

START/APP



#1 New York
#1 Software
#7 Overall Rank



#1 in 2015 CRAIN'S
New York
FAST 50

Deloitte.

Technology Fast

500TM

#1 in 2015
Deloitte's
Technology
Fast 500

Pokémon Go

Data set

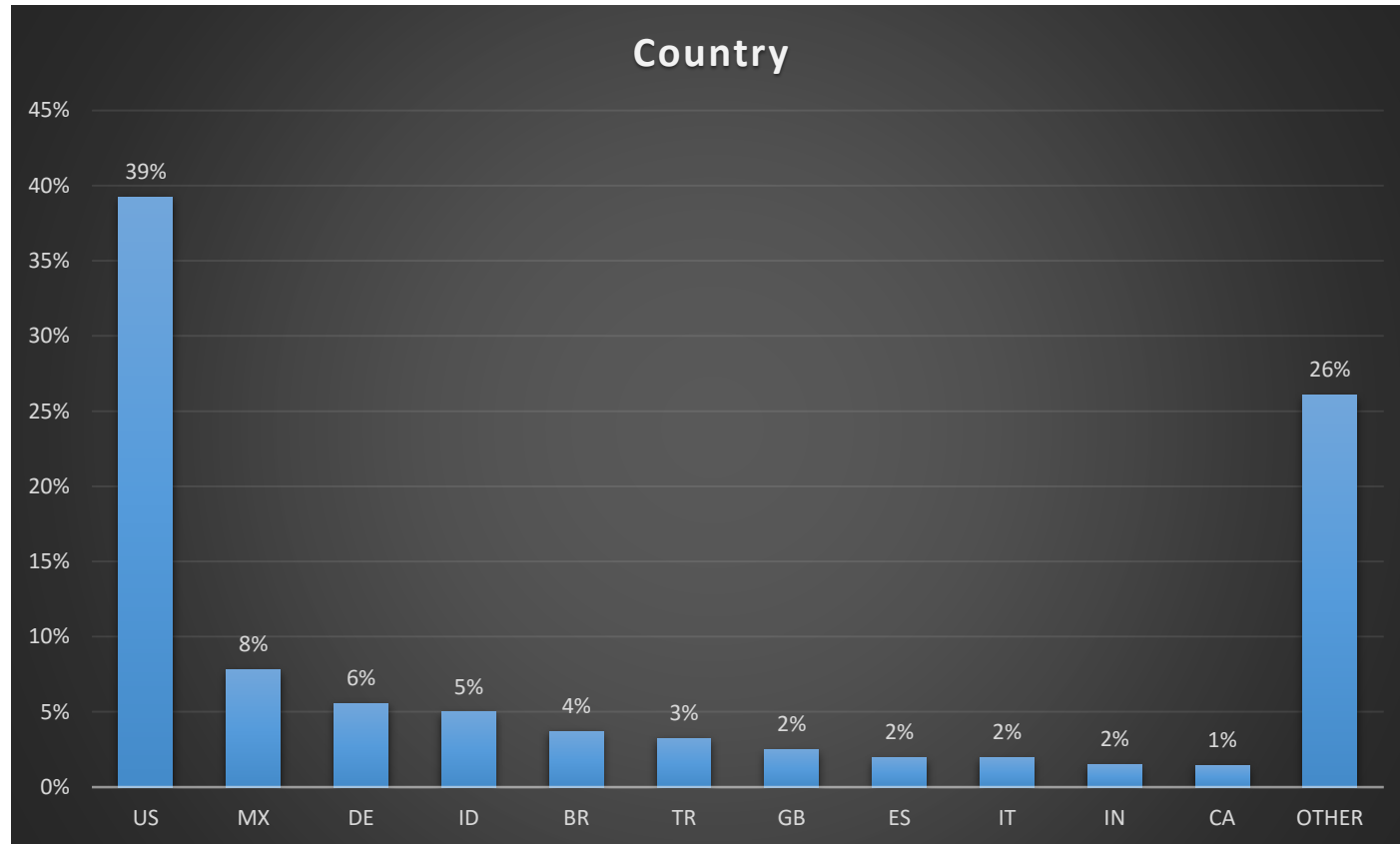
The data presented in this presentation have been pulled from StartApp database of over 600m users and a proprietary algorithm to identify app download and social data usage.

