

# Finance Apps: Keyword Insights



# Top 100 in-Store Finance Search Terms

Rank	Search Term	Popularity Score	Change
1	android pay	87	--
2	mint	66	-71.05%
3	paypal	41	-54.64%
4	chase	40	-26.31%
5	wallet	37	0.79%
6	bank of america	32	-26.58%
7	google wallet	32	3.03%
8	venmo	29	-38.35%
9	wells fargo	26	-43.83%
10	budget	26	151.01%
11	capital one	24	52.98%
12	samsung pay	24	-68.09%
13	expensify	23	-87.79%
14	ynab	23	-58.56%
15	robinhood	17	-32.48%
16	receipt	14	10.97%
17	american express	12	-40.02%
18	usaa	12	-63.25%
19	checkbook	11	269.90%
20	bank of america app	11	-70.89%
21	quicken	11	73.74%
22	precious metal prices	10	-100.00%
23	discover	9	-8.99%
24	ally bank	9	357.98%
25	discover card	9	-0.82%
26	us bank	9	-82.39%
27	bitcoin	9	3.83%
28	pay	9	4708.74%
29	shared expense manager	9	-100.00%
30	geico	8	40.92%
31	simple	8	115.78%
32	robin hood	8	45.72%
33	coin	8	-66.37%
34	credit karma	8	120.91%
35	chase mobile app	8	-38.35%
36	expense	7	269.90%
37	pub:suntrust banks, inc.	7	-97.32%
38	amex	7	-38.35%
39	citibank	7	-16.91%
40	expense tracker	7	-31.97%
41	google pay	7	-56.48%
42	stock price alert	7	--
43	spending tracker	6	13.03%
44	splitwise	6	218.53%
45	ally	6	-96.57%
46	acorns	6	101.77%
47	capital one 360	6	-100.00%
48	money manager	6	1811.17%
49	td bank	6	127.63%
50	tip calculator	6	-82.10%
51	checkbook register	6	622.19%
52	budgeting apps free	5	--
53	precious metals prices	5	--
54	billguard	5	-60.77%
55	citi	5	886.41%
56	fidelity	5	-38.35%
57	cnbc	5	-94.40%
58	mileage tracker	5	79.35%
59	coinbase	5	-89.72%
60	td ameritrade	5	-14.64%
61	mileiq	5	--
62	bitcoin wallet	5	362.38%
63	expense manager	5	10.32%
64	square cash	5	-76.88%
65	wells fargo mobile	5	-97.72%
66	google	5	-34.50%
67	cash	5	-91.19%
68	personal capital	5	-8.99%
69	bloomberg	4	-38.35%
70	moven	4	--
71	western union	4	578.16%
72	nfc	4	23.30%
73	level money	4	115.78%
74	suntrust	4	-4.10%
75	stocks	4	-45.20%
76	paypal app	4	-76.88%
77	mileage	4	--
78	bluebird	4	-89.72%
79	etrade	4	331.55%
80	vanguard	4	59.26%
81	you need a budget	4	-97.20%
82	android pay app	4	115.78%
83	stock ticker	4	-100.00%
84	stock market	3	--
85	robinhood trading	3	--
86	amegy bank	3	--
87	pnc bank	3	-100.00%
88	google finance	3	639.81%
89	tap and pay	3	269.90%
90	state farm	3	-89.72%
91	personal finance	3	--
92	betterment	3	--
93	mint personal finance and money	3	-47.16%
94	geico app	3	-100.00%
95	mint bills	3	-28.07%
96	bofa	3	--
97	yahoo finance	3	--
98	stocktwits	3	239.08%
99	wally	3	639.81%
100	direct express mobile app	3	-82.39%

# Apps Receiving Traffic from Non-Branded Google Play Search

## Wallet

App	Publisher	Category	Position	Traffic Share
1  Google Wallet	Google Inc.	Finance	1	45.38%
2  Android Pay	Google Inc.	Finance	2	39.18%
3  Wallet - Budget Tracker	BudgetBakers.com	Finance	3	5.11%
4  My Wallet - Expense Man...	Balli	Finance	10	3.19%
5  Capital One Wallet	Capital One Services, LLC	Finance	5	2.88%
6  Wallet	Hiten Vasnani	Finance	8	2.03%
7  Wallet	CardsMobile	Finance	12	0.51%
8  Wallet: Send & Get Money	Paytm - One97 Communicati...	Finance	13	0.44%
9  Droid Wallet - Money Man...	BrunoTECH	Finance	24	0.24%
10  Simple Wallet	Bohdan Smachylo	Finance	61	0.23%
11  Wallet Ultimate	agtraveso	Finance	-	0.16%
12  Bitcoin Wallet - Airbitz	Airbitz	Finance	85	0.12%
13  My Wallet	AnMi G	Finance	-	0.12%
14  Bitcoin Smart Wallet	BitX	Finance	-	0.12%
15  Pockets By ICICI Bank	ICICI Bank Ltd.	Finance	51	0.07%
16  Personal Wallet Manager	FelipeSuman	Finance	59	0.07%
17  PayPal	PayPal Mobile	Finance	7	0.07%
18  My Wallets - Free	Pavel Kataykin	Finance	27	0.04%
19  Wallet Master	baekacaek	Finance	-	0.04%

