



“Stanford PhD researchers rely on MixRank data to analyze the mobile application ecosystem”

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What do you use MixRank for and how does it aid with your research?

The Stanford University Mobile Innovation Group is a research focused non-profit organization. We analyze the economic implications of the mobile application ecosystem and have found MixRank data to be extremely useful for our app and SDK research. We have especially appreciated the ability to see which SDK's are integrated within each top ranked mobile app. In particular, we also found the ability to narrow an advertising SDK by advertiser and publisher to be useful.



What are some of the insights you've gained by using MixRank?

One preliminary project used MixRank data and economic analysis techniques to learn more about the correlations of specific SDK integrations with the highest rank an app integrating the SDK ever achieved. We found that only a select number of marketing and advertising categorized SDKs showed statistically significant results. In the same regression, a selection of analytics suites featured statistically significant correlations toward a more favorable highest rank ever achieved. We were surprised to learn that a sum of SDK's focusing on specific design elements and user interface elements correlated with statistically significant movement toward a better rank.

Why do you ultimately recommend MixRank?

The clear user interface and highly knowledgeable team behind this product made the research experience enjoyable for our group. Our goal is to publish deeper understandings about the app economy in major economics and business research journals and having access to MixRank data definitely helped us do that. It is also constantly reassuring to us to see so many industry firms at conferences talking about their positive experience with MixRank!

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Questions? Please reach out to:

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