Applicazione iOS per la scansione di codici QR



PRINTED ON: *November 2, 2026, 11:58 PM (EST)* **PUBLISHED ON:** *June 5, 2025, 11:20 AM (EST)* **UPDATED ON:** *November 2, 2026, 11:58 PM (EST)*

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Applicazione iOS per la scansione di codici QR

Disponibile per l "acquisizione è un" applicazione iOS leader di mercato che consente la scansione e la decodifica dei codici QR in modo rapido e affidabile, con 2,9 milioni di utenti attivi mensili e oltre 70 milioni di download totali. È un'applicazione versatile per la lettura di codici QR e codici a barre che supporta oltre 15 tipi di codici. Offre funzioni come informazioni dettagliate su prodotti e alimenti, cronologia delle scansioni, cartelle organizzate, scansioni in batch ed esportazione CSV. L'app è multipiattaforma (disponibile su iPhone, iPad e Mac con Apple Silicon).

L "applicazione opera su un modello freemium, offrendo un abbonamento pro per scansioni illimitate, accesso alle informazioni sui prodotti e un" esperienza senza pubblicità. Il 70% delle entrate proviene da abbonamenti e IAP e il 30% dalla pubblicità. $833K MRR e $9M ARR.

Punti chiave

- 4,7 Stelle con 663K valutazioni.
- 7 anni di storia.
- Oltre 280K download/mese e 2,9M MAU.
- Un robusto set di funzioni: Supporta diversi tipi di codice e offre informazioni dettagliate.
- Entrate da abbonamento: Offre abbonamenti pro con varie durate.
- Conservazione: Funzioni come la cronologia delle scansioni e la scansione in batch incoraggiano l'uso ripetuto.
- Download organici: L "alto punteggio dell" App Store (4,7/5) ha generato una forte crescita organica.
- Impegno minimo: L "app funziona in modo autonomo con un intervento minimo da parte dell" utente.
- Nicchia in espansione: Crescita della domanda di utility per codici QR in vari settori.
- Supporto multilingue: Disponibile in oltre 20 lingue, per soddisfare un pubblico globale.
- L'applicazione è realizzata in Swift (principalmente UIKit, alcune parti di SwiftUI).
- Nessun backend pesante, solo una piccola funzione realizzata in PHP.

TARGET PRICE
$ 32,000,000

GROSS REVENUE
$ 9,818,603

EBITDA
$ 6,461,480

BUSINESS TYPE
Software e SAAS

COUNTRY
Stati Uniti

BUSINESS ID
L#20250925

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