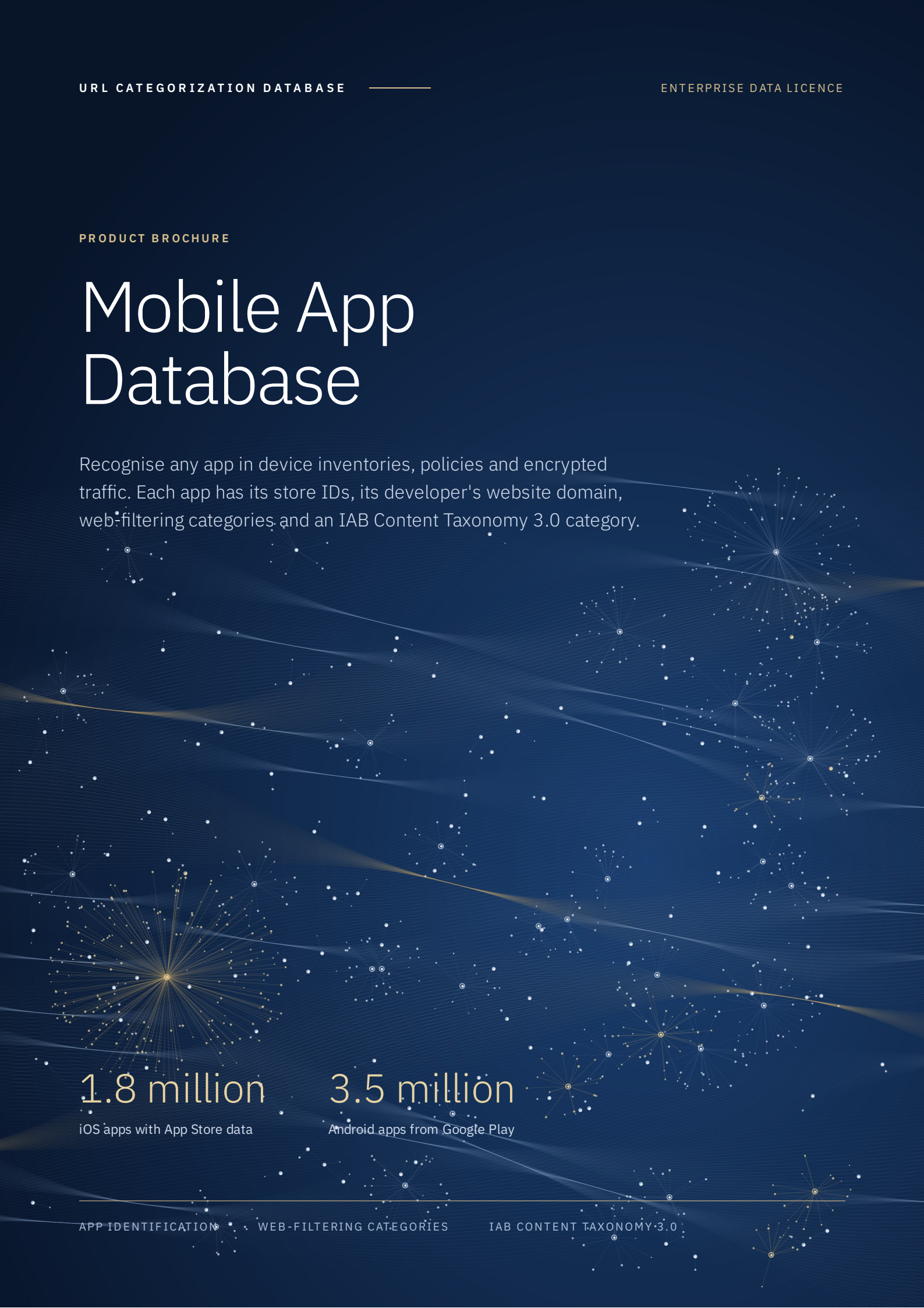
PRODUCT BROCHURE

Mobile App Database

Recognise any app in device inventories, policies and encrypted traffic. Each app has its store IDs, its developer's website domain, web-filtering categories and an IAB Content Taxonomy 3.0 category.



1.8 million

iOS apps with App Store data

3.5 million

Android apps from Google Play

APP IDENTIFICATION • WEB-FILTERING CATEGORIES IAB CONTENT TAXONOMY 3.0

What each app is, who publishes it, how a policy should treat it and what it is about: for device inventories, bid requests and traffic logs.

