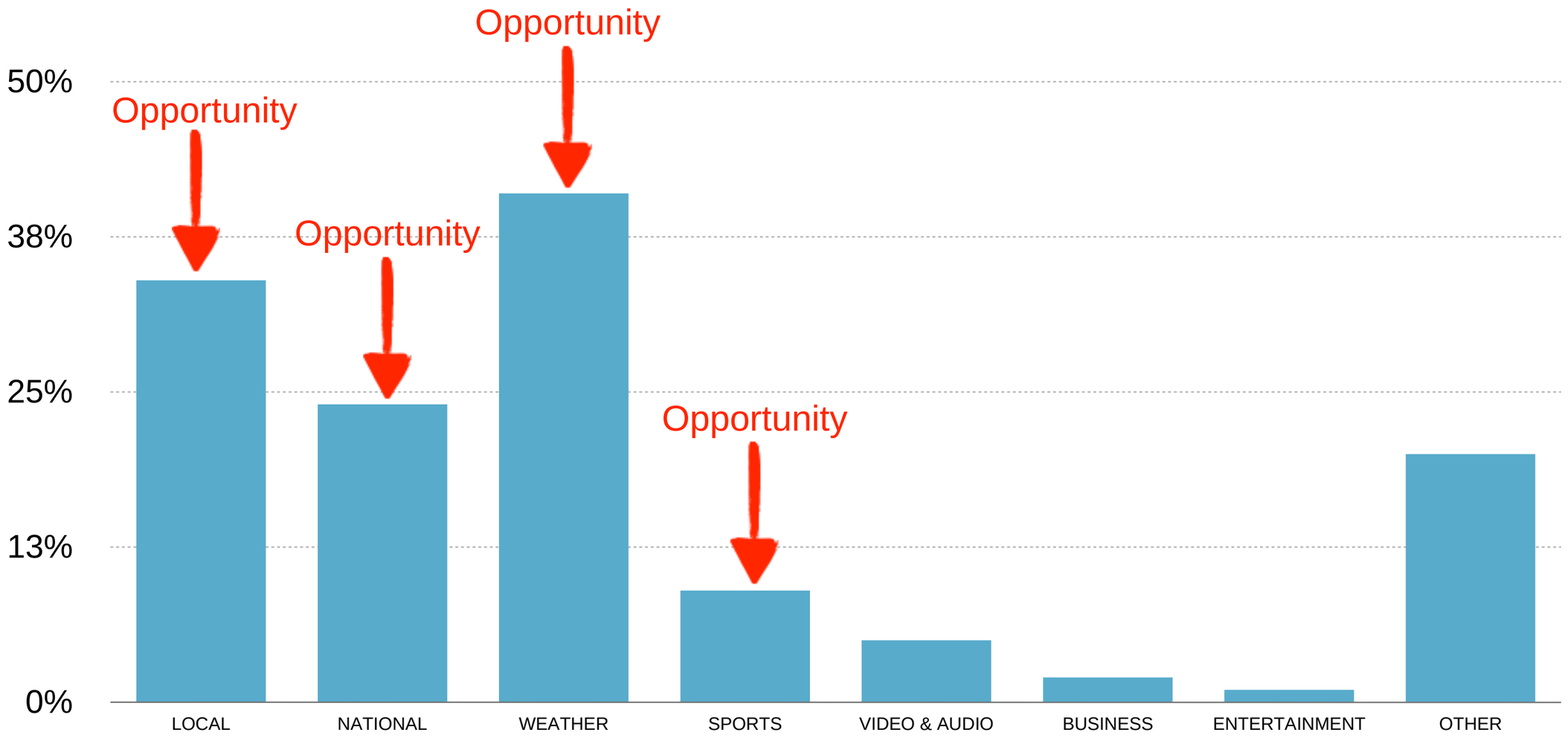
