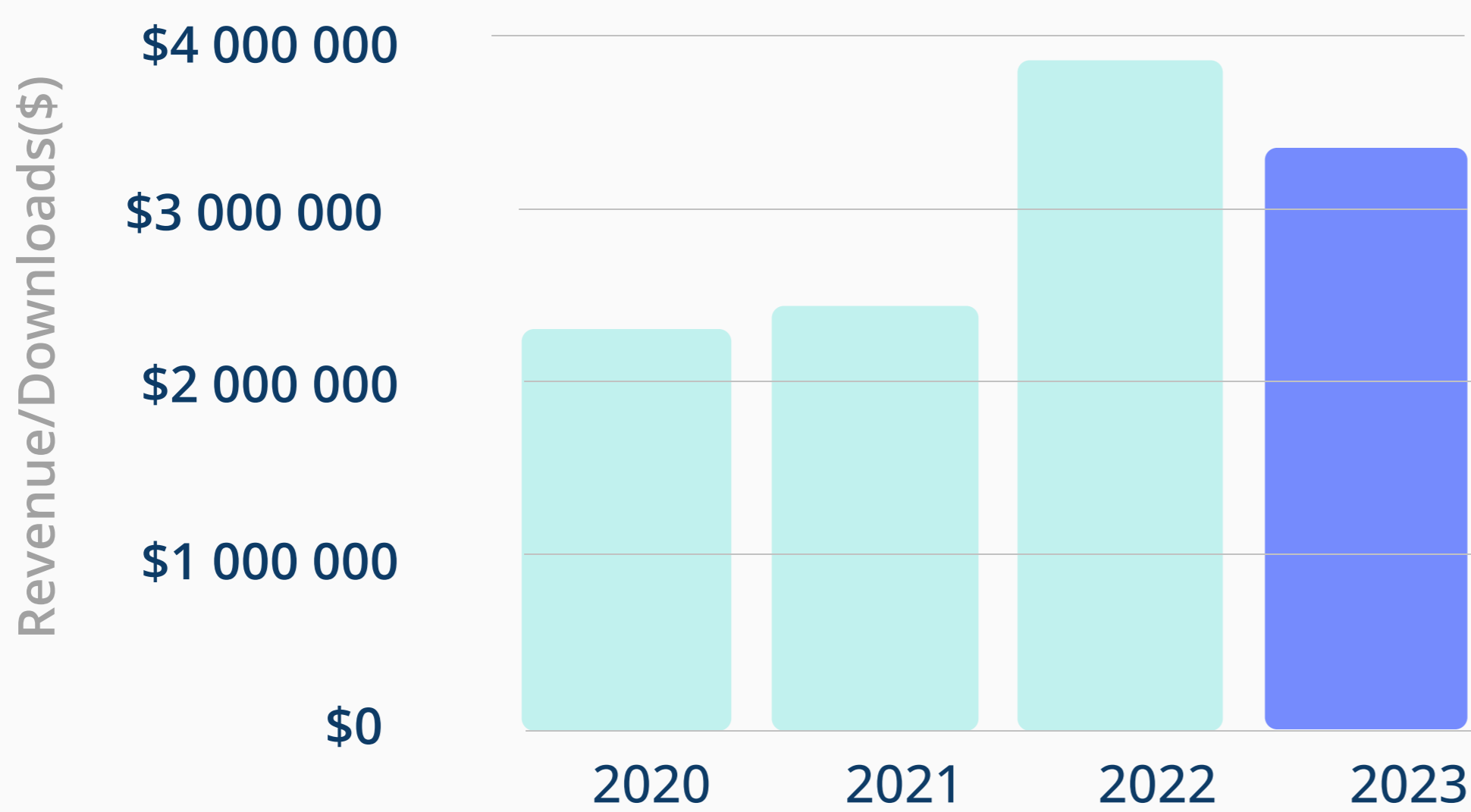
Seasonal fluctuations and peaks:

- Fluctuations in the number of downloads are most pronounced for iOS
- January and August are common for the platforms