1.8 million iOS apps with App Store data, each with web-filtering and IAB categories	**3.5 million** Android apps from Google Play, each with web-filtering and IAB categories	**836,241** apps linked across iOS and Android in one record
1,059,648 iOS apps linked to the developer's website domain	**379,989** developer domains, 332,357 of them belonging to a single app	**703 / 59** IAB Content Taxonomy 3.0 categories / web-filtering categories

THREE APPS FROM THE DATABASE

IOS BUNDLE ID	com.zillow.ZillowMap	com.audible.iphone	com.strava.stravaride
App name and store genre	Zillow Real Estate & Rentals App Store genre: Lifestyle	Audible: Audiobooks & Podcasts App Store genre: Book	Strava: Run, Bike, Walk App Store genre: Health & Fitness
Developer and website	Zillow.com zillow.com	Audible, Inc. audible.com	Strava, Inc. strava.com
Web-filtering category	Real Estate	Podcasts, Streaming Media, Arts & Entertainment	Health & Medicine
IAB category	Real Estate > Real Estate Renting and Leasing	Books and Literature	Healthy Living > Fitness and Exercise
Android package	com.zillow.android.zillowmap	com.audible.application	com.strava

One record across both stores

The Google Play package sits next to the iOS bundle ID, so a block, an exclusion or a category set for an app on one store applies on the other.

Join apps to domain and SNI data

The developer domain links each app to our domain and SNI databases, and identifies the developer, and often the app, behind hostnames in encrypted traffic.

Policy and MDM decisions by category

Apps carry the same web-filtering categories as websites, so one allow or block list covers the browser and the installed apps.

Ad inventory and brand safety

Each app has an IAB Content Taxonomy 3.0 path for contextual placement, and filtering categories for brand-safety exclusions.

02 COVERAGE AND SCALE

1.8 million iOS apps

iOS apps with App Store data: bundle ID, name, developer, genre and age rating. Alongside them, 3.5 million Android apps from Google Play.

Each app is linked to its developer and the developer's website domain.

The database covers all 26 App Store genres. It includes the most-used apps and also small regional and specialist apps. Each record is keyed on the App Store ID. This ID never changes, even when an app's name or developer changes.

The database lists more than 549,000 developers, named as in the store, with the root domain of each developer's website. That domain links an app to its network traffic and to our domain data, such as web-filtering categories.

549,000+

distinct developers, as published with their apps

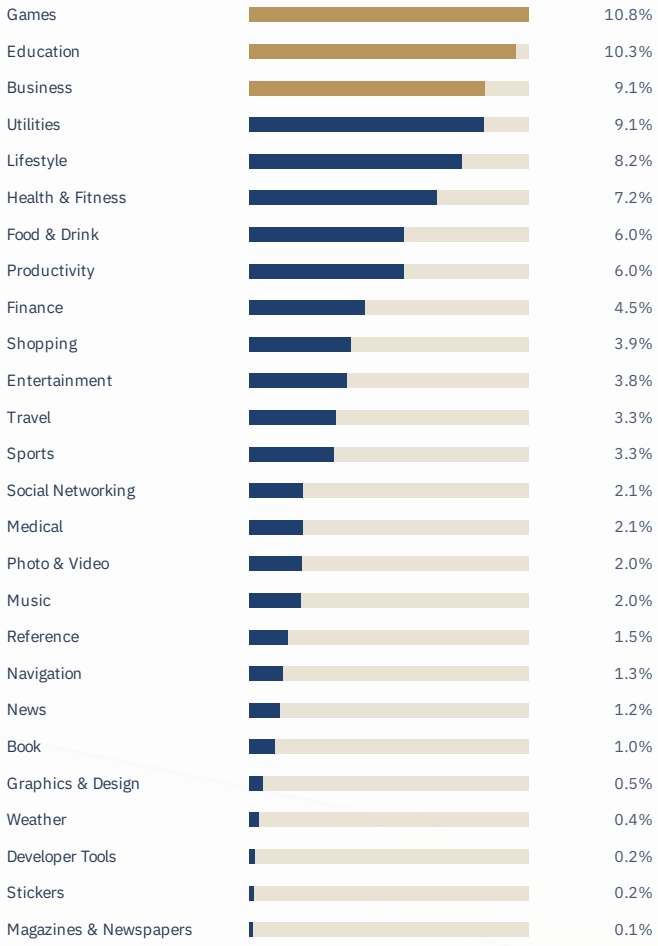
379,989

distinct developer domains, the link to network traffic

All 26 App Store genres, with age ratings and rating counts.

