SETAPP

How do users in European Union find new cool iOS apps

Exploring App Store lists, e.g. Hot This Week

49%

Searching Google for my task/problem and looking through proposed articles/ videos/reviews outside of the App Store

45%

Going with my task/problem request directly into the App Store

44%

Getting app recommendations from friends/colleagues

28%

Following recommendations by favorite bloggers, podcasts, media

28%

Responding to app ads on Instagram and other social media

22%