Using our App Presence capabilities – used to avoid showing users apps that they already have installed on their device – we can query the device and then slice the data with demographic information that we have.



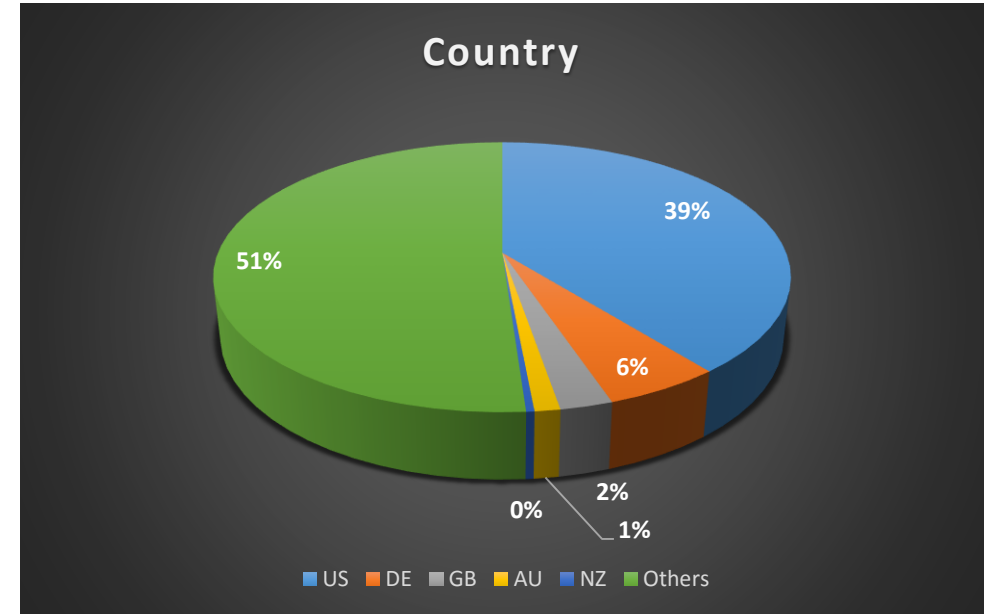
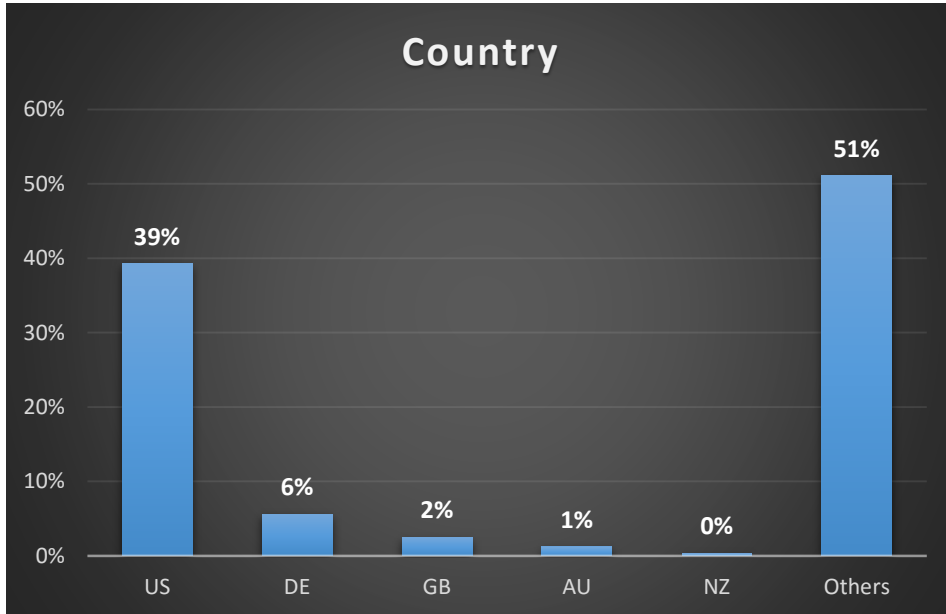
Downloads by country

