



Enabling the Efficient Collection of Data behind “Big Data”



Collecting and analyzing data behind buyer purchases and buyer decisions has become one of the many drivers behind the growth of Big Data. Every app generates data around daily or monthly downloads per app store, per version, website views, reviews, and data around users with user-identifying information removed. So each app can generate a significant amount of data. Moreover, the website Statistica.com estimates that there are over 6.5 million apps in app stores as of March 2017, with over 2.8 million in Google Play and 2.2 million in the Apple App Store¹. With that many apps, it's clear that each app has a significant challenge in trying to stand

out against those millions of other apps. Therefore, any app data analytics vendor that supports these specific apps needs a strong data collection capacity that is as smooth, streamlined and automated as possible. Collecting and sifting through the mountain of data so that the raw app data for a single app is transformed into actionable information is the challenge for one particular application analytics vendor.

Before implementing UMBRA's Secure Network Optimization Service (“SNO Service”), a leading app store Data Analysis Firm in Silicon Valley used a large number of employees to manually gather data from different app stores around the world. Raw data around price paid, number of downloads, target audience, website targeted, and many other metrics were collected, and then the firm's app capabilities around understanding how to monetize this information and use it for competitive advantage.

Advertising metrics were collected and uploaded to a central database for analysis. The firm's employees would use VPNs and proxy servers to disguise their originating IP to manually gather information from the

¹ From Statistica Website, retrieved May 8, 2017, <https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/>

