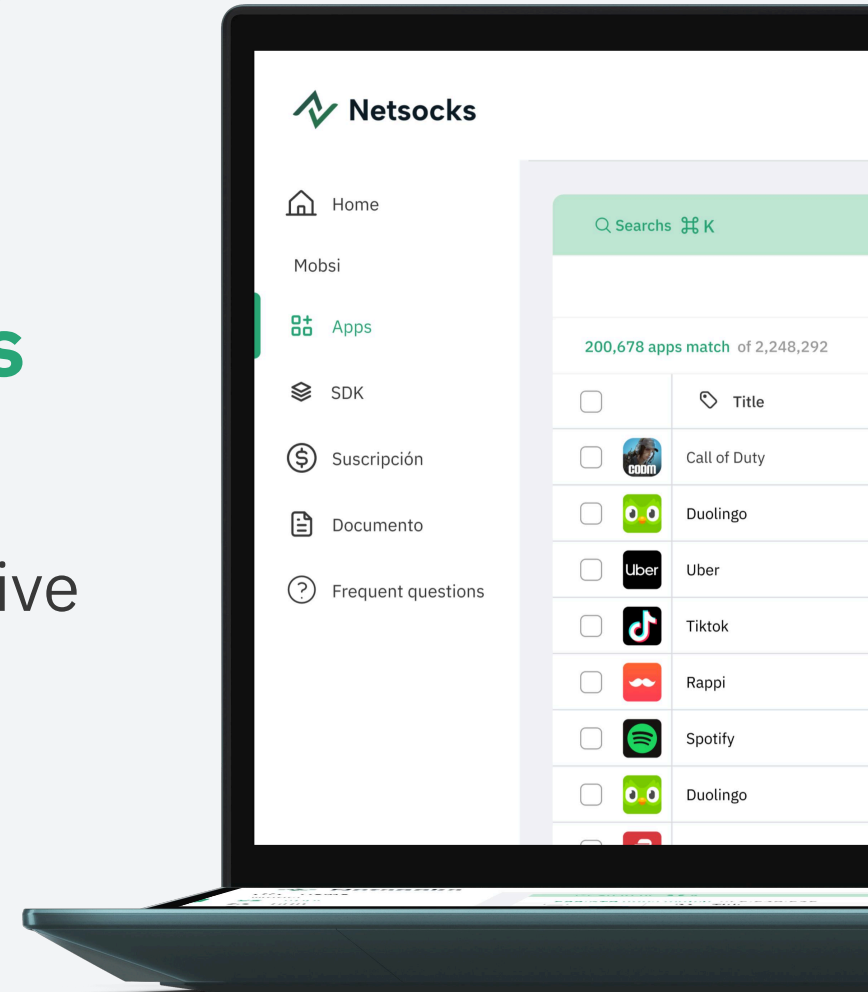




MobSI

Downloads, monetization, SDKs and audience data

Based on the analysis of **+2.3 million** active
apps on **Google Play** in **July 2025**.



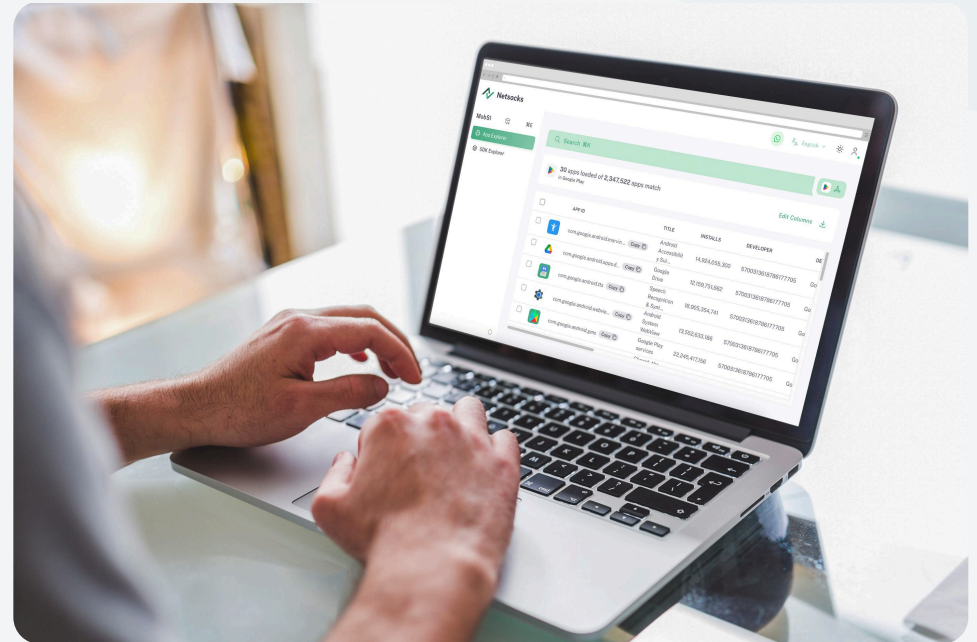


Who are we?