APPS PER APP STORE GENRE

Share of the iOS catalogue in each of the 26 primary App Store genres.



APP STORE AGE RATINGS

Apps per rating tier, as listed in the App Store.

1.37 m
about 1.37 million apps rated 4+

297k
about 297,000 apps rated 17+

162k
about 162,000 apps rated 12+

47k
about 47,000 apps rated 9+

Roughly one app in six carries the 17+ rating, which makes the age rating a strong first filter for parental control and school device policies.

APPS BY NUMBER OF USER RATINGS

USER RATINGS	APPS
1 million or more	382
100,000 or more	3,477
10,000 or more	16,887
1,000 or more	52,920

Sort by rating count to review the most-rated apps first.

> The database covers the most-rated apps and also hundreds of thousands of small regional and specialist apps.



03 APP IDENTIFICATION

The app behind encrypted traffic: how the database finds it.

Much of the traffic on a network comes from mobile apps, and their hostnames rarely contain the app's name. We match the root domain of each hostname to the developer domains in the database. This tells you the developer. When the developer has only one app on that domain, it also tells you the app.

Our SNI database adds the owner and role of each hostname. This separates an app's own servers from the advertising, analytics and delivery hosts that thousands of apps share. Shared hosts are marked as shared and are never assigned to one app.

379,989	332,357	Shared
developer domains we match to hostnames	developer domains with only one app, so the hostname points to the app itself	advertising, analytics and delivery hosts are marked as shared and never assigned to one app

03 APP IDENTIFICATION

From a hostname in traffic to the developer and the app.

1
Hostname
A hostname is observed in traffic, for example in the SNI of a TLS connection.

2
Owner and role
Our SNI database supplies the owner of the hostname and its role, such as API, telemetry, push or update.

3
Developer
The owner's root domain is matched against the developer domains of the Mobile App Database.

4
App
Where the domain belongs to a single app, the app is identified; otherwise the developer and its apps are returned.

HOSTNAMES AND THE APP OR DEVELOPER THEY LEAD TO

SNI	ROLE	DEVELOPER DOMAIN	APPS	ATTRIBUTION
api.venmo.com	API	venmo.com	1	APP Venmo
api.usc1.taxes.cash.app	API	cash.app	1	APP Cash App
cdn.native.creditkarma.com	Content delivery	creditkarma.com	1	APP Intuit Credit Karma
api.openai.com	API	openai.com	2	DEVELOPER OpenAI OpCo, LLC
account.lyft.com	Sign-in	lyft.com	2	DEVELOPER Lyft, Inc.
api-dasher.doordash.com	API	doordash.com	4	DEVELOPER DoorDash, Inc.

Hostnames from the SNI Classification Database, joined through the root domain to app records of the Mobile App Database. "Apps" is the number of apps whose developer lists that domain.

One app on the domain

The match identifies the app itself. This applies to 332,357 developer domains.

Several apps on the domain

You get the developer and the list of its apps. The hostname and its role help analysts pick the right app.

Shared infrastructure

Advertising, analytics and content delivery hosts loaded by thousands of apps are marked as shared rather than assigned to one app.

> You see the app's own servers apart from the ad, analytics and delivery hosts that thousands of apps share.

Platform and service

Because the app database carries each developer's domain, these platform services connect app traffic seen on the network to the app and the platform behind it. For hostnames that belong to a known platform, the record also names the service behind them: not only that a hostname belongs to Huawei or Amazon, but that it is Huawei's push service, or Prime Video running on a particular television model. This separates an app's own traffic from the platform services a device uses in the background, such as push notifications, cloud sync, payments and device activation.

HOSTNAME	PLATFORM AND SERVICE	ROLE	OWNER DOMAIN
api.push.hicloud.com	Huawei Push Kit	API	hicloud.com
api21-normal-c-useast1a.tiktokv.com	TikTok app services	API	tiktok.com
api.push.oppomobile.com	OPPO Push	API	oppomobile.com
antv-24-sony-bravia4kgb-505004009.api.amazonvideo.com	Amazon Prime Video app on a Sony Bravia 4K television	API	amazonvideo.com
app-asset.samsungiotcloud.com	Samsung SmartThings IoT cloud	Content delivery	samsungiotcloud.com
p02-remindersws.icloud.com	Apple iCloud services	API	icloud.com
activate.playstation.net	Sony PlayStation Network	API	playstation.net
api-blue.rpay.roku.com	Roku Pay	API	roku.com

04 ANATOMY OF A RECORD

One record per app in the database.

