

MOBILEDEVHQ

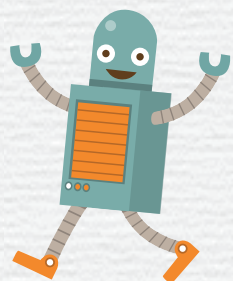
Interview with Ian Sefferman

CEO, MobileDevHQ

November 2013

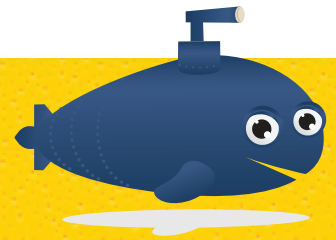


breadnbeyond



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If you are an app marketer and need to boost their rank in app store, here is a good news for you! Now you can optimize your app position within the search result in the app store just in few easy steps with [MobileDevHQ](#). Their CEO, Ian Sefferman described what is MobileDevHQ and how they think about the future trends of mobile app on the interview below.

breadnbeyond: How would you describe MobileDevHQ?

Ian Sefferman: MobileDevHQ is an app store optimization (SEO for apps) platform. We help app marketers rank highly in app store search, providing lower cost downloads and increased quality of users.

breadnbeyond: How did you come up with the concept of MobileDevHQ?

Ian Sefferman: MobileDevHQ came about after 3 years of working in the mobile space, seeing app marketers have trouble acquire quality users from organic channels.

breadnbeyond: How long did it take for you and your team to build MobileDevHQ?

Ian Sefferman: The original version of MobileDevHQ took just 2 weeks to build, because it was a true pivot of AppStoreHQ, our first stab at consumer app discovery. Of course, we believe even today we've only solved 1% of the problem for app marketers, and there's far more work left than there is completed.

breadnbeyond: How you differentiate yourself from the competitors? Do you have any competition at all?

Ian Sefferman: We focus on the enterprise app marketer, which is different from our competitors. We ensure the enterprise app marketer has all the data they need to make decisions, help their team, and acquire great users.

breadnbeyond: How do you think the future trends of Mobile Apps?

Ian Sefferman: As Jeff Bezos would say, "it's still Day 1." There's huge growth to come in the world of mobile. I personally believe we haven't touched the potential as it pertains to the enterprise, productivity, or the intersection of digital and physical.

breadnbeyond: In the last couple of weeks, we heard a lot of news about Nokia, Microsoft and Blackberry. How do you think these current changes will affect Mobile Apps Industry?

Ian Sefferman: Currently, mobile is a two horse race: iOS and Android. However, Microsoft is willing to invest in the very long term and has deep pockets with which to do so. I'm hopeful that other platforms will make inroads, but it is absolutely a tough assignment to do.

breadnbeyond: What is your future plan for MobileDevHQ?

Ian Sefferman: We believe there's a big business to be built helping app marketers with organic app marketing and we think we're well positioned to be that business. We want to focus on helping app marketers get the data they need on their market and their competitors, and help them take action in the best way to grow their business.

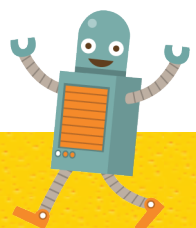
breadnbeyond: You hired us to produce a video for MobileDevHQ, do you think our video help you get more conversions?

Ian Sefferman: While we didn't see any immediate lift in conversions due to the video, we believe the added character plus brand alignment gives us a long-term net positive from the video.

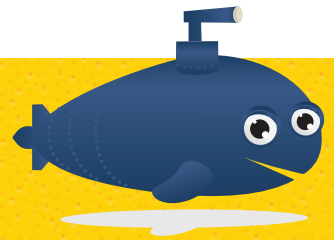
breadnbeyond: Thanks for your answers, and I really appreciate your willingness to spend time to have this interview with us.



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