Pokémon Go



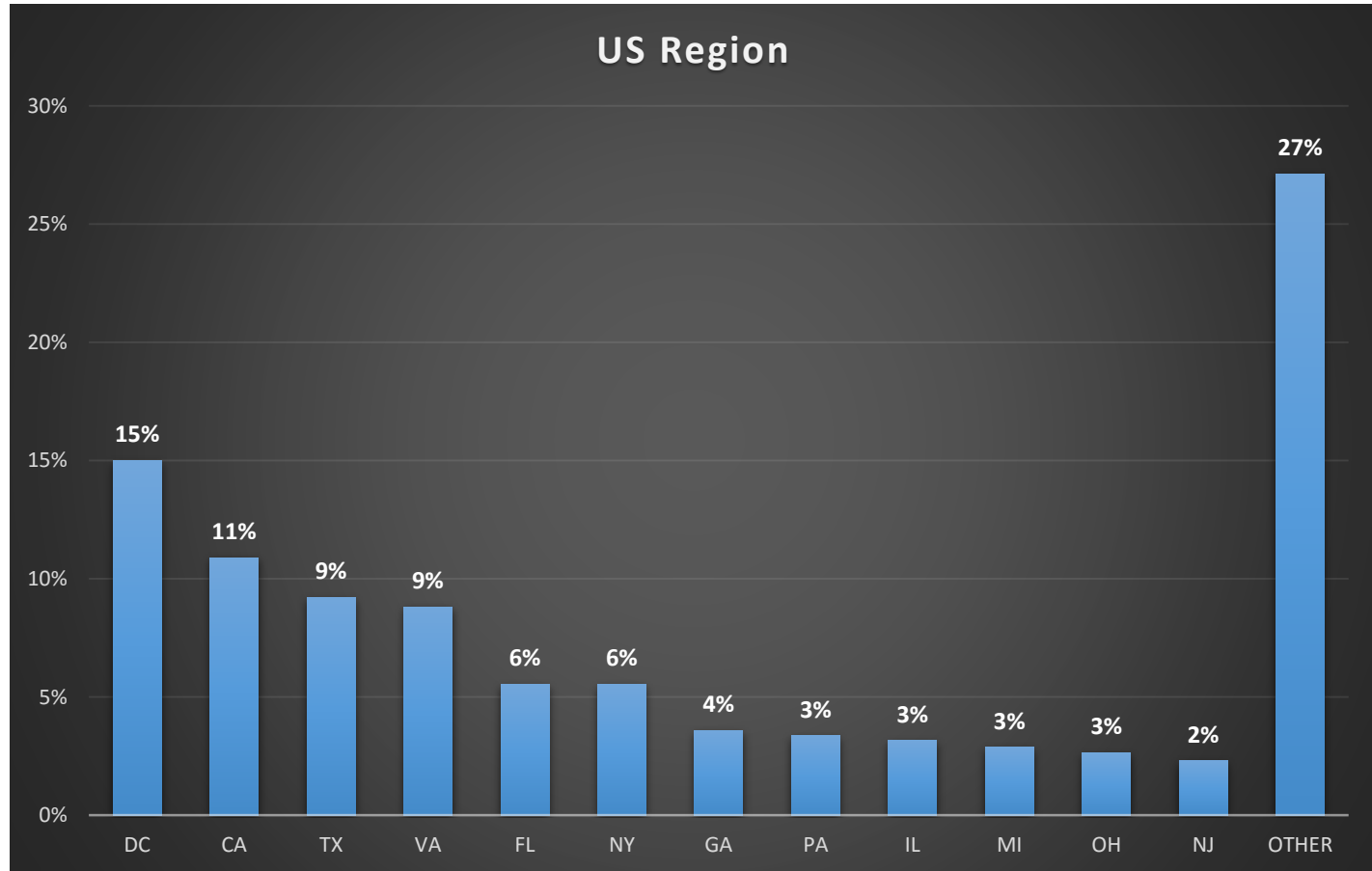
Downloads in official countries vs. others