Netsocks is a data and analytics company focused on measuring, validating, and activating information from the mobile and web ecosystem. We work with transparent methodologies, privacy standards, and quality controls to turn technical and market signals into clear, comparable, and actionable insights.

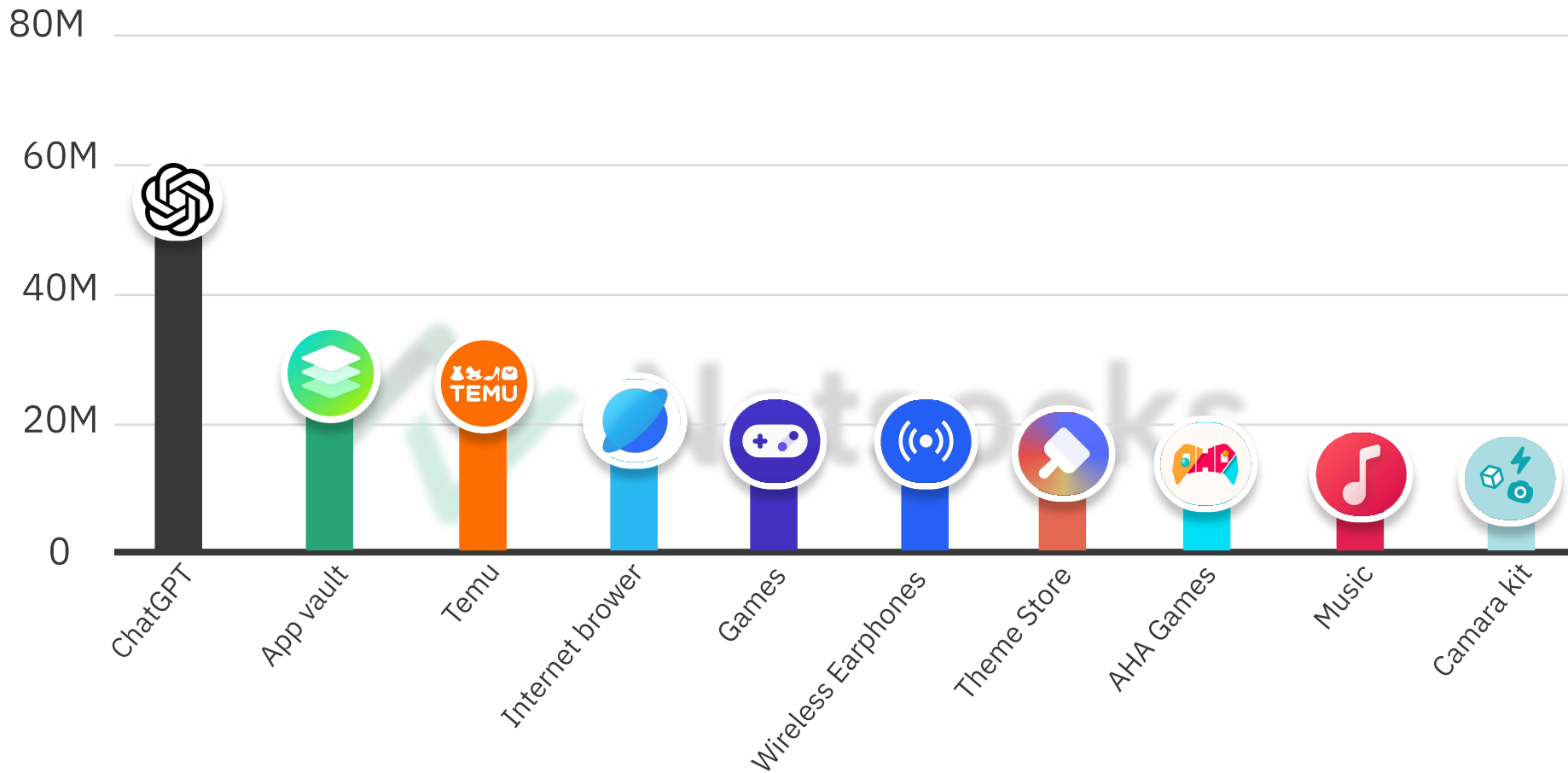
What is MobSI?

MobSI is our intelligence platform for the mobile ecosystem. It analyzes millions of active apps from Google Play and the App Store to deliver key insights on technologies, audiences, and monetization. AdTech, marketing, and product teams already use it to optimize campaigns, identify strategic partners, and anticipate trends.