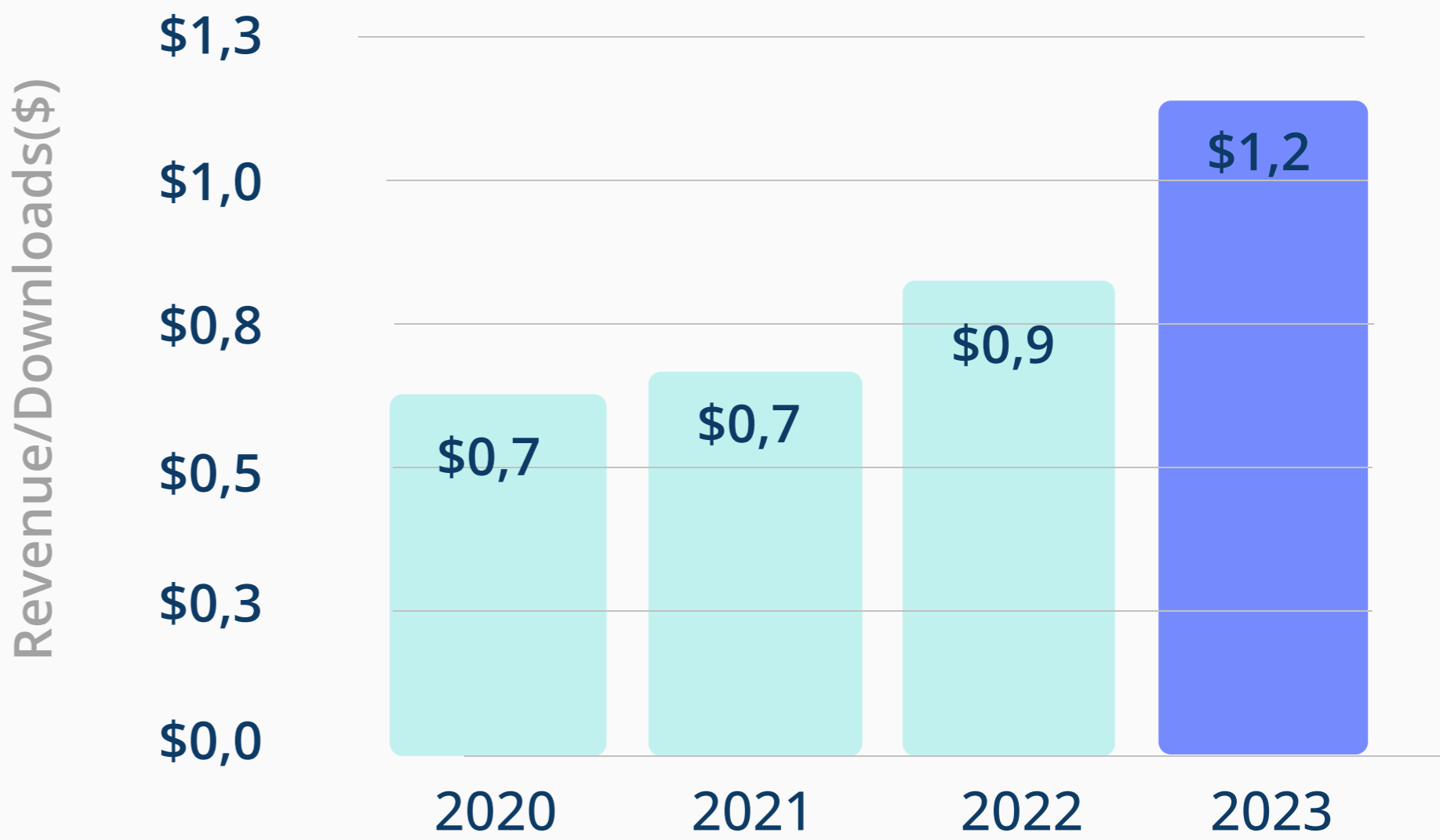


Revenue of the Team Projects Category

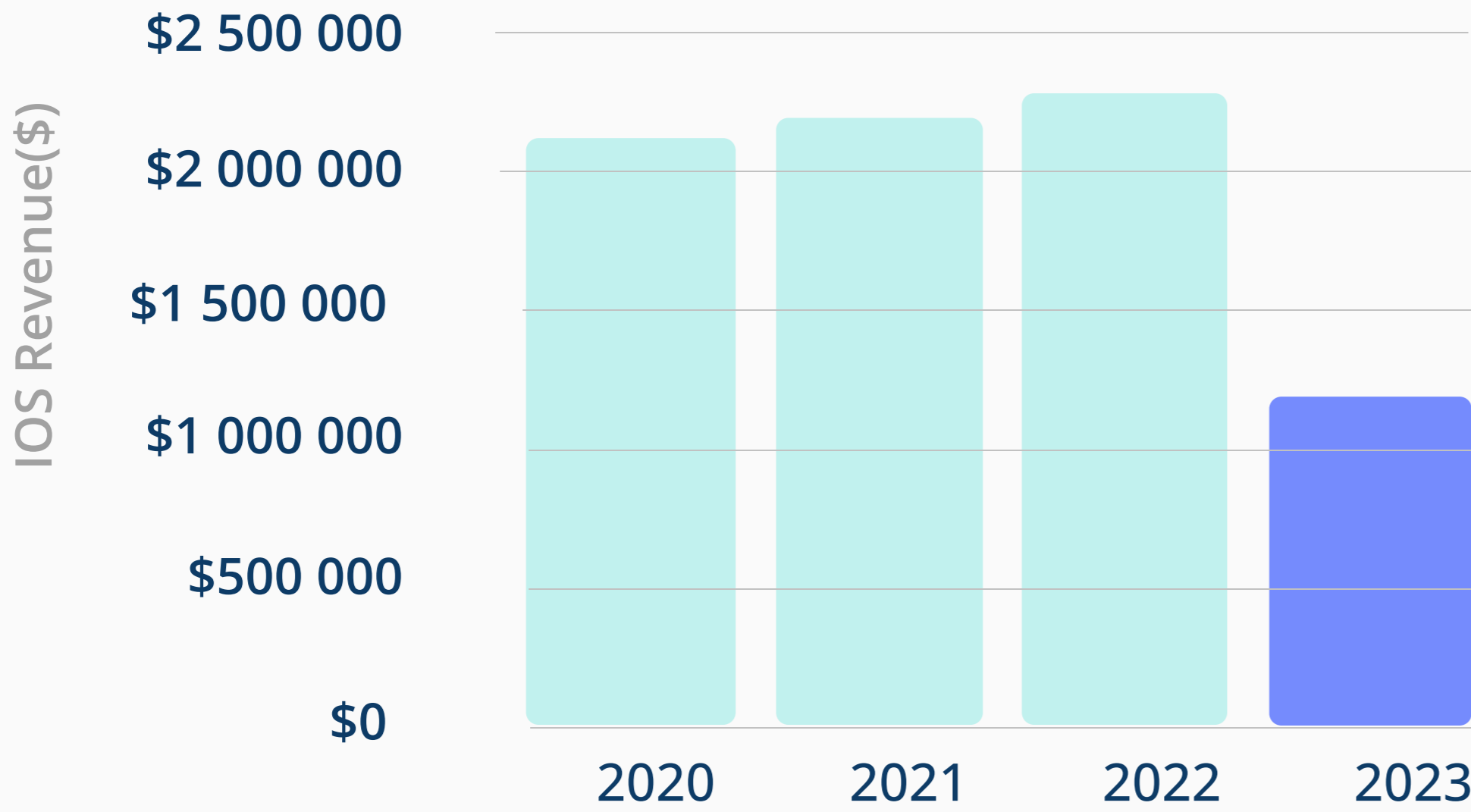
Dynamic Total Revenue Trend of iOS Apps



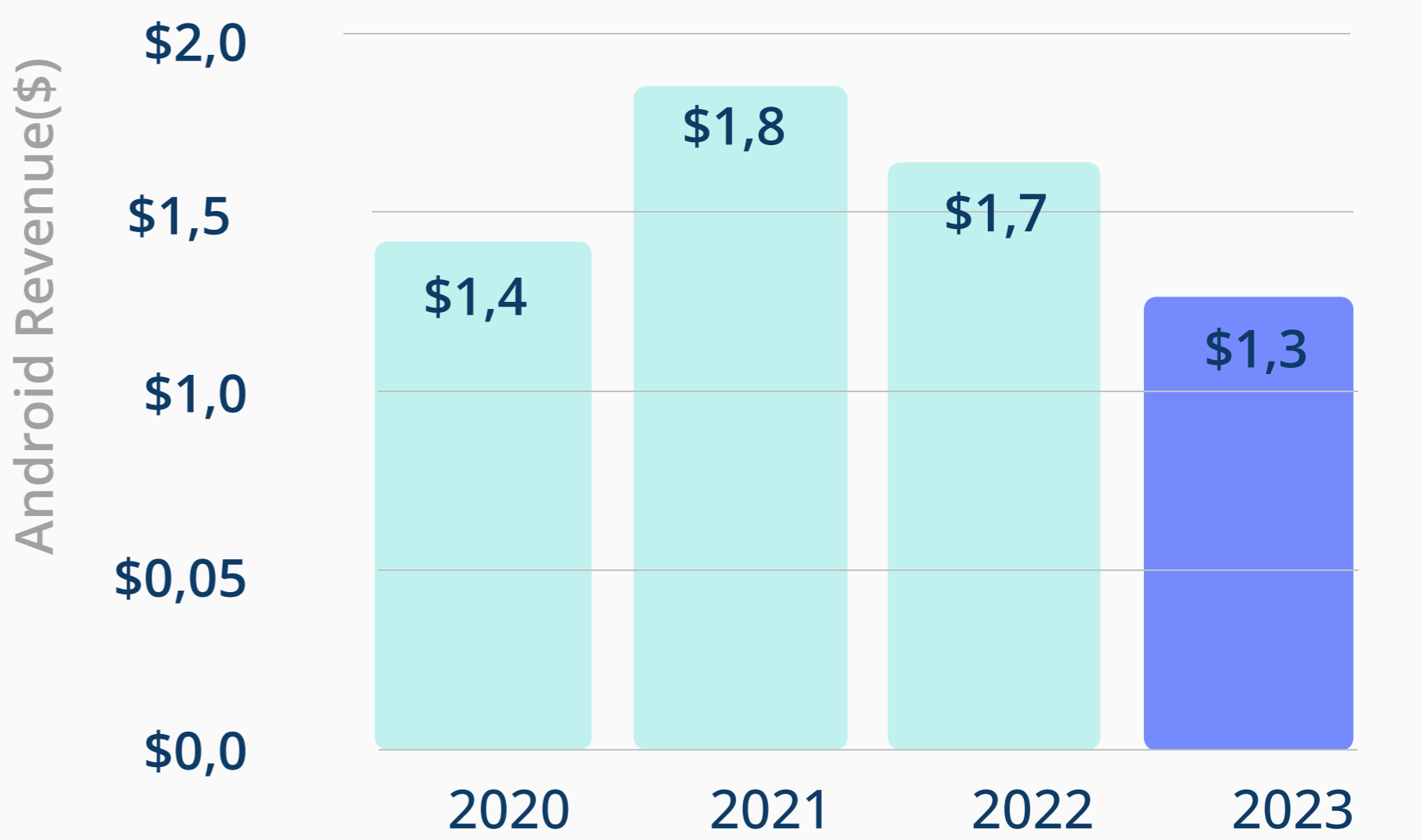
Revenue per Download Dynamics, iOS



Dynamic Total Revenue Trend of Android Apps



Revenue per Download Dynamics, Android



Data for 2023 incomplete — year not completed

Average iOS revenue outperforms Android by 2.6x (2022):

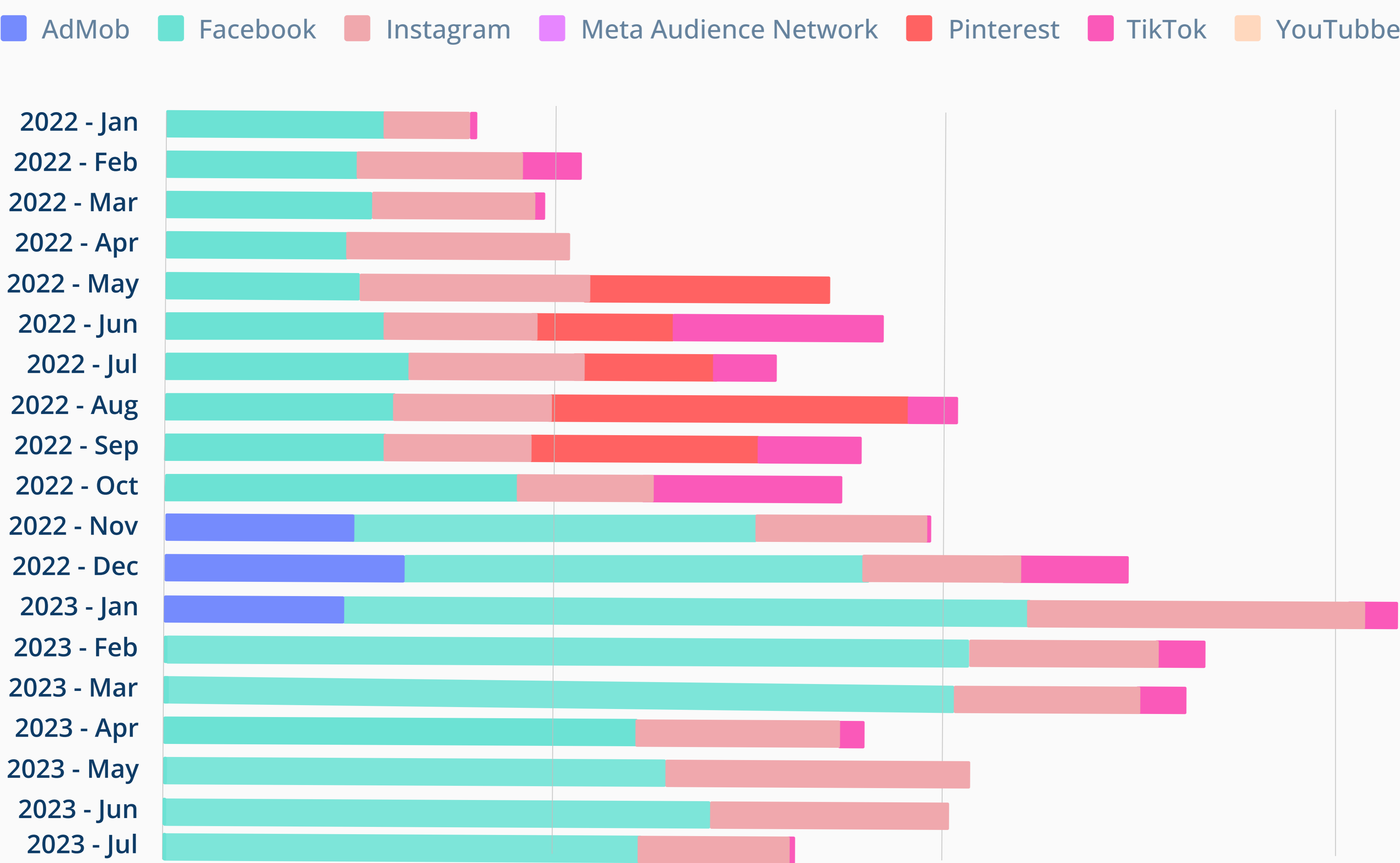
- iOS revenue growth + 30%
- decrease in Android revenue - 21%.

