

# App per il monitoraggio dell'auto



**MERGERSCORP**

## App per il monitoraggio dell'auto

È disponibile per l'acquisizione un'applicazione mobile che consente agli utenti di monitorare le informazioni chiave del proprio veicolo. I dettagli completi includono la durata dell'olio motore, il livello residuo del carburante e della batteria, la capacità del serbatoio e della batteria, il consumo del carburante e della batteria, il contachilometri, la pressione degli pneumatici con le raccomandazioni e altro ancora.

Funziona con molte case automobilistiche famose negli USA, tra cui Acura/Honda, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GMC, Jaguar, Jeep, Land Rover, Lexus, Lincoln, MINI, Mercedes-Benz, RAM, Tesla, Toyota, Volkswagen, Volvo e molte altre. Non è necessario alcun hardware aggiuntivo, tutte le funzionalità sono fornite dall'applicazione.

NOTA – I dati finanziari indicati sono basati sulla media degli ultimi tre mesi. I dati finanziari del TTM parlano di 869.400 dollari di ricavi e 553.841 dollari di profitti.

### Punti chiave

- MRR attuale: \$98.853, ARR: \$1.186.232
- 4,5 Stelle con 9,1K Valutazioni
- 50K+ installazioni/mese negli ultimi sei mesi
- La ripartizione tra acquisizione organica e a pagamento degli utenti è 60% organica e 40% da Apple Search Ads, con un ROAS immediato dell'1,4
- MAU = 83K, DAU = 4K
- Tutti i ricavi provengono da abbonamenti e IAP (senza pubblicità).
- Il traffico a pagamento ha un potenziale di crescita notevole, come dimostrano i successi dei concorrenti, alcuni dei quali hanno raggiunto oltre 300.000 dollari al mese grazie a queste strategie.
- 30 mesi di storia (l'app è stata lanciata nel maggio 2022)
- Coding: App – Pure Swift, Backend – Python e FastAPI
- Stack tecnologico: Firebase, Adapty, AppsFlyer, Amplitude, ASATools

### TARGET PRICE

\$1,900,000

### GROSS REVENUE

\$1,027,564

### EBITDA

\$603,159

### BUSINESS TYPE

Online Businesses

### SUPPORT & TRAINING

I proprietari sono disposti a offrire supporto per la transizione e la formazione.

### REASON FOR SELLING

Per scalare ulteriormente, l'app richiede ulteriori finanziamenti per la pubblicità a pagamento, i funnel web e altro ancora. Il venditore vuole concentrarsi su altre app organiche del suo portfolio.

### COUNTRY

Regno Unito

### BUSINESS ID

L#20240782

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