Top 10

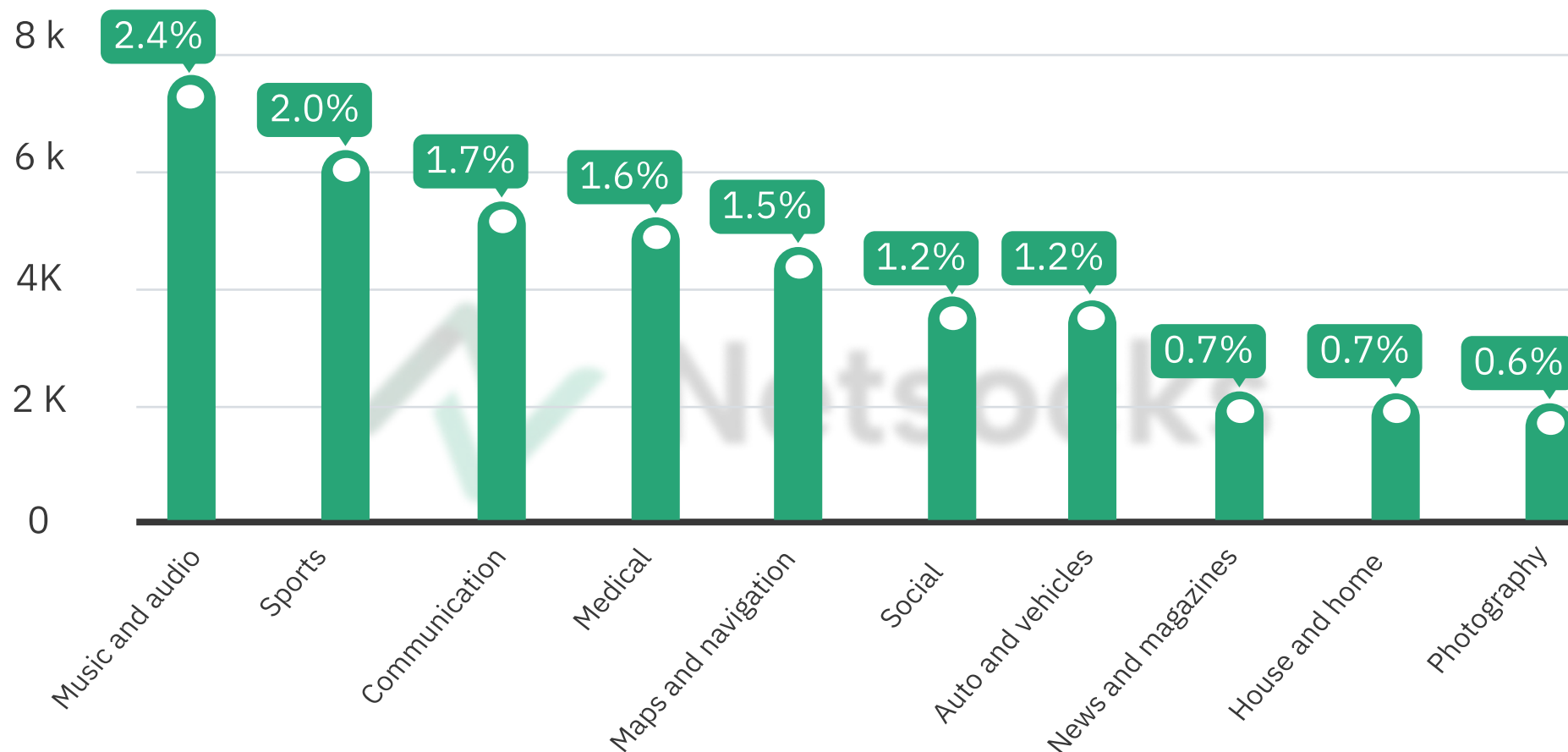
Global ranking of the apps with the most installations in July.



Top 10

Categories with the highest monetization potential.

Share of apps without monetization SDKs: Music & Audio (2.4%), Sports (2.0%), Communication (1.7%) lead the opportunities.



Top 3

Most-downloaded apps by category.

Art & Design



Canva

+562 M
Downloads

1



Ibis Paint X

+271 M
Downloads

2



PENUNP

+194 M
Downloads

3

Books & Reference



Amazon kindle

+460 M
Downloads

1



Wattpad

+308 M
Downloads

2



YouVersion Bible

+263 M
Downloads

3

Business



LinkedIn

+1.964 M
Downloads

1



Zoom Workplace

+1.274 M
Downloads

2



Microsoft Teams

+514 M
Downloads

3

Top 5

The SDKs most integrated in new apps this month, reflecting the market's most trusted and widely adopted tools.





This report is just a sample of the value you can get with MobSI.

If you're looking to scale campaigns or identify monetization opportunities, write to us at fgattiker@netsocks.io or learn more at netsocks.io.