Pokémon Go



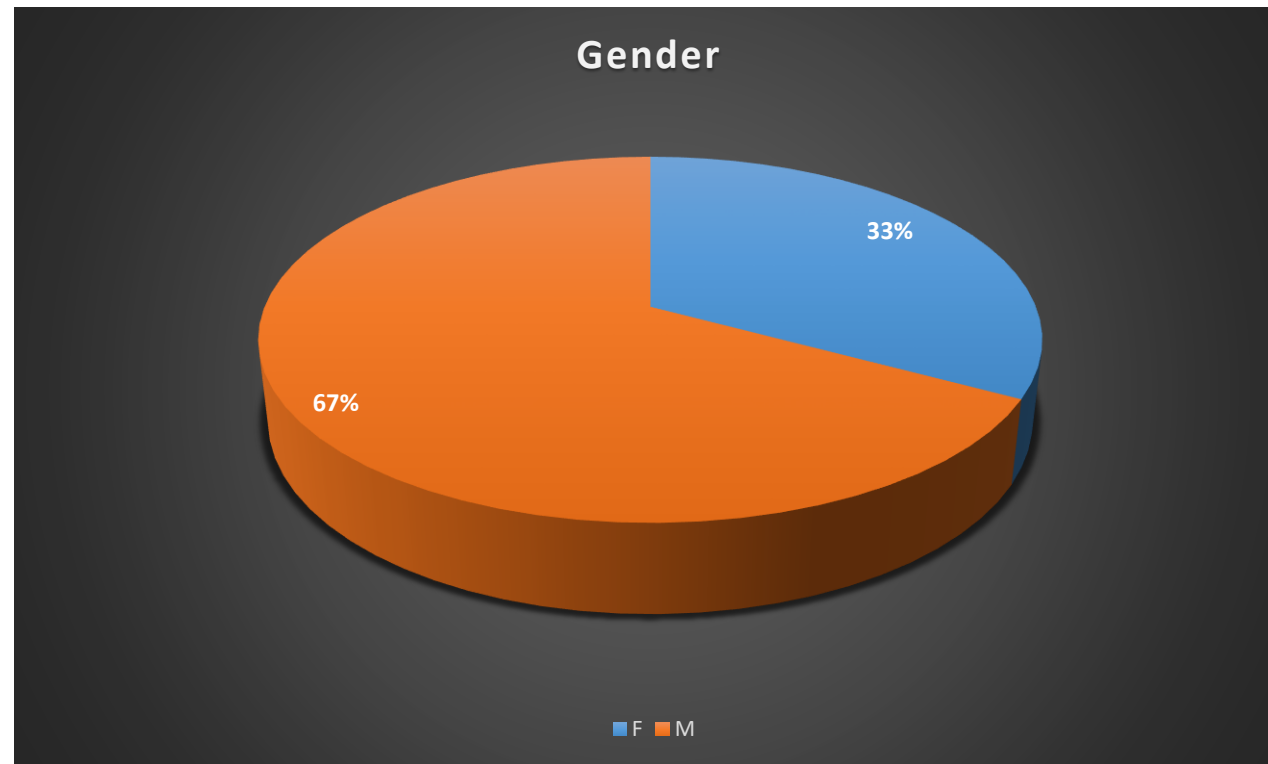
Downloads by state

Pokémon Go



Downloads by gender

Pokémon Go



Downloads by age group

Pokémon Go