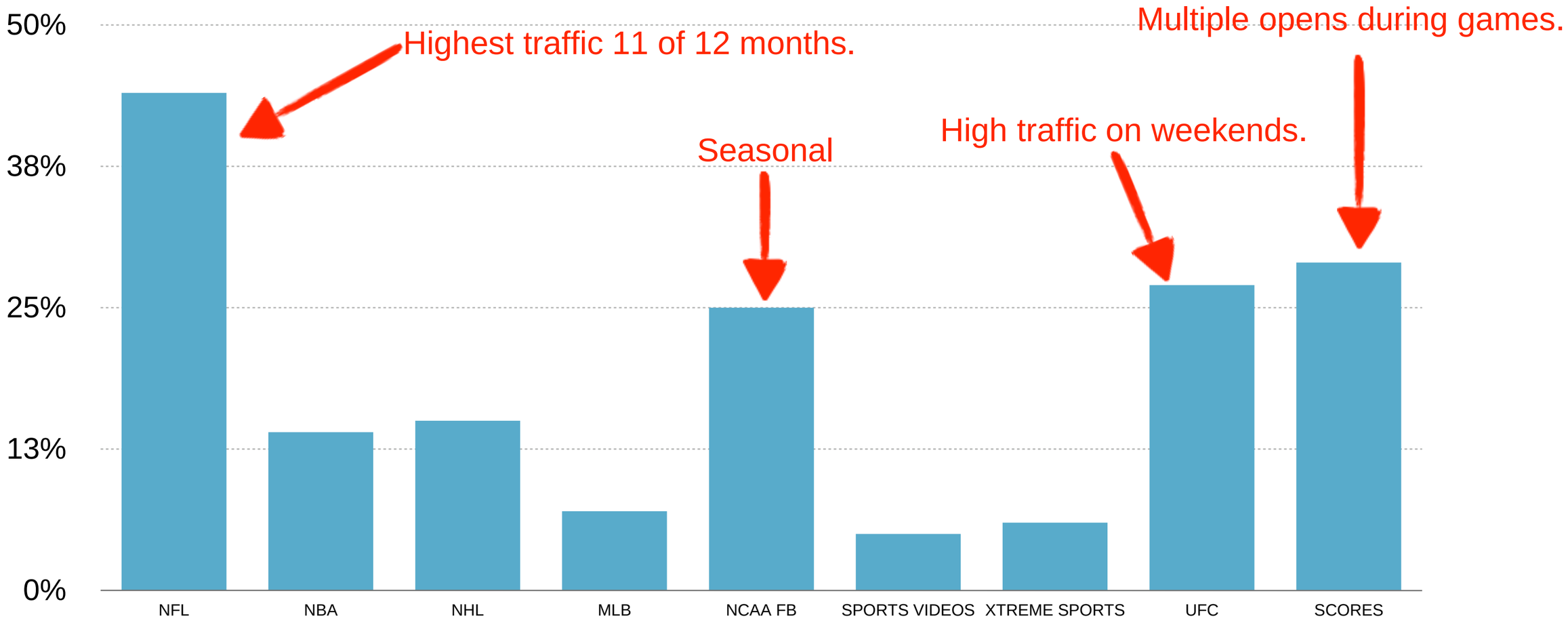
Finding your niche

