APPIMIZE PRICING GUIDE

There are a few things that should be kept into Consideration when it comes to App Prices:

- **App functionality and purpose** – what an app will actually be capable of doing for its users.
- **Mobile platforms and devices supported** – whether an app will be developed for iOS only or has an Android version as well. What specific devices will it support.
- **Use of visual objects** – complexity of visual objects inside of an app will significantly influence the cost.
- **Maintenance plan** – once an app development project is over, certainly it will require technical support from its developer.
- **Requirements** – What are the requirements made by the client? What features he wants to be integrated in the app?

These all factors have a great impact on Mobile App Price.

BUSINESS APPS ARE THE MOST IN-DEMAND AFTER GAMES:

After games, Business Apps are the Highest Charged apps. Every business need apps.

A survey shows that Business Apps Cost from $1000 to $10000 depending on the Requirements.

KEEP THIS INTO MIND WHILE PRICING YOUR APP:

1. At what price would you consider the product to be so expensive that you would not consider buying it? (*This tells you a price point that is too expensive for this customer.*)

2. At what price would you consider the product to be priced so low that you would feel the quality couldn't be very good? (*This tells you a price point that is too cheap for this customer.*)

3. At what price would you consider the product starting to get expensive, so that it is not out of the question, but you would have to give some thought to buying it? (*This tells you a high end of the range of acceptable prices for this customer.*)

4. At what price would you consider the product to be a bargain—a great buy for the money? (*This gives you a low end of the range of acceptable prices for this customer.*)

Mobile App Update Frequency:

How often a Mobile App needs to be updated? This question plays a very vital role in pricing…

So, every time a client reports an error or needs a new feature to be added you can charge a very reasonable amount like $300 to $700.

That means when you deliver an app, your job is not done yet. You can keep earning from the same client as apps need update or a new feature added, keeping in view the demand of audience and Business requirements.

A Survey From Clutch:

According to a Survey from clutch, the cost of App Development is given in the chart below:

So, you see in most cases, the cost of Mobile App development is less than $5K. But, when you develop an app using Appimize, there is no such cost.

You can appear with a solution for $3K in the market and close more deals sooner than the existing app developers.

MY SUGGESTIONS:

If you ask me, what should you charge a business for an App, then this is what I' recommend you:

Feature	Time (hours)	Cost (USD)
User login	20	500 to 1000
Push notification	20 to 200	1000 to 10,000
Geolocation	50	1250 to 2500
Chat/messaging	80+	2000 to 4000
Payment integration	50+	2500 to 5000
Streaming videos	30+	1500 or more
Offline mode	40+	1200 to 2000
Phone sensor usage	10+	250 to 500
Search	10+	250 to 500
Data encryption	20	500 to 1000

The price pretty much depends on the FEATURES and time taken to add that feature. (That's a cake with Appimize)

Still, if you consider all these points, you'd be more prone to ask for the most suitable price from the client. That's a win-win for both the parties.

CONCLUSION:

If you follow all the point disclosed in this Guide, you'll be able to ask for the BEST Possible Price for your App from the Businesses.

A rough estimate is, you should CHARGE BUSINESSES from $1K TO $5K, depending on their requirements and Features that they want to be integrated in the App.