

## **ANALYTICAL PATH EVALUATOR PROGRAM KICKS OFF – FOR IMMEDIATE RELEASE**

*App developers can now test-market icons and screenshots before going live.*

SAN JOSE, California (March 1, 2013) Analytical Path announced today the official launch of its Evaluator Program, a service for app developers who seek to test the receptivity and visual appeal of their app's icons, screenshots, app name, and other marketing collateral.

The service allows app developer to test an array of candidate app icons or screenshots (a Multi App Asset Evaluation) or a Full App Evaluation in an in-context environment – a simulated app store. Uploading all the assets, running the evaluation, and viewing a report summary at the conclusion of the evaluation are free for the app developer. Viewing the full, detailed report of the evaluation incurs a nominal fee. Developers can learn about the steps at [https://analyticalpath.com/developer\\_signup/](https://analyticalpath.com/developer_signup/).

“The number of apps hitting App Store continues to grow and app developers need to thoroughly assess the visual appeal of their app's icons and screenshots, not to mention the descriptive copy that goes with it, before going live” said David Schwartz, Co-founder and CEO of Analytical Path, “You have only one chance to make a first impression on the app store as a potential consumers swipe their way through hundreds of apps.”

For the evaluators, after registering for [free](#), they get to see apps that are due to launch in the near future (therefore being potential future consumers of those apps) and will also earn points on Analytical Path for their time participating in the evaluations. They can accrue and redeem points for rewards. Therefore, app developers get feedback and evaluators can be part of the creative process and earn rewards for their contributions.

“As we grow our business we hope to furnish richer data analyses to app developers and more targeted apps to evaluators. That way there is increasing value for all concerned in engaging with each other before the app goes live and hits the store,” added David Schwartz. There are currently several app evaluations, both Full and Multi-asset, which are currently available for [evaluation](#).

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### **About Analytical Path**

Based in San Jose, California, Analytical Path enables app developers to test market and validate their marketing assets in front of an audience of Evaluators. Through a simulated app store environment app developers can gauge the attractiveness and effectiveness of their app marketing assets, which can then be taken into account before going live. For Evaluators, they can check out soon-to-be-released apps, be part of the creative process, and earn redeemable points for their time and contributions.

### **Contact:**

David Schwartz  
Analytical Path LLC  
[david.schwartz@analyticalpath.com](mailto:david.schwartz@analyticalpath.com)