From 2020 to 2022, Android's revenue-to-download ratios are 2x higher than iOS

The trend of revenue growth continued for the category while the number of downloads fell in 2021, indicating an increase in the number of paying users or an increase in the average subscription check



Promotion Channels of Team Projects Category

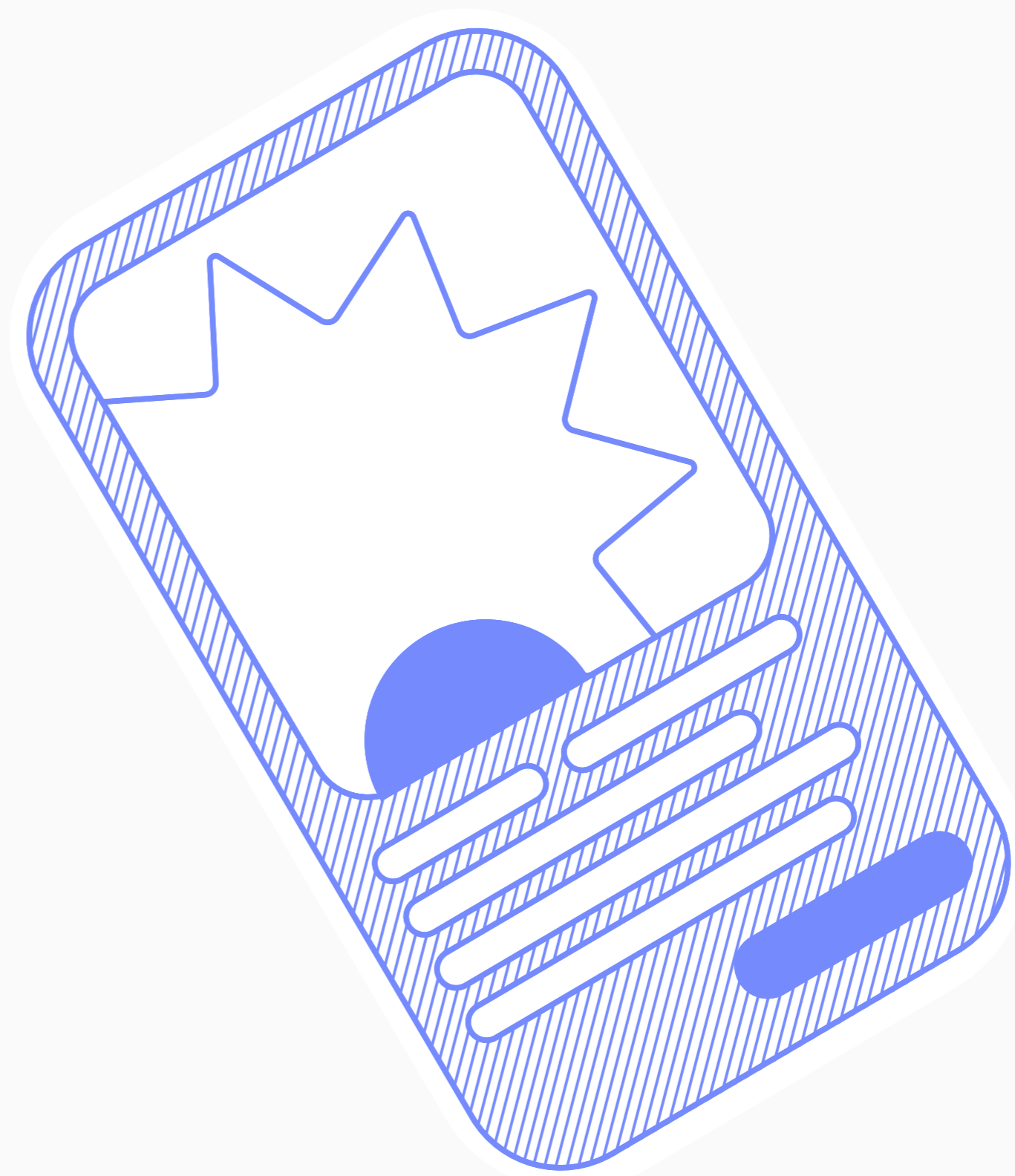


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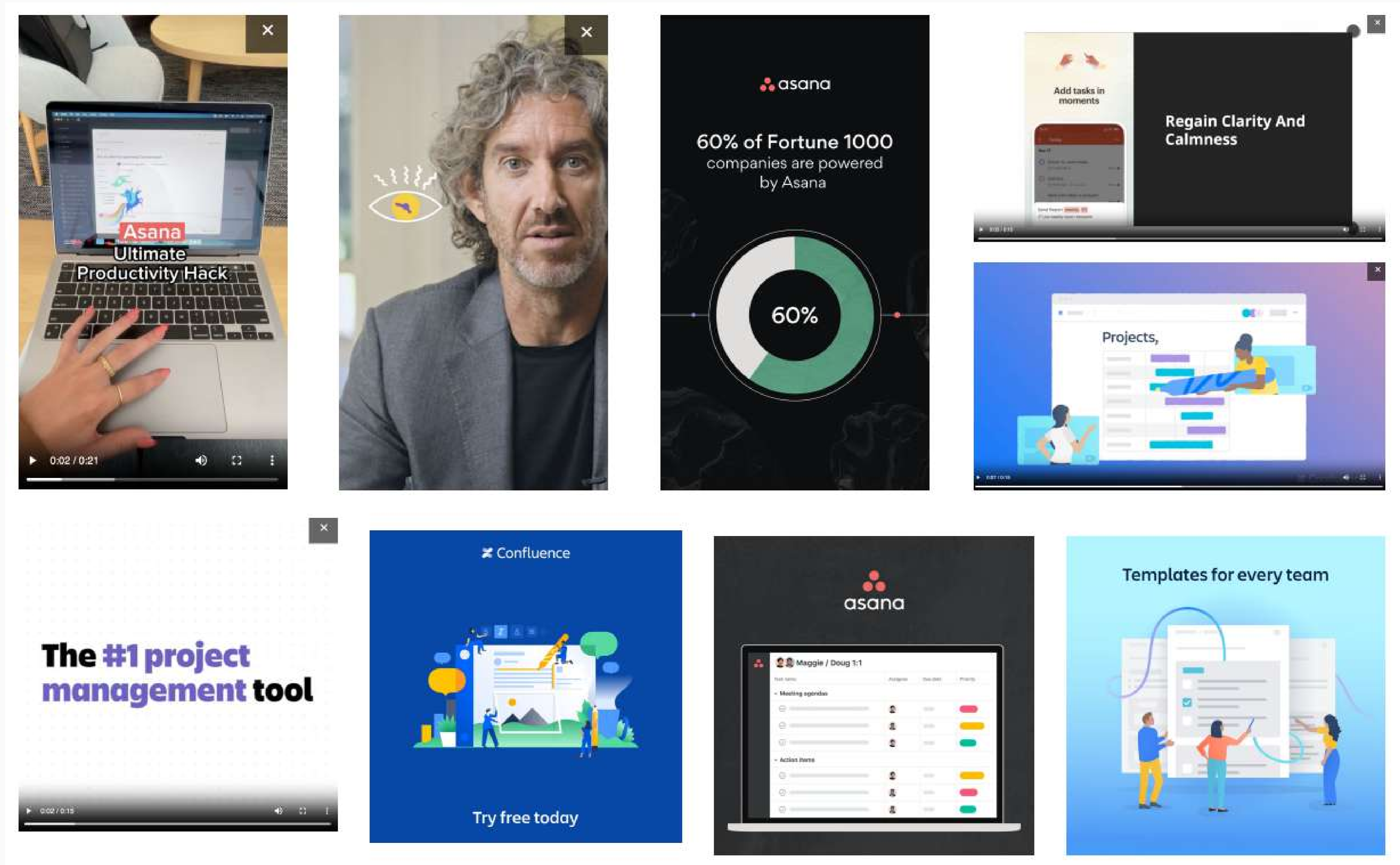
- Advertising activity was noted in **53%** of applications.
- A diverse split of channels is used (6 main channels).
- Advertising activity increases during peak download periods.