Below is an example record from the database.

FIELD	VALUE	WHAT IT HOLDS
APP_STORE_ID	324684580	The numeric App Store ID; unique per app and never changes, the key for joins and update merges.
BUNDLE_ID	com.spotify.client	The iOS bundle identifier, the value MDM restrictions and device inventories report; letter case kept as published.
ANDROID_PACKAGE	com.spotify.music	The matching Google Play package where the app exists on both platforms.
NAME	Spotify: Music and Podcasts	The app name as listed in the store.
DEVELOPER	Spotify	The developer or seller as listed with the app.
DEVELOPER_DOMAIN	spotify.com	The root domain of the developer's website: the link to network traffic and the join key to domain-level data.
STORE_GENRE	Music	The primary App Store genre, one of 26.
AGE_RATING	12+	The App Store age rating as listed in the store.
RATING_COUNT	42,804,731	The number of user ratings in the App Store.
FILTERING_CATEGORIES	Podcasts	One or more web-filtering categories, ranked; the first value is the main purpose.
IAB_CATEGORY	Entertainment > Music	The IAB Content Taxonomy 3.0 path, from tier 1 to the most specific tier that fits.

WHAT THE DATABASE CONTAINS

- Facts about apps: identifiers, names, genres and age ratings
- Developer names and website domains, as published with the apps
- Our filtering categories and IAB category per app
- The number of user ratings per app

WHAT IT NEVER CONTAINS

- Data about app users or reviewers
- Device, location or usage data
- Download or revenue estimates
- Executable code or app binaries

05 IOS AND ANDROID

The iOS and Android versions of an app in one record.

836,241

apps carry their Google Play package name next to the iOS bundle ID

3.5 million

Android apps from Google Play, each with web-filtering and IAB categories derived from its Google Play genre

Many apps exist on both platforms under different identifiers. Where they do, the database links the two in one record, so that a policy, a category or an attribution made on one platform carries over to the other.

The link matters most in mixed fleets. A school district that blocks an app on its iPads expects the same decision on its Android tablets; an advertising platform that excludes an app from a campaign expects the exclusion on both stores. With both identifiers in one record, the second decision is a lookup rather than a research task.

THE SAME APP UNDER TWO IDENTIFIERS

APP	IOS BUNDLE ID	ANDROID PACKAGE	DEVELOPER DOMAIN
Spotify: Music and Podcasts	com.spotify.client	com.spotify.music	spotify.com
ChatGPT	com.openai.chat	com.openai.chatgpt	openai.com
Google Home	com.google.Chromecast	com.google.android.apps.chromecast.app	google.com
Booking.com: Hotels & Travel	com.booking.BookingApp	com.booking	booking.com
Pandora: Personalized Music	com.pandora	com.pandora.android	pandora.com
Headspace: Sleep & Meditation	com.getsomeheadspace.headspace	com.getsomeheadspace.android	headspace.com
Airbnb	com.airbnb.app	com.airbnb.android	airbnb.com

App Store ID	iOS bundle ID	Android package
324684580	com.spotify.client	com.spotify.music

Any of the three identifiers resolves to the same record in the database.

06 WEB-FILTERING CATEGORIES

One policy for a website and its app.

Apps carry the same web-filtering taxonomy we apply to domains and hostnames, so a single policy covers the browser and the installed apps. Apps use 57 of the 59 web-filtering categories.

Where an app does several things, every applicable category is delivered and ranked by how much of the app it describes. The first value is the main purpose, so a policy can act on the main purpose or on any listed category.