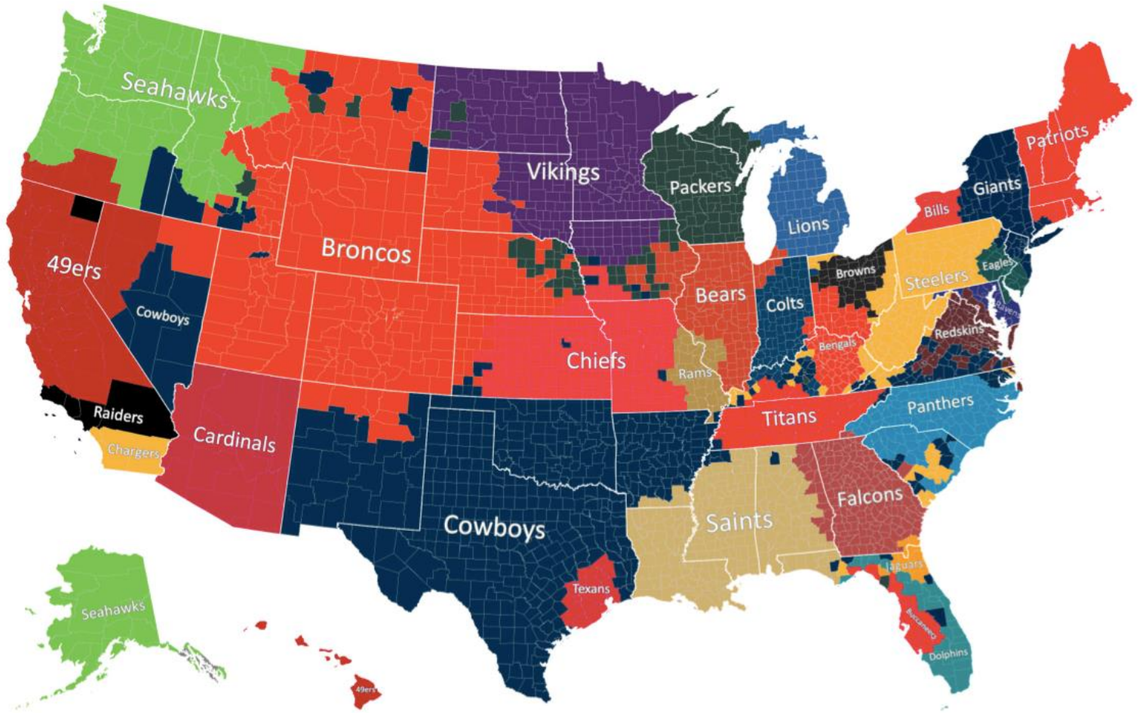


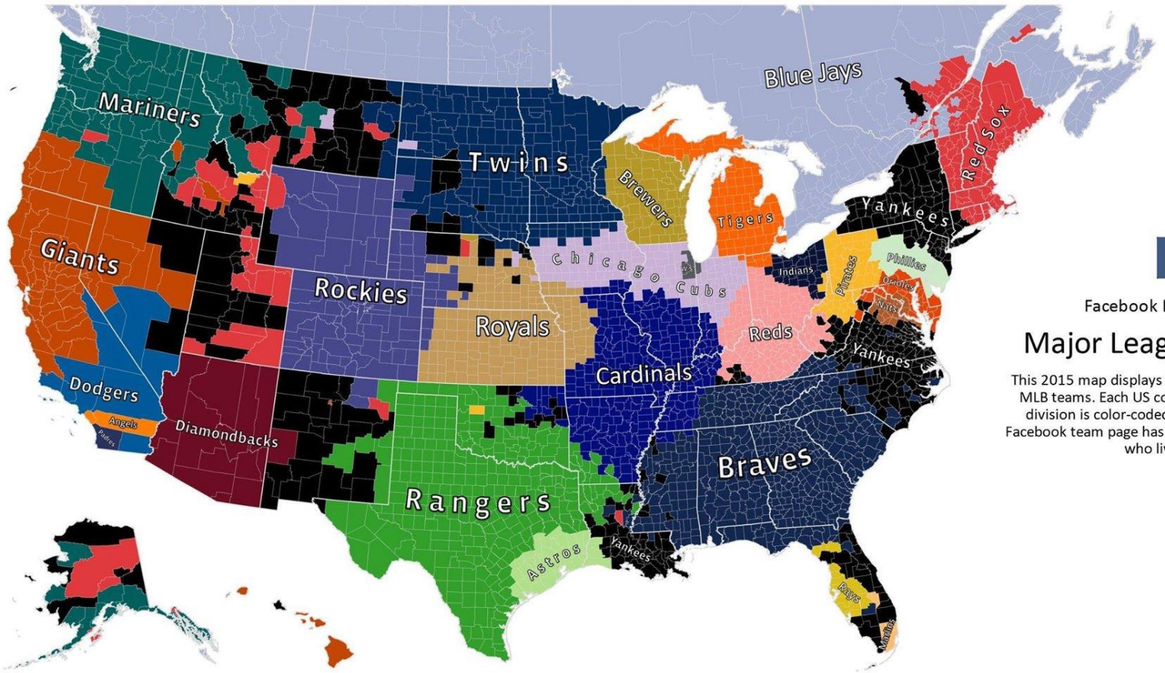
Source: 2015 DoApp Inc Analytics (855 Apps)