Most used channels:

- Facebook
- Instagram
- AdMob (Google)



Top Creatives of the Team Projects Category



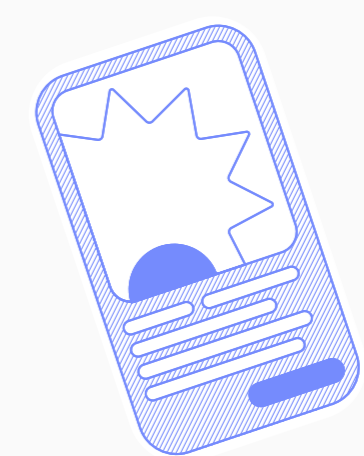
The top includes both banner and video creative. The most common approaches are:

Personal experience

- Demonstration of the application interface
- Infographics

Free trial period

Direct appeal to the CEO



Meditation Category

- Top 10 Apps in the Meditation Category
- Meditation Category Downloads Dynamics
- Revenue of the Meditation Category
- Promotion Channels of the Meditation Category
- Top Creatives of the Meditation Category

Top 10 Apps in the Meditation Category

App Name	Downloads Since 2022, iOS	Revenue per Download
Calm	5 790 505	\$12,4
Hallow: Prayer & Meditation	3 170 534	\$4,1
Me+ Daily Routine Planner	3 114 028	\$1,5
Fabulous: Daily Habit Tracker	1 901 898	\$3,7
Headspace: Mindful Meditation	1 759 421	\$20,5
Daily Yoga: Fitness+Meditation	1 460 897	\$3,1
Breethe: Sleep & Meditation	1 319 984	\$5,3
Balance: Meditation & Sleep	1 085 913	\$3,5
Insight Timer-Meditate & Sleep	1 066 372	\$7,3
BetterMe: Mental Health	693 398	\$1,9

Distribution of downloads:

- The category has a strong leader with **21%** of all downloads.

The search criterion for the category is the keyword "Meditation" in the titles and descriptions, but most of the apps have clearly highlighted additional features:

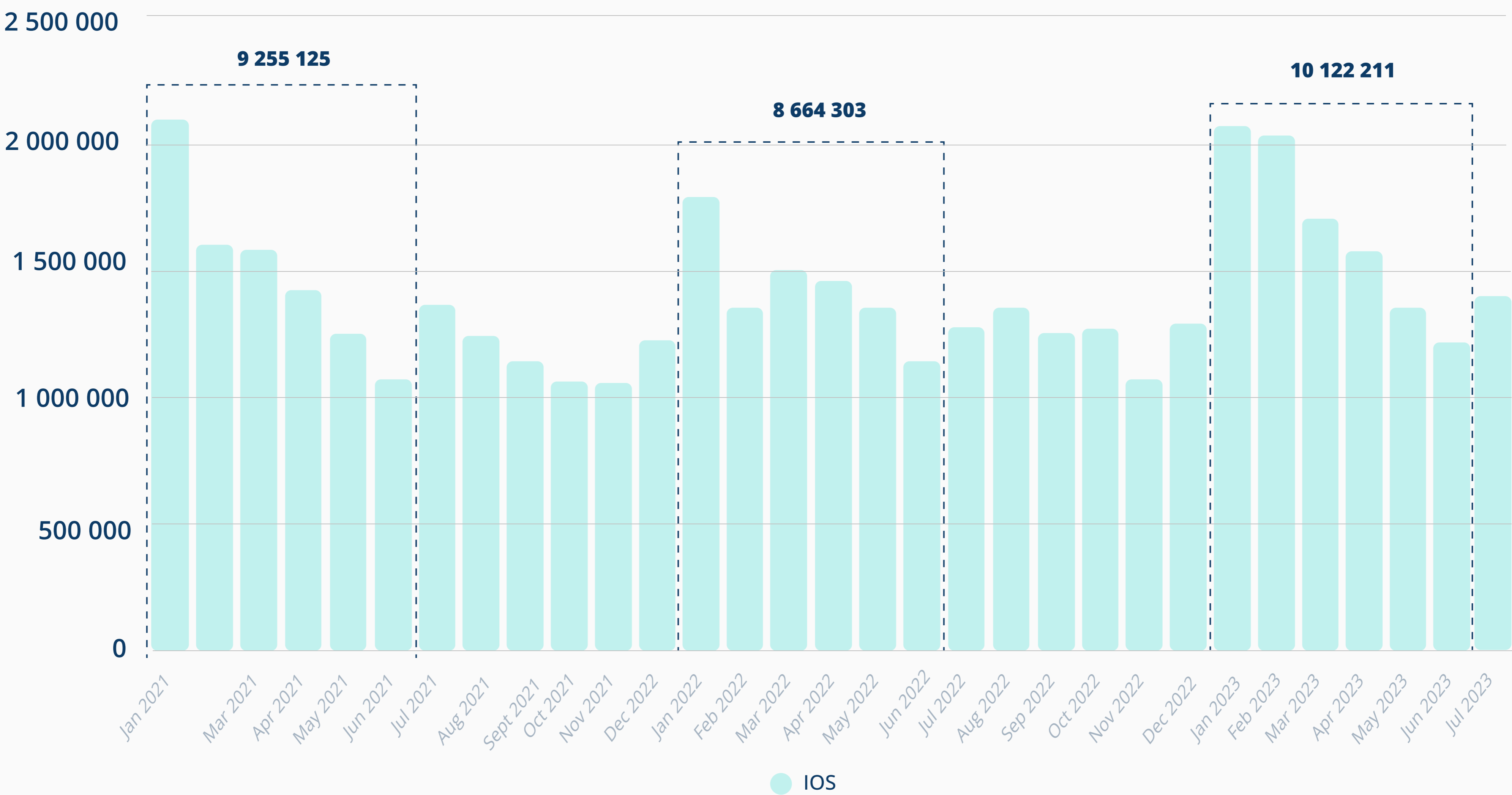
- Hallow: a Catholic prayer app.
- Me+: a planner app.
- Daily Yoga: video yoga lessons.
- Breethe, Balance and Insight Timer: healthy sleep apps.

Strengthening Revenue:

- The category stands out for its high revenue — the average revenue per download reaches \$6.3, which is significantly higher than previous categories (Daily planners \$1.4 and Team projects \$3).



Meditation Category Downloads Dynamics



Overall category download trend:

- **+9%** (LFL 1N 2021/2023)
- **+17%** (LFL 1N 2022/2023)

Quarterly download trends (LFL 2022/2023):

- 1Q **+26%**
- 2Q **+6%**

Category Leaders:

- Calm app remains the leader with a **25%** decline in downloads
- Me+ Daily Routine Planner growth **+ 702%**
- Hallow: Prayer & Meditation up **+ 211%**

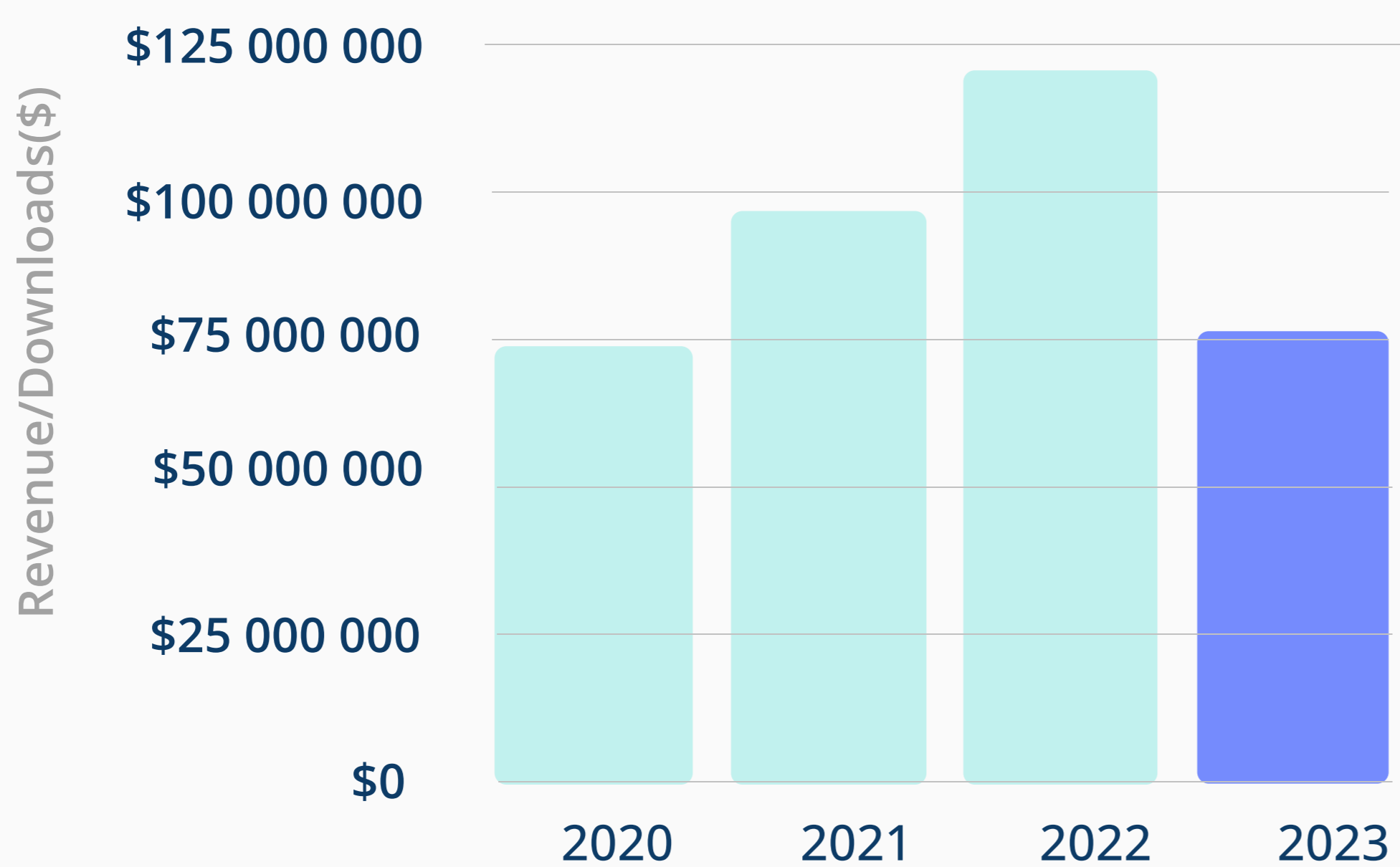
Seasonal fluctuations and peaks:

- Seasonal peaks in downloads traditionally occur in January.