CATEGORIES PER APP

72.3%	18.4%	7.2%	2.1%
one category	two	three	four or more

19,254 AI / LLM Tools

11,048 Remote Access Tools

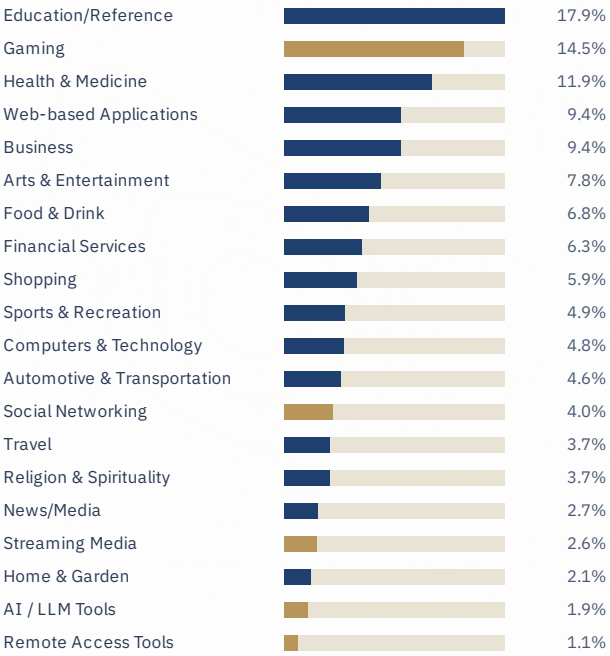
4,384 File Sharing/P2P

2,513 VPN / Proxy / Anonymizers

Apps in four categories that schools, companies and parents often block.

MOST COMMON WEB-FILTERING CATEGORIES AMONG APPS

Share of apps carrying each category at any rank; an app can carry several. Gold marks categories that are often blocked.



APPS: STORE GENRE NEXT TO OUR RANKED CATEGORIES

APP	STORE GENRE	AGE	FILTERING CATEGORIES, RANKED
TikTok - Videos, Shop & LIVE	Entertainment	12+	Arts & Entertainment, Streaming Media, Social Networking, Shopping
ChatGPT	Productivity	12+	AI / LLM Tools, Education/Reference, Computers & Technology
Cash App	Finance	12+	Financial Services, Online Banking, Cryptocurrency
Zoom Workplace	Business	4+	Business, AI / LLM Tools
Uber - Rides, Eats, Hotels	Travel	4+	Automotive & Transportation, Travel



06 WEB-FILTERING CATEGORIES

The store genre says where an app is filed. The category says what it does.

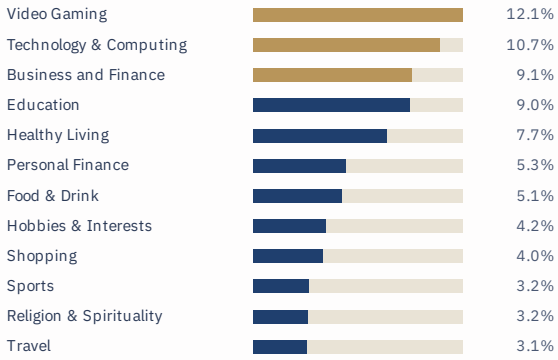
The App Store files AI assistants under Productivity and VPN clients under Utilities. The filtering categories name what an app actually does, which is what a policy needs to know, and the same genre fans out into many categories.

7,800 apps drawn at random from the database, ordered by App Store genre around the outer ring. Each curve connects an app to its main filtering category; tick length shows how many categories the app carries.

Each app's topic, from the IAB Content Taxonomy 3.0.

IAB CONTENT TAXONOMY 3.0

Share of apps per tier-1 category, top 12.



MOST SPECIFIC TIER REACHED



Each app receives one IAB 3.0 category written as a full path; 661 distinct paths are in use. Zoom Workplace, for instance, sits at Technology & Computing > Computing > Computer Software and Applications > Web Conferencing.

One IAB path per app, from the broad topic down to the most specific tier that fits.

The path places an app in ad inventory and contextual targeting. The web-filtering categories on the same record handle policy and brand-safety exclusions, so each app carries both views.

703
categories in the IAB Content Taxonomy 3.0

42
tier-1 categories in use among apps

86.8%
of apps placed at tier 2 or deeper

One
IAB 3.0 path per app, written in full

AN IAB PATH, TIER BY TIER

Athleta: Activewear & Apparel

bundle_id	com.gap.shopat
android_package	com.gap.mobile.athleta
developer_domain	gap.com
store_genre	**Shopping**
filtering	**Shopping**
tier 1	**Style & Fashion**
tier 2	**Women's Fashion**
tier 3	**Women's Clothing**
tier 4	**Women's Sportswear**

The store genre and the filtering category both say Shopping. The IAB path says what the app sells, down to tier 4.

MOST COMMON IAB PATHS AMONG APPS

Mobile Games Video Gaming	3.8%
Fitness and Exercise Healthy Living	3.7%
Computer Software and Applications Technology & Computing > Computing	3.3%
Food & Drink tier 1	2.3%
Casual Games Video Gaming > Video Game Genres	2.2%
Wellness Healthy Living	2.2%

Share of apps on each full IAB 3.0 path; the six most common paths cover 17.6% of apps.

08 OPERATIONAL USE

Six teams that use the database, and the fields each one needs.

