



**Top 10 mHealth Apps Performance Benchmarking  
USA**

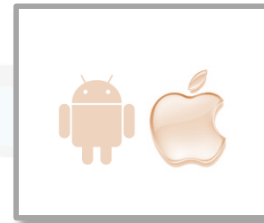
1<sup>st</sup> of May 2013

Preview

# This report analysis the performance of the most successful mHealth apps in the USA



**Downloads:** Average monthly and total lifetime downloads for free and paid apps



**Platform:** mHealth apps for iPhone, iPad and Android phones



**Pricing:** Displays the pricing of top 10 paid mHealth apps



**mHealth app categories:** Apps in the Health & Fitness and Medical category



**Time span:** Detailed view for December 2012 to Februar 2013 and lifetime performance



**mHealth apps:** Apps that have listed in the top 10 during the time span

# The performance benchmarking contains 20 analyses



## Top 10 Health & Fitness

1. Average monthly downloads of the top 10 free Health & Fitness apps
2. Average monthly downloads of the top 10 paid Health & Fitness apps
3. Average accumulated downloads of the top 10 free Health & Fitness apps at end of February 2013
4. Average accumulated downloads of the top 10 paid Health & Fitness apps at end of February 2013
5. Top 10 paid Health & Fitness apps price (\$) at February 2013
6. Top free app categories of Health & Fitness category over the past 3 months
7. Top paid app categories of Health & Fitness category over the past 3 months
8. Dispersion of top 10 free and paid Health & Fitness apps among platforms
9. Dispersion of top 10 free and paid Health & Fitness apps by subcategory

## Top 10 Medical

10. Average monthly downloads of the top 10 free Medical apps
11. Average monthly downloads of the top 10 paid Medical apps
12. Average accumulated downloads of the top 10 free Medical apps at February 2013
13. Average accumulated downloads of the top 10 paid Medical apps at February 2013
14. Top 10 paid Medical apps price (\$) at February 2013
15. Top free app categories of Medical category over the past 3 months
16. Top paid app categories of Medical category over the past 3 months
17. Dispersion of top 10 free and paid Medical apps among platforms
18. Dispersion of top 10 free and paid Medical apps by subcategory

## Top 10 category comparison

19. Average accumulated downloads of the top 10 free app within Health & Fitness and Medical at February 2013
20. Average accumulated downloads of the top 10 paid app within Health & Fitness and Medical at February 2013

# The content is presented in a graphical style

Package content at a glance (extract)



# About us

## About research2guidance

research2guidance is a strategic advisory and market research company specialized in the mobile application market. Based in Berlin (Germany) we help out global clients to define and implement their mobile application strategy. Our mission is to provide guidance based on robust research data and expertise. The founders of research2guidance have worked in the consultancy and research business for years, gaining valuable experience in both European and global initiatives. We provide empirical research, expert knowledge and strategic consulting, helping companies and organizations who want to deepen their engagement in the mobile market.

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