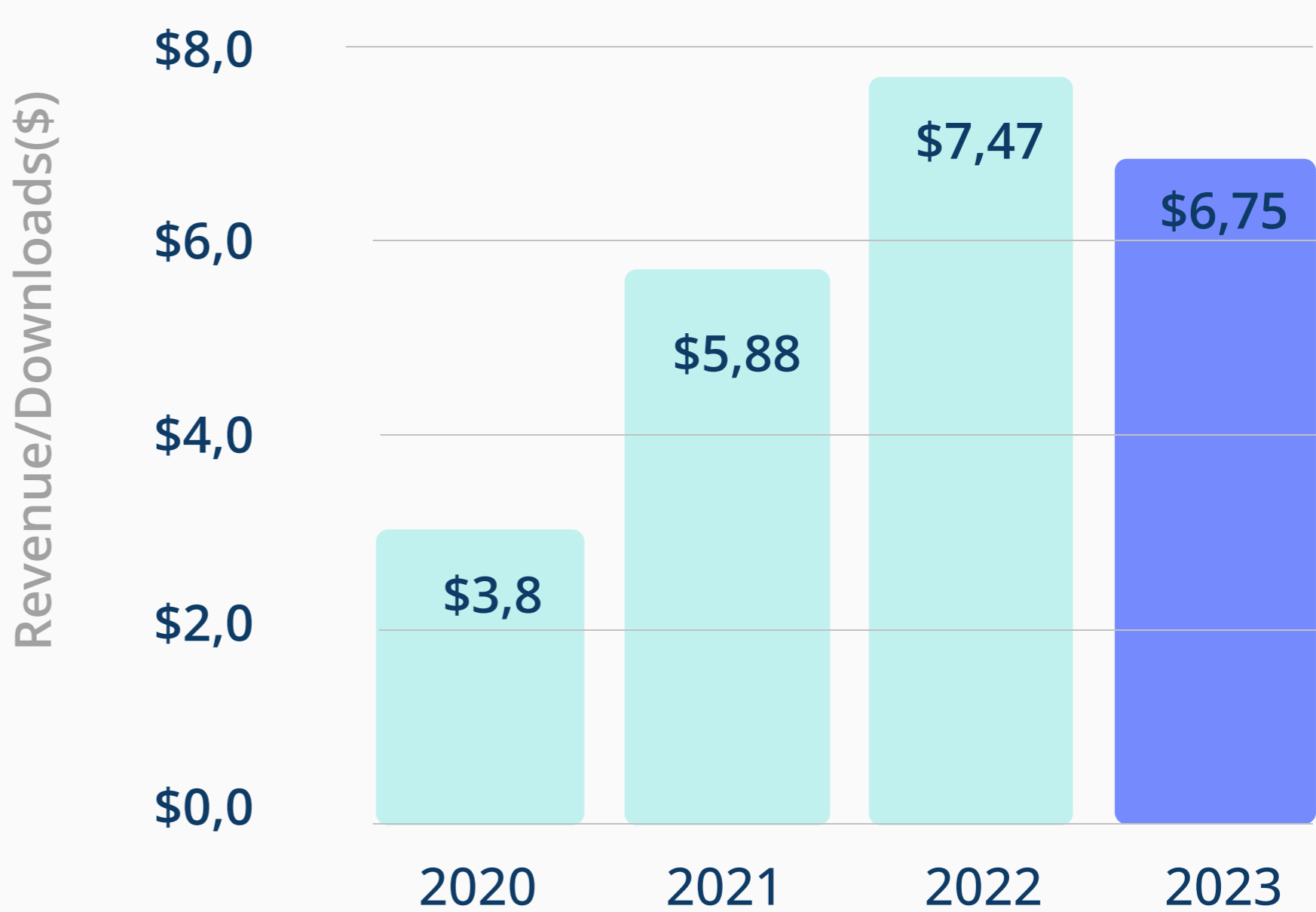


Revenue of the Meditation Category

Revenue Dynamics of iOS Apps



Revenue to Downloads Ratio Dynamics, iOS



Consistent annual growth:

- The category shows year-over-year growth in both total revenue and revenue per download.

Slowing growth:

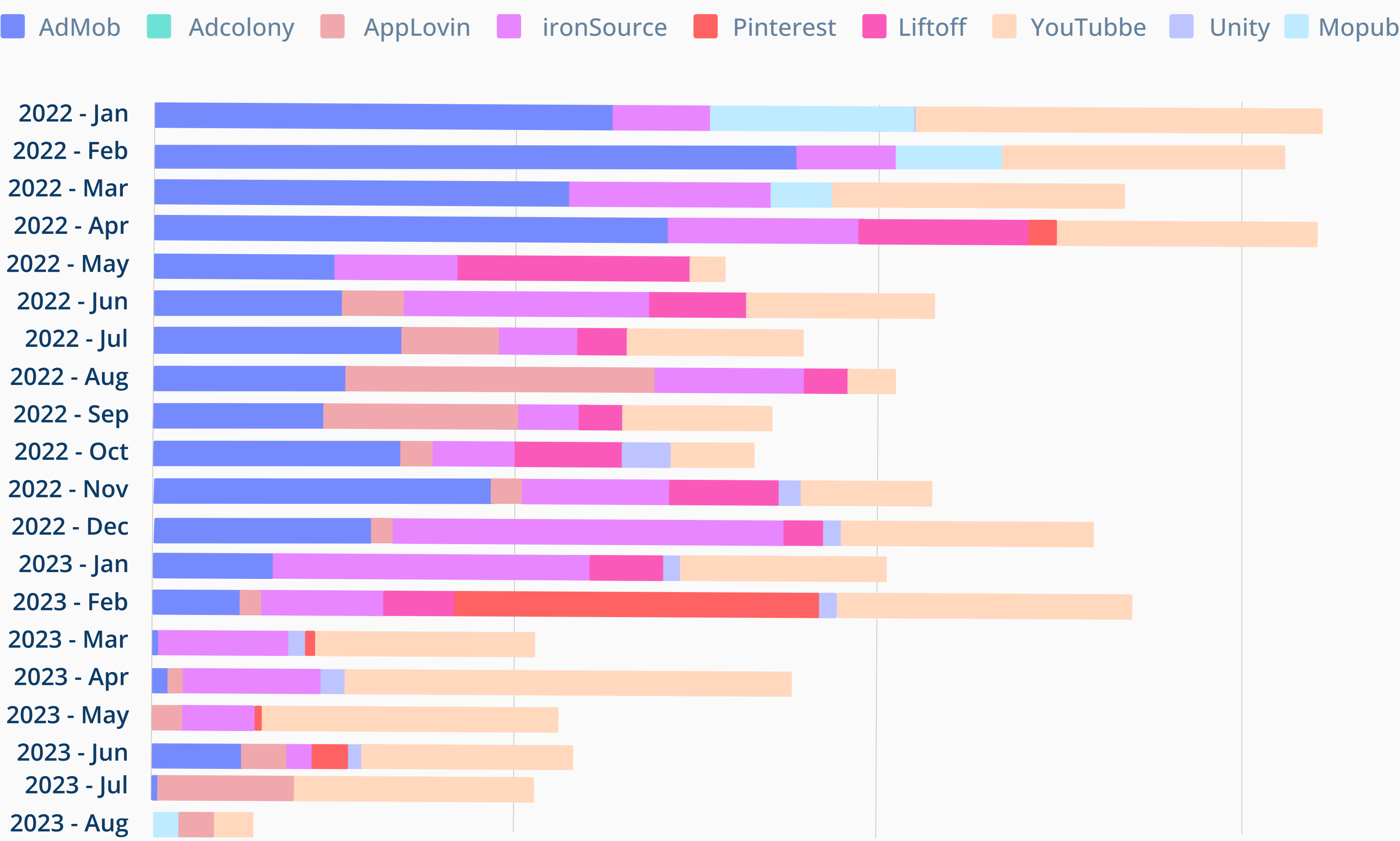
- 2021 — revenue growth + **30%**; revenue per download growth + **90%**.
- 2022 — revenue growth + **20%**; revenue per download ratio + **27%**.