Source: 2015 Sports Tap Categorical Analytics

Sources: 2015 Harris Poll, Vivid Seats Survey,



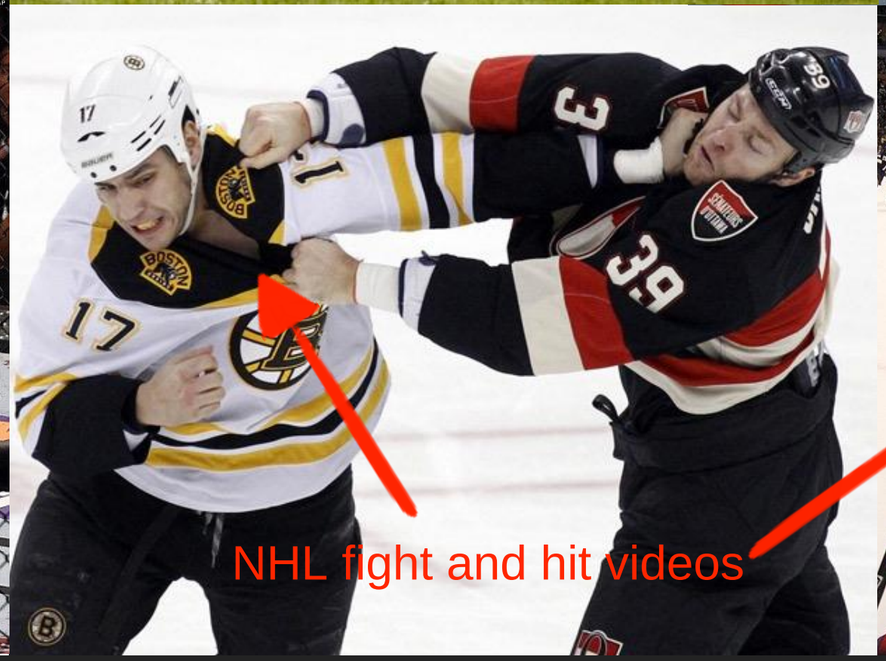


Facebook Fandom Map

Major League Baseball

This 2015 map displays Facebook fans of all of the MLB teams. Each US county or Canadian census division is color-coded based on which official Facebook team page has the most likes from people who live there.

Source: 2015 Facebook



doapp

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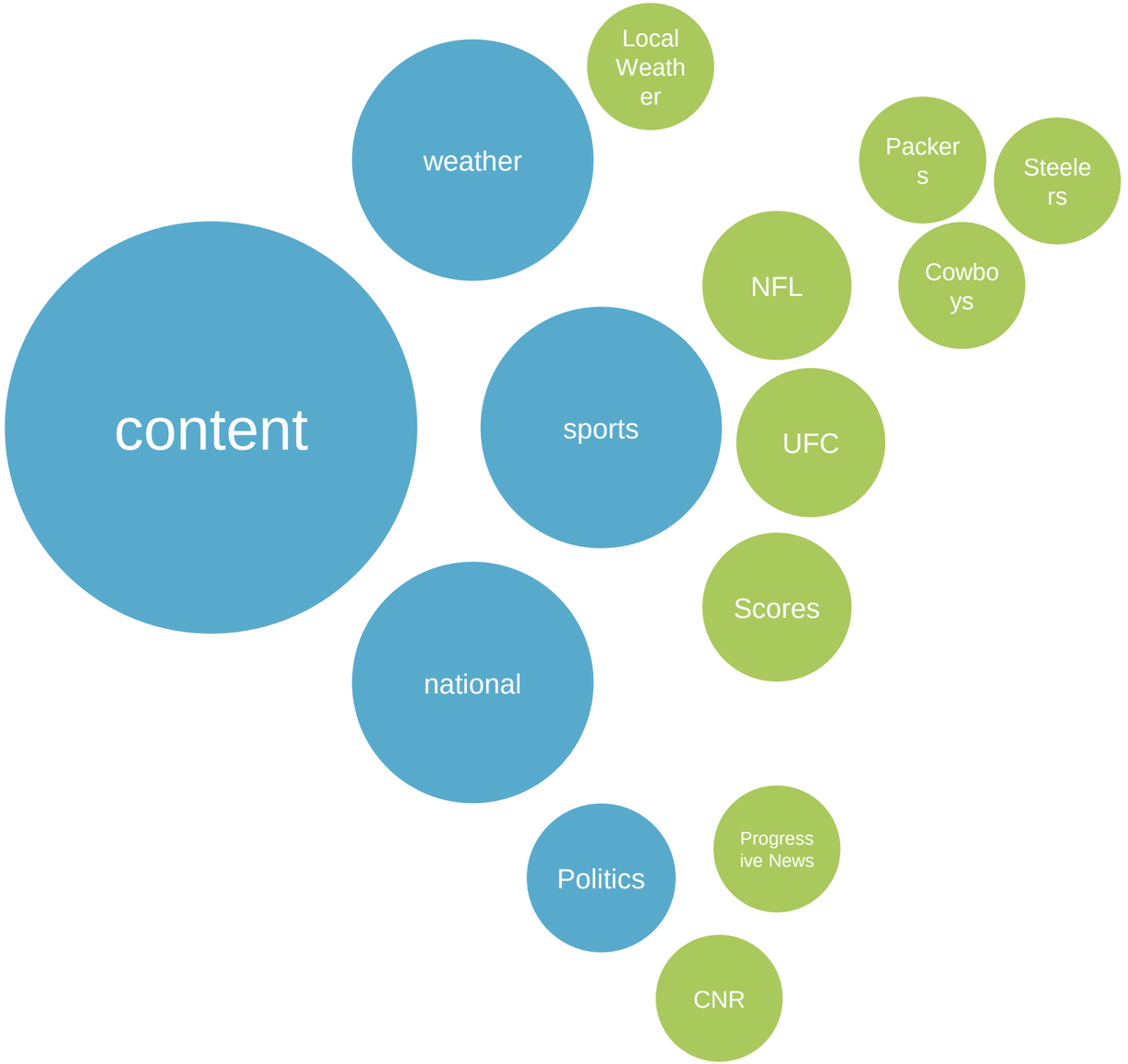