01

Traffic analytics and security

Teams that analyse network traffic use the developer domains to attribute hostnames to the apps and developers behind them, and to separate an app's own backend from shared third-party services.

`developer_domain, developer, bundle_id`

02

MDM and device management

Administrators build allow and block lists by category, age rating or developer, and apply one policy across iOS and Android through the linked identifiers.

`bundle_id, android_package, filtering_categories`

03

Web filtering and parental control

Apps carry the same filtering categories as websites, so a single policy covers the browser and the installed apps, with age ratings for age-appropriate rules.

`filtering_categories, age_rating, developer_domain`

04

Advertising and brand safety

IAB 3.0 categories and web-filtering categories describe the content of each app for contextual targeting and brand safety.

`iab_category, filtering_categories`

05

Market and competitive research

Analyse app portfolios, publishers and market segments by developer, genre and category. Use rating counts to give popular apps more weight.

`developer, store_genre, rating_count`

06

Security and risk teams

Label every app in a device inventory and flag remote access, VPN or file-sharing tools before they become an incident.

`bundle_id, filtering_categories, developer`

QUESTIONS THE DATABASE ANSWERS

QUESTION	HOW THE FIELDS ANSWER IT
Which apps in our device inventory are VPN or proxy tools?	Match inventory bundle IDs on bundle_id, then filter filtering_categories for VPN / Proxy / Anonymizers.
We blocked an iPhone app. What is its Android twin?	Read android_package on the same record, so one decision covers both stores.
Our web filter blocks a site. Does the same company ship apps?	Join the blocked domains to developer_domain and list every app from that developer.
Where should this app sit in our ad inventory taxonomy?	Use iab_category for the IAB 3.0 path, and the filtering categories for brand-safety exclusions.

Delivered as files. Integrated as a single indexed table.

CSV

UTF-8, so app names in every script stay intact; one header row; list fields separated by a pipe character.

JSON

One object per app with the same field names; categories as real arrays; identifiers and rating counts as numbers.

SQLite

One indexed table, ready to query on arrival, indexed on bundle ID and Android package; suited to offline appliances and embedded use.

Runs in your environment

You get the full database and run it on your own systems. Update files contain new and changed apps in the same format.

One merge per update

Insert or update each record by app_store_id. Mark apps that leave the store as retired instead of deleting them right away.

Internal use or in your product

Licences cover internal use or use inside MDM, filtering, parental control, security and advertising products. Resale or publication of the raw data is not permitted.

Delivery is completed no later than 5 business days after receiving payment.

> Over 300 organisations have used our data and APIs, and more than 50 enterprises have licensed our databases.

CHOSEN BY MARKET LEADERS ACROSS MORE THAN 30 SECTORS.

01	The largest telecommunications company in Europe's second-largest economy
02	A leading global hedge fund, one of the top three globally by industry rankings, managing more than USD 65 billion.
03	The largest TV network in Europe's fifth-largest economy
04	One of the largest local news publishers in the United States, whose newspaper websites rank among the most visited local news sites in the country.
05	One of the largest advertising technology companies in the United States, whose platform processes more than $200 billion in annualized ad spend.
06	A leading global virtualization software corporation, present in 20+ countries
07	A leading US company serving defense and government

Licensor

Alpha Quantum is the licensor of the Mobile App Database.

No personal data

The database describes apps, not people: no data about app users or reviewers, no device, location or usage data. Client relationships are treated as confidential.

URL CATEGORIZATION DATABASE

10 QUESTIONS AND CONTACT

How many apps does the database cover?

1.8 million iOS apps, 1,059,648 of them with the developer's website domain, and 3.5 million Android apps from Google Play; 836,241 apps are linked across both stores.

Which identifiers can we look up?

App Store IDs, iOS bundle IDs and Android package names. Each one leads to the same record in the database.

Can it identify the app behind a hostname?

Yes, through the developer domain: it identifies the developer behind a hostname and, where the developer has a single app, the app itself. Shared third-party hosts are marked as shared and never assigned to one app.

How are the categories organised?

One or more ranked web-filtering categories per app, plus one IAB Content Taxonomy 3.0 category written as a full path.

Does it include downloads or revenue?

No. It holds facts about each app and our categories. It does include the number of user ratings for each app.

Does it contain personal data?

No. It describes apps, not people. Developer names and website domains are the business details developers publish with their apps.

Mobile App Database

To discuss licensing terms, scope, delivery formats or the update model for your organisation, please contact our enterprise data team.

WEB

www.urlcategorizationdatabase.com

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LICENSOR

Alpha Quantum

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