

二维码扫描 iOS 应用程序





iOS

可供收购的是一款市场领先的 iOS

应用程序，可实现快速、可靠的二维码扫描和解码，月活跃用户达 290

万，总下载量超过 7000 万次。它是一款多功能 QR

码和条形码扫描器应用程序，支持超过 15 种代码类型。

它具有详细的产品和食品信息、扫描历史记录、有组织的文件夹、批量扫描和 CSV 导出等功能。该应用程序具有跨平台功能（可在 iPhone、iPad 和 Mac 上使用 Apple Silicon）。

该应用采用免费模式，专业版订阅用户可获得无限制扫描、产品信息访问和无广告体验。70% 的收入来自订阅和 IAP，30% 来自广告。MRR 为 83.3 万美元，ARR 为 900 万美元。

要点

- 4.7 颗星，663K 个评分。
- 7 年的历史。
- 月下载量超过 28 万次，MAU 达到 290 万。
- 强大的功能集：支持多种代码类型并提供详细信息。
- 订阅收入：提供不同期限的专业订阅。
- 保留：扫描历史记录和批量扫描等功能鼓励重复使用。
- 有机下载：App Store 的高评分（4.7/5）带来强劲的有机增长。
- 投入时间最少：该应用程序可自动运行，用户干预极少。
- 细分市场不断扩大：各行各业对二维码实用程序的需求不断增长。
- 多语言支持：提供 20 多种语言，满足全球受众的需求。
- 应用程序使用 Swift 构建（大部分使用 UIKit，部分使用 SwiftUI）。
- 没有重型后台，只有一个用 PHP 构建的小功能。

TARGET PRICE

\$ 32,000,000

GROSS REVENUE

\$ 9,818,603

EBITDA

\$ 6,461,480

BUSINESS TYPE

软件和 SAAS

COUNTRY

美国

BUSINESS ID

L#20250925

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