User retention:

- Existing users demonstrate loyalty by continuing to use category apps and renewing subscriptions despite potentially fewer new users



Promotion Channels of the Meditation Category

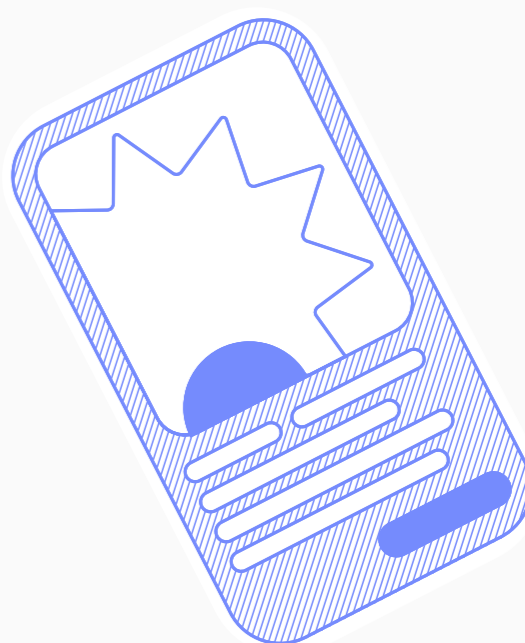
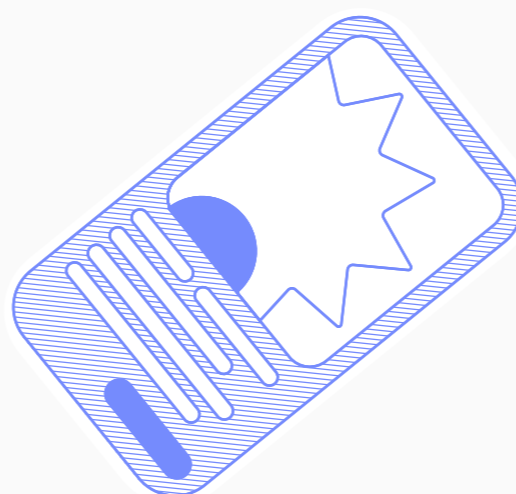


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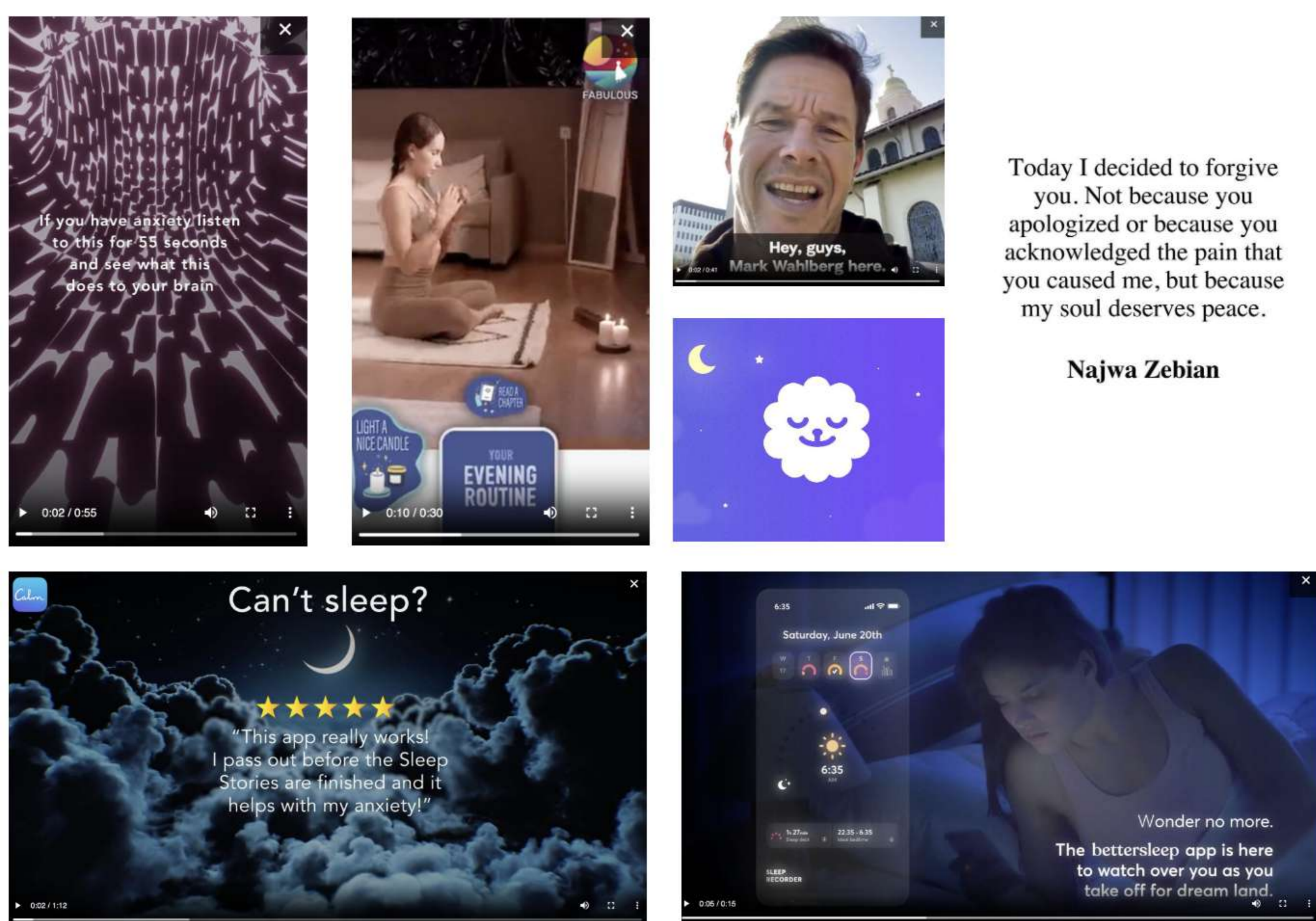
- Advertising activity was noted in **43%** of applications.
- The most diverse split of channels is used (9 main channels).
- Advertising activity is constant and remains at a sufficient level throughout the year.

Most used channels:

- AdMob (Google)
- Youtube
- IronSource
- The category leader in terms of share of voice (SOV) is Hallow: Prayer & Meditation up **+211%**



Top Creatives of the Meditation Category



The top includes both banner and video creatives, but the greatest emphasis is placed on the video format. The most common approaches are:

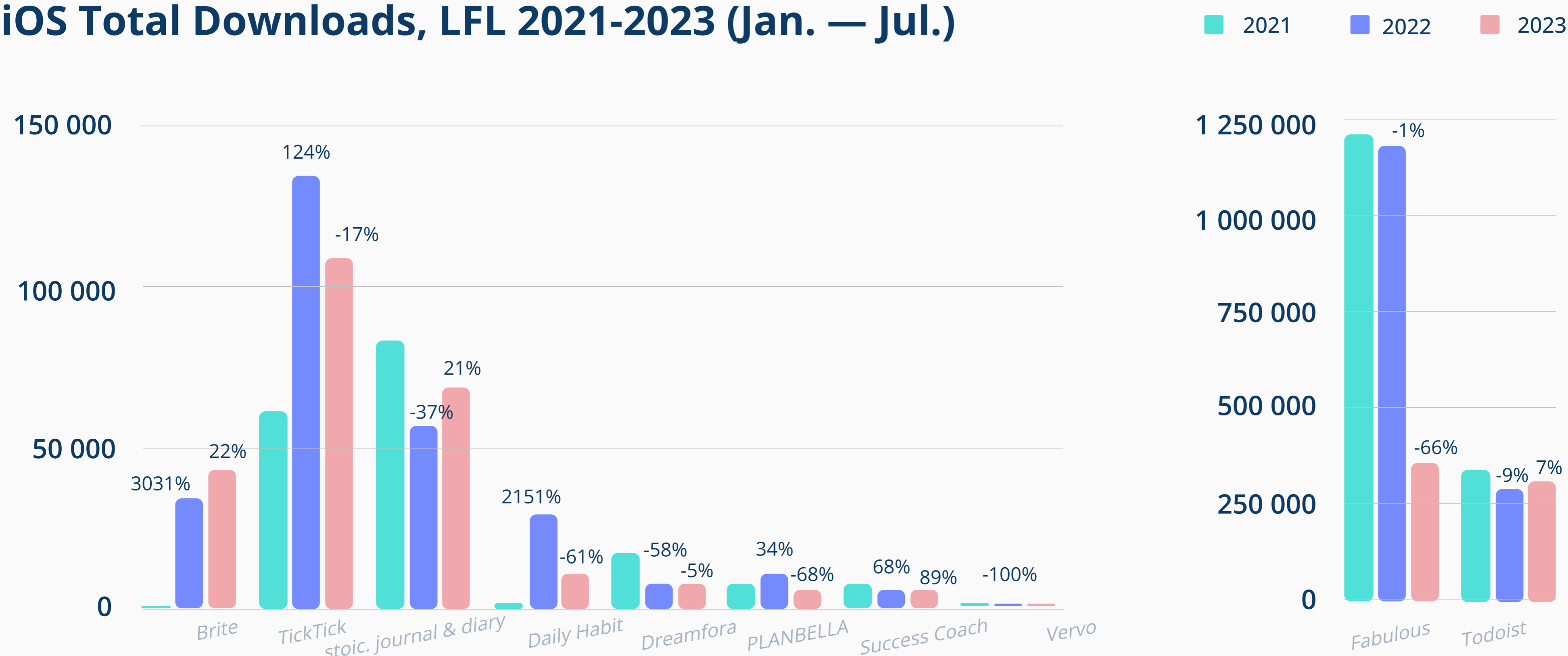
- Test auditions
- Participation of celebrities
- Use of famous quotes
- User feedback and evaluation of the application
- Interface demonstration

All-in-One Category

- All-in-One Category
Download Dynamics
- Dynamics of Organic/Non-organic All-in-One Installations
- Promotion Channels of the All-in-One Category
- Creative Solutions of the All-in-One Category
- Features of Promoting Apps of the All-in-One Category

All-in-One Category Download Dynamics

iOS Total Downloads, LFL 2021-2023 (Jan. — Jul.)



