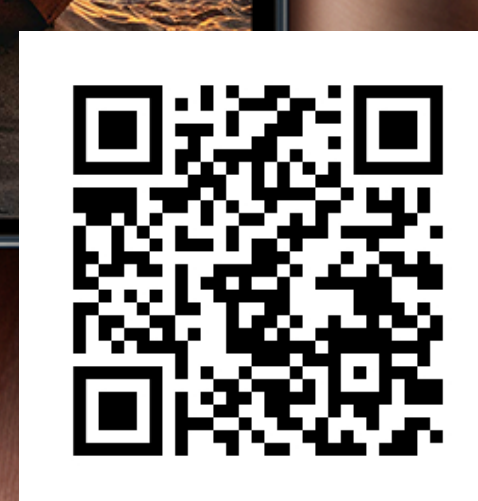




MEDIA DATA 2024



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CURRENTLY 2024

Installations

38.581

Complete

41%

59%



Usages

133.429

App usages

+413.588

*Total viewed content

Favorited

11.916

over 750 items

+7.512

Saved as favorite

New Metrics:

*Captured since 05.08.2024 (148 days)



1.654

*Calls made



5.499

*Navigation function used



6.700

*Websites / Ticket links visited



290

Used WhatsApp
(Only since 15th September 2024, starting from app version 1.5.0; currently 18%.)

1. Daily downloads + usage currently result in up to 1.225 daily uses.

2. Usage can currently only be evaluated uniquely (opening as restart per device).

3. Downloads are less important to us: the key factor is devices with already installed software = installations.

IDEE USEDOM APP

A mobile information and marketing solution

The **Usedom App** is a mobile application for promoting the island of Usedom, aimed at satisfaction, brand loyalty, and customer acquisition.

It serves as an information platform for tourists and locals, as well as a presentation medium for stakeholders.

Our software, **Destinations Hub**, is the technical foundation for targeted marketing.

For a partnership, please contact us.

Mathias Blum
Managing Director, CEO

KONTAKT DETAILS



Mathias Blum

Managing Director, CEO

E-Mail: info@usedom-app.de



APP SOFTWARE

Data driven marketing

A smart combination

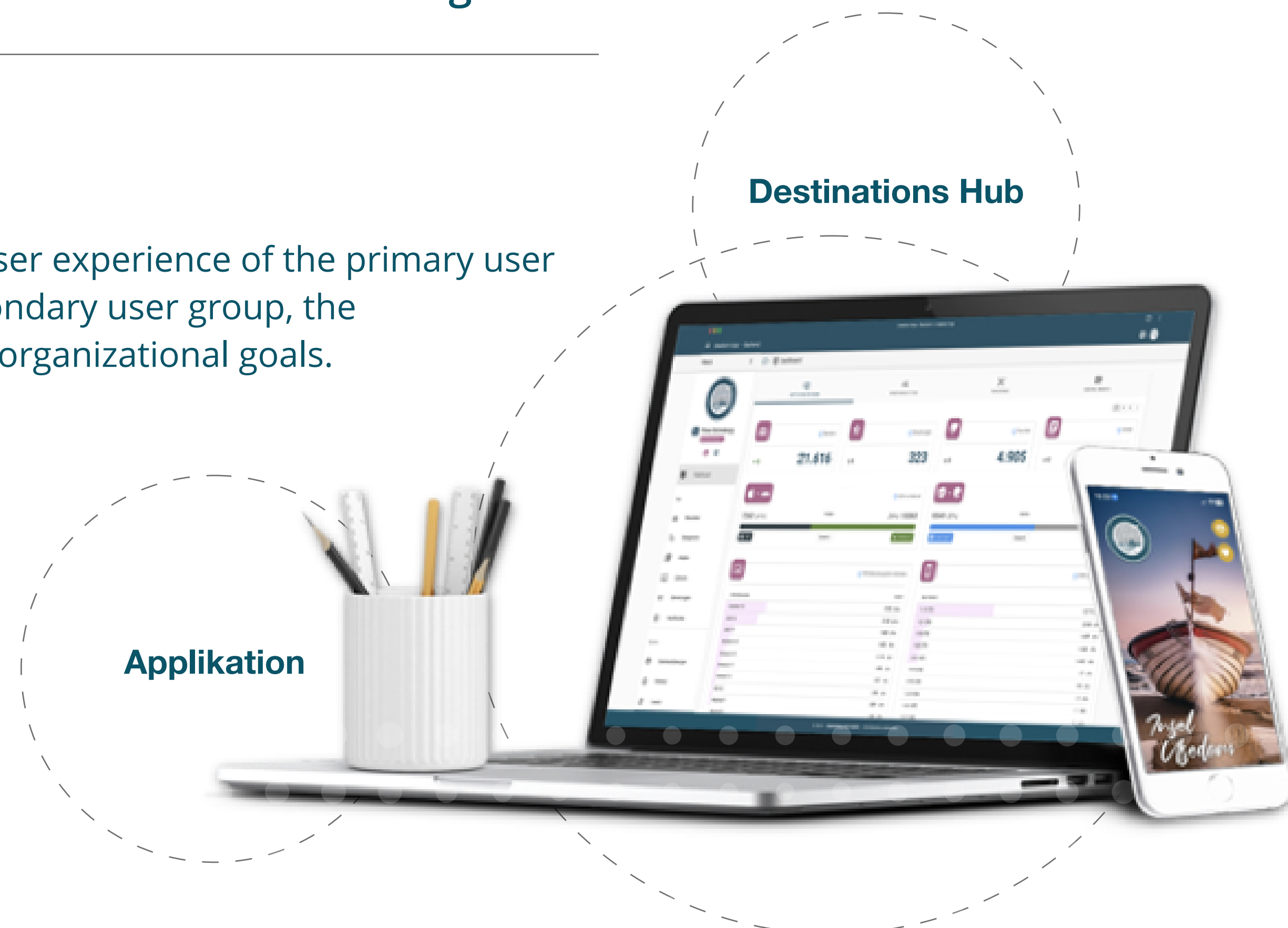
Good technical solutions combine the user experience of the primary user group with the requirements of the secondary user group, the stakeholders, as well as the market and organizational goals.

The projects can only be successful if they are embraced by the main user group.

A successful venture is always preceded by a good concept.

Applikation

Destinations Hub



What does the future hold?

Questions about the Usedom App project? - Contact us!

Contact:

E-Mail: info@usedom-app.de



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Informations:

Usedom Applikation

A project by: Marketing-Hub GmbH

Seestraße 70 | 17429 Seebad Bansin



Marketing-Hub

digital infrastructures for tourism

Contact:

E-Mail: info@marketing-hub.de

marketing-hub.de