Legend: app made

SAMPLE FLOW TO BUILD OUT OUR NICHE APP CONCEPTS

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Click to rate: ☆ ☆ ☆ ☆ ☆

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Customer Ratings

Current Version | All Versions

Average Rating: ★★★☆☆ 79 Ratings

Click to rate: ☆ ☆ ☆ ☆ ☆

★★★★★ 32
★★★★ 9
★★★ 7
★★ 4
★ 27

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Customer Ratings

Current Version | All Versions

Average Rating: ★★★★½ 81 Ratings

Click to rate: ☆ ☆ ☆ ☆ ☆

★★★★★ 53
★★★★ 14
★★★ 5
★★ 4
★ 5

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This app is designed for both iPhone and iPad

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Customer Ratings

Current Version | All Versions

Average Rating: ★★★★½ 553 Ratings

Click to rate: ☆ ☆ ☆ ☆ ☆

★★★★★ 373
★★★★ 89
★★★ 33
★★ 13
★ 45

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Average Rating: ★★★★½ 226 Ratings

Click to rate: ☆ ☆ ☆ ☆ ☆

★★★★★ 166
★★★★ 34
★★★ 11
★★ 4
★ 11

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Customer Ratings

Current Version | All Versions

Average Rating: ★★★★☆ 34 Ratings

Click to rate: ☆ ☆ ☆ ☆ ☆

★★★★★ 20
★★★★ 6
★★★ 1
★★ 4
★ 3

doapp

SAMPLE SPORTS APPS

We do cool stuff.

Suggested Niche Apps

HS Sports
College Sports Teams
Professional Sports Teams
Weather and Traffic
Demographic Apps (Mom’s, Trade’s, Kids, etc)
Entertainment
Business

Bad Niche Apps:

Events
Short Seasonal
Too Narrow Focus

Marketing your niche

nativeX

SensorTower

63% of mobile apps are discovered by searching directly in Apple’s and Google’s app stores using keywords and phrases.

216	doapp, inc **Headlines: Breaking World & US News, Weather, Sports & Live** ★★★★☆ (1,935)	Free	$602,990

Source: 2015 Forrester Research

Organic Methods

Link to app stores on every social share of articles.
Provide a download bar in mobile web site.

Promotional Methods

Ads in core apps.
Media promotion (Newscast or Print).
Advertorial articles on web site.

Source: 2015 Forrester Research

Monetizing your niche

Is your content worthy or unique?

Don’t undersell & align your advertisers.

Rates are worth more for specific demographics.