*The apps Fabulous and Todoist, leading by a wide margin, are placed in a separate chart

- **Diverse development trajectories:**

The category exhibits a variety of performance trajectories, with most applications experiencing a decline in downloads.

- **Diverse growth rates (LFL 1H 2022/2023):**

Despite an overall downward trend, a portion of applications demonstrate resilience by maintaining or increasing the number of downloads:

- **Todoist shows a positive growth of 7%, although it falls short of the 2021 figures.**
- **stoic.jornal&diary is up 21%.**
- **Brite is up +22%.**
- **All-in-One category leaders and outsiders:**
- **Established leaders such as Fabulous are facing serious challenges with a 66% decline in downloads. This indicates possible changes in user preferences or increased competition in the category.**
- **The Vervo app with zero downloads across GEO US through 2023 raises questions about its relevance in the market or potential issues with visibility and user appeal.**



The Productivity Category Includes:

Single-function applications designed to perform one specific user task. Examples by category:

- **Daily Planners:** Top Task Organizer — an app focused on prioritizing and organizing tasks for the day
- **Habit Trackers:** Water Reminder — An app designed to help users track and increase their daily water consumption.
- **Team Projects:** Team Collaborator is an app to facilitate collaboration and task distribution in teams.
- **Notes and Daily Journals:** Quick Notes is an app designed solely for creating and organizing quick notes, with no additional diary features.
- **Spending Tracker:** Expense Monitor — an application focused on tracking and categorizing expenses without additional financial management tools.
- **Meditation:** Breathe & Relax — A meditation app designed specifically to guide users through breathing exercises and relaxation techniques.
- **Quotes:** Daily Wisdom — an app that provides daily inspirational quotes without additional features.
- **Focus Timer:** Pomodoro Focus — A timer app specifically designed for the Pomodoro technique to increase productivity.
- **Mood Tracker:** Emotion Journal — a mood tracking app designed to help users record and analyze their daily emotions without additional features.

The Productivity Category Includes:

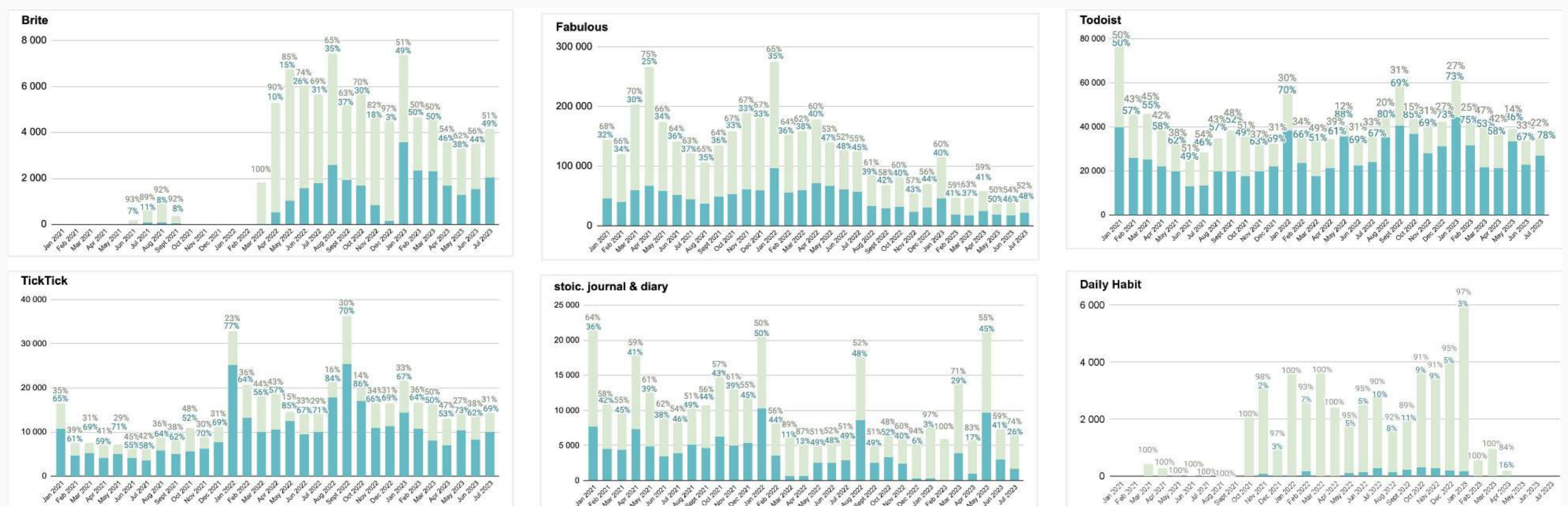
Multitasking apps that integrate multiple functions.

	Daily Planner	Notes & Daily Journals	Team Projects	Habit Trackers	Meditation	Quotes	Focus Timer	Mood Tracker	TOTAL
Brite									8
stoic. journal & diary									7
Success Coach									7
Daily Habit									6
Fabulous									5
TickTick									5
Vervo									4
Todoist									3
Dreamfora									3
Planbella									2

The effectiveness of All-in-One applications depends on a precise balance between functionality and usability — users must accomplish their tasks without being overwhelmed by too many features.



Dynamics of Organic/Non-Organic All-in-One Installations



Change of seasonal trends:

- The peak of downloads for most market players occurs in January and August-September. There is a marked deviation from this trend in 2023, with the January installation boom falling short of the scale of previous periods.

Discrepancy between organic and non-organic downloads:

- The distribution of downloads between organic/non-organic sources varies significantly among apps:

Organic traffic has the largest share:

- **70%** Todoist
- **68%** TickTick

Smallest share of organic traffic:

- **18%** Dreamfora
- **5%** Daily Habit

Organic share as an indicator of performance:

- Organic share percentages serve as indicators of the effectiveness of individual apps. TickTick and Todoist's high organic share numbers indicate a strong brand presence, while the other apps should improve their strategies for attracting organic users.

Subscription Options and Price Analysis of the All-in-One Category

App Name	One-Time	Annual	6 Month	Monthly	Quarterly	Weekly
Brite	—	\$29.99-\$39.99	—	\$4.99	—	—
Todoist	—	\$47.99	—	\$4.99	—	—
TickTick	—	\$27.99	—	\$2.99	—	—
Dreamfora	—	—	—	—	—	—
Planbella	\$8.99	—	—	—	—	—
Fabulous	—	\$16.99-\$59.99	—	—	—	—
stoic. journal & diary	\$94.99-\$149.99	\$29.99-\$49.99	—	\$6.99-\$7.99	\$8.99	—
Daily Habit	\$49.99	\$29.99	—	\$4.99	—	\$4.99
Success Coach	—	\$49.99-\$59.99	\$59.99	\$6.99-\$8.99	—	—
Vervo	\$19.99	\$29.99-\$69.99	—	\$4.99-\$8.99	—	—

Different subscription durations:

- Monthly and annual subscription options are prevalent across all categories.

Subscription as a Unique Selling Proposition (USP):

- Stoic.journal&diary's wide variety of subscription duration options, combined with leadership in similar functionality, positions it as a Unique Selling Proposition (USP).
- Success Coach, the second leader in terms of overlapping features, offers a 6-month subscription purchase option.

Differences in pricing:

- The most favorable monthly subscription is \$2.99 TickTick.
- The most favorable annual subscription is \$16.99 Fabulous (min features).
- Most expensive monthly subscription — \$6.99 to \$8.99 Success Coach.
- Most expensive annual subscription — \$69.99 Vervo.



Promotion Channels of the All-in-One Category

App Name	AdMob	App-Lovin	Face-book	Insta-gram	iron-Source	Liftoff	Meta Audience-Network	Pinte-rest	Snap-chat	TikTok	Unity	Verve	You-Tube	TOTAL
Daily Habit: Track Your Goals							✔							1
Dreamfora — Easy Goal Setting			✔	✔										2
Fabulous: Daily Habit Tracker	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔			10
PLANBELLA — Planner App	✔							✔						2
Success Coach — Life Planner	✔					✔					✔	✔		4
Todoist: To-Do List & Planner	✔												✔	2
TOTAL	4	1	2	2	1	1	2	2	1	1	2	1	1	

Utilizing paid promotion channels:

- **60%** of apps strategically use paid promotion channels to increase their visibility and reach. Dreamfora, Fabulous and PLANBELLA are extending their promotional efforts to the Android platform.

AdMob's dominance in All-in-One Mobile Apps:

- AdMob becomes Google's dominant ad network in the All-in-One category.

Different promotional strategies among the leaders:

- Fabulous, the leader in terms of downloads, takes an extensive approach to promotion, utilizing the largest number of promotion channels — 10 in total.
- Success Coach takes a more focused approach, utilizing four paid promotion channels. This contrast in promotion strategies is indicative of the different approaches of apps with similar functionality.

Additional paid channels after AdMob:

- After AdMob, the most commonly used promotion channels are Facebook, Instagram, Meta Audience Network, Pinterest, and Unity.



