

拥有 3920

万月活跃用户的大规模移



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3920

这是是 QR

和条形码扫描类别中占主导地位的移动实用工具业务，深深植根于全球消费者的行为之中。

除大型零售商外，该资产是最大的独立第一方产品扫描数据流之一，在实体意图和数字商务之间架起了一座独特的桥梁。

- 当前 12 个月 (TTM) 收入 1376 万欧元。
- 3920 万月活跃用户 (MAU) 和 270 万日活跃用户 (DAU)。
- 将 UA 支出正常化至收入的 50%，可带来 **680**。
- 100% 由创始人运营（5-10 小时/周），没有员工或管理费用。

业务超越了简单的实用性，它是一个 . 每次扫描都是购买考虑的直接信号。

买家原型 战略机遇

直接的 DTC 入口点；将扫描转至列表可提高交易收入。

用于零售价格情报和 “Cookie “后目标定位的海量同意数据

3920 万 MAU 可用于交叉推广，边际 UA 成本为零。

通过减少 UA 和订阅杠杆立即优化利润。

拥有超过 **该产品** 组合在 iOS 和安卓系统上表现出非凡的弹性

- 有机增长基线强劲，2025 年底 iOS 有机安装率将达到 76。

TARGET PRICE

\$ 42,000,000

GROSS REVENUE

\$ 13,760,000

EBITDA

\$ 6,800,000

BUSINESS TYPE

应用程序

COUNTRY

美国

BUSINESS ID

L#20261058

- 2020
年从商店中撤下的传统应用程序在多年后仍能产生剩余收入，无需更新或营销，这证明了用户的习惯性行为.
- 安卓（约 89% MAU）和 iOS（约 11% MAU）平台多元化

该业务目前采用 将约 89% 的收入再投资于专有的自动 UA 系统，以抢占市场份额

UA 再投资率	正常化利润 (欧元)	利润率 (%)
89%	€1.46M	10.6%
70%	€4.07M	29.6%
60%	€5.45M	39.6%
50%	€6.82M	49.6%

目前的货币化非常集中（96%+ Google AdMob），为战略运营商留下了大量的“蓝海”机会.

- 只需通过联盟/直销商务为 0.1% 的 DAU 盈利，就能产生 **700** .
- 目前没有高级付费层；为 5% 的 MAU 提供 1.99 欧元/月的订阅服务将产生大量经常性收入。 .
- 过渡到中介环境（如 AppLovin MAX），通过需求竞争提高 eCPMs
- 为零售分析和广告技术定位打包每日扫描事件.

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