Creative Solutions of the All-in-One Category

The All-in-One category showcases the rich variety of creative strategies and approaches each app utilizes to effectively communicate its unique offerings. Key trends:

- **Personalization is a key theme of the category**

Personalization is a constant across all apps, with a focus on tailoring the experience to individual user needs. The areas of personalization by personality type and customization of habits to the individual user are particularly developed.

- **Use of multiple formats**

The apps utilize multiple creative formats including banners, videos, playable banners and infographics. The variety of formats used speaks to the adaptability of the marketing strategies to different user preferences and consumption habits.

- **Demonstration of app functionality:**

Most apps prioritize demonstrating interface and functionality in creatives.

- **Integration of seasonal themes**

Incorporating seasonal picks and challenges into creative strategies is utilized by most apps, adding a dynamic element and promoting user engagement.

- **Balancing practicality and visual appeal**

Category apps strive to address both the functional and aesthetic aspects of user preferences: practical elements such as checklists, tasks and infographics are combined with visually appealing seasonal selections.



Dreamfora:

The greatest emphasis is placed on banner creatives.



Key TOS:

- 1000+ pre-made plans
- Free app with no ads
- Easiest goal-setting app
- Stay motivated in the community



Main Approaches:

- Demonstration of the app interface
- Emphasis on personalization by personality type
- Infomercials (New Year creatives)
- Use of mascot



Fabulous:

Promotion utilizes video format as well as regular and playable banner formats.



Main UTPs:

- Based on behavior science
- Gamifies healthy habits
- Customizes your habits to fit your goals
- Habit forming experts



Key Approaches:

- Seasonal selections (e.g., august morning routine/daily summer routine/ habits to build before the year ends)
- Personal experiences
- Infographics
- Personalization by personality type in learning/procrastination
- Scientific approach
- App interface demo
- Narrow audience (W/M, people with ADHD)
- Healthy habit picks
- Challenges



Daily Habit:

Promotion utilizes both banner and video formats, but most emphasis is placed on banners

Key TOS:

- All-in-One app
- 80k+ community

Main approaches:

- Infographics
- App interface demos
- Challenges
- Checklists
- Personal experience
- Compilations of useful habits
- Seasonal compilations (e.g., spring morning routine+by month)

PLANBELLA:

Both video and banner formats are used in promotion Main TOS:

- It costs less than a paper planner but serves you forever
- Aesthetically pleasing

Main approaches:

- Demonstration of the application interface
- Collages
- Aesthetically pleasing photo layouts

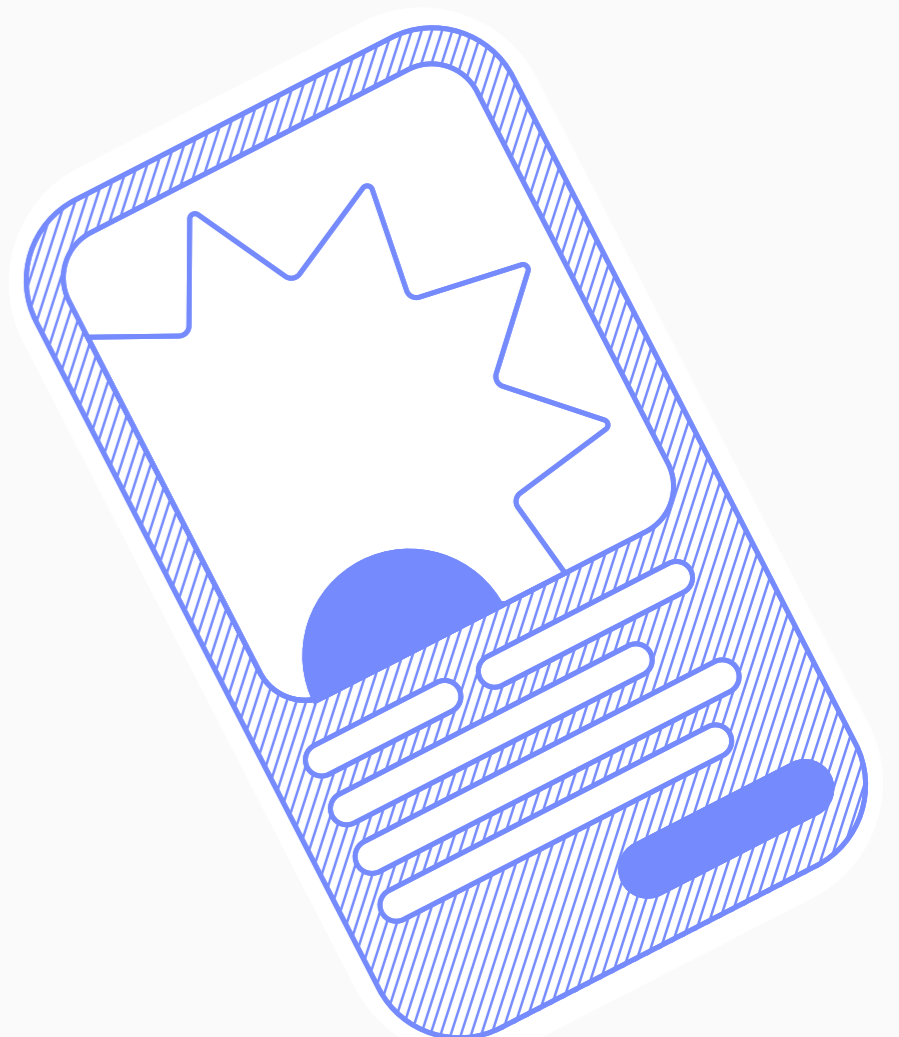
Todoist:

Key TOS:

- Customize your to-do list with filters, labels, priorities, templates, and more

Main Approaches:

- Automatically generated, templated videos
- Demonstrate the application interface





- **Strategic product positioning**

Knowledge of understanding the problems solved by the app, its distinctive qualities and ideal user demographic should be seamlessly integrated into product positioning and marketing initiatives.



- **Target Audience Optimization**

Determining the most appropriate target audience requires active user interaction, competitor analysis, and the creation of a prototypical user profile.



- **Feature segmentation for accuracy**

Segmenting your audience by relevant attributes allows you to develop separate marketing, targeting, and positioning strategies that target each app feature and corresponding audience segment.



- **Building a successful funnel**

Quality products do not automatically guarantee a successful funnel and positive cost effectiveness. In the All-in-One category, special attention should be paid to: Onboarding, highlighting strong and unique offerings and their value; ASO, to align marketing messages with the user experience on the app page.



- **Identify and address user drop-off points**

Regularly tracking user journey and addressing issues in a timely manner is critical to maintaining positive retention rates (RR).



- **Continuous focus on user retention rates**

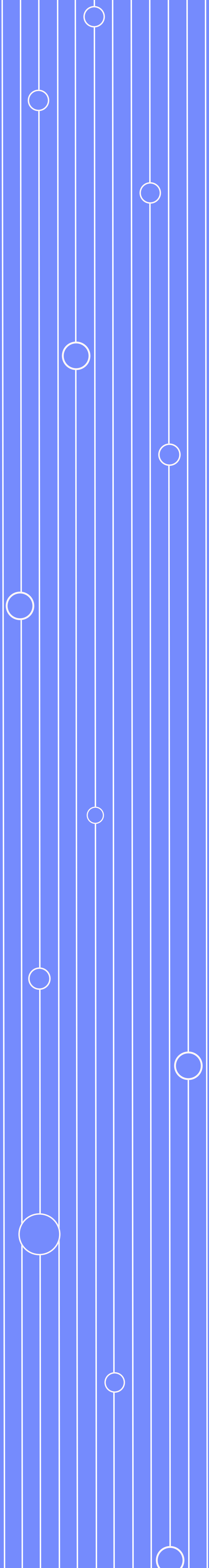
Identifying and promptly addressing issues that contribute to low RR, such as poor UX, technical issues, or excessive app complexity, is critical to growing audience and revenue in the category.



- **Global Market Analysis**

When promoting category apps, do not limit yourself to highly competitive regions such as the US, but explore alternative markets with wider reach, favorable conversion rates, and cost-effective traffic.

Conclusions





Profitability Trends

- Profitability in the Productivity apps market is showing year-on-year growth, albeit at a slightly slower pace. The correlation between revenue trends and download volumes emphasizes the resilience of the market.



Download Dynamics

- While total downloads reach a seasonal peak in January, a more nuanced understanding of quarterly and platform-specific growth reveals fluctuations in user behavior. A focus on selling subscriptions for extended periods in August-September can yield good results.



Promotional Channels

- A comprehensive analysis of promotional channels highlights the prevalence of different approaches, with AdMob, Facebook and Instagram emerging as key platforms.



Creative strategies

- Creative strategies across categories emphasize the need to balance aesthetic appeal with practicality. Personalization is the baseline, but a wide variety of approaches should be used to maximize the effectiveness of advertising activity.



Subscription Dynamics

- Having a variety of subscription options including monthly, annual and lifetime plans meets market expectations. Adding subscription payment options (semi-annual or quarterly) can be considered a UTP and influence users' choice to purchase a subscription.



Competitiveness in the market

- Despite a slight decline in downloads in the All-in-One category, feature-rich apps remain competitive. Diverse functionality, user-centric strategies, and innovative creatives make these apps strong players in Productivity.



Adaptability to changing user behavior

- The observed shift in app downloads, revenue, and seasonal install patterns in 2023 begs the question of changing user behavior. Recognizing and adapting to these changes allows apps to remain relevant in today's environment.