US Android App Data- February 2016

Data By SimilarWeb

19 different Finance apps received traffic from the Google Play keyword “Wallet”. Google Wallet led all apps with 45.4% of the search traffic, and Android Pay wasn’t far behind, with 39.2% of the traffic. The other 16% was distributed between 17 other Finance apps, with only 4 other apps receiving at least 1%.



# Apps Receiving Traffic from Non-Branded Google Play Search

## Budget

App	Publisher	Category	Position	Traffic Share	
1	YNAB Classic	YouNeedABudget.com	Finance	6	14.61%
2	Money Manager Expense & Budget	Realbyte Inc.	Finance	10	14.42%
3	Mint: Personal Finance & Money	Intuit Inc	Finance	1	11.42%
4	Wallet - Budget Tracker	BudgetBakers.com	Finance	3	11.09%
5	My Budget Book	OneTwoApps	Finance	5	10.09%
6	Goodbudget: Budget & Finance	Dayspring Technologies	Finance	2	8.90%
7	My Budget Plan	Baby Smile Apps	Finance	11	4.91%
8	Home Budget Manager Lite	SIRI	Finance	9	3.17%
9	AndroMoney ( Expense Track )	AndroMoney	Finance	4	3.16%
10	Monefy - Money Manager	MonefyApp	Finance	23	2.29%
11	Spending Tracker	MH Riley Ltd	Finance	13	2.10%
12	My Budget	SiliconInfy	Finance	43	1.64%
13	Our Budget Book	Mavi Software	Finance	16	1.35%
14	Money Lover - Money Manager	ZooStudio	Finance	29	1.19%
15	Fast Budget - Expense Manager	Alex Ferraroni	Finance	14	0.81%
16	Expense IQ - Expense Manager	Handy Apps	Finance	32	0.74%
17	SimpleBudget (Envelope Budget)	Ferry Tanu	Finance	18	0.73%
18	Home Budget with Sync Lite	Anishu, Inc.	Finance	17	0.71%
19	Finanzas Personales Mobills	MobillsLabs	Finance	12	0.48%
20	Monthly Budget	BRL Soft	Finance	24	0.48%
21	Budget Gnome	Agent Knopf	Finance	58	0.48%
22	Budget	HandWallet Expense Manager	Finance	7	0.47%
23	Budget	Flatly	Finance	48	0.42%
24	Personal Budget	sergv	Finance	20	0.33%
25	Expense Manager	Money Tower	Finance	22	0.33%

US Android App Data- February 2016

Data By SimilarWeb

42 different Finance apps received traffic from the Google Play keyword “Budget”, and the top 25 are displayed above. YNAB Classic led all apps with 14.6% of the search traffic, and Money Manager Expense & Budget wasn’t far behind, with 14.4% of the traffic. Other apps that received more than 10% of search traffic include: Mint: Personal Finance & Money, Wallet – Budget Tracker, and My Budget Book

# Apps Receiving Traffic from Non-Branded Google Play Search

## Receipt

App	Publisher	Category	Position	Traffic Share
1  Smart Receipts	Smart Receipts LLC	Finance	1	53.81%
2  Receipts by Wave	Wave HQ	Finance	7	9.69%
3  Receipt Bank	Receipt Bank	Finance	12	6.51%
4  Expensify - Expense Reports	Expensify	Finance	10	3.57%
5  N2F Expense report and mileage	n2jsoft	Finance	-	2.40%
6  Shoebboxed Receipt Tracker	Shoebboxed.com	Finance	45	2.22%
7  EZ Receipts	WageWorks	Finance	21	1.20%
8  Invoice, receipts Manager	Credimatic	Finance	30	1.20%
9  Receipts	RockLab	Finance	52	1.20%
10  Receipt Box	retailGreen, Inc	Finance	68	1.20%
11  1000 Receipts	Homeport Ventures, Inc.	Finance	71	1.20%
12  Receipt Filer Gold	CamFiler LLC	Finance	79	1.20%
13  Smart Receipts PRO [No Ads]	Smart Receipts LLC	Finance	86	1.20%
14  Receipt Ninja: No Ads	Serene Wireless	Finance	91	1.20%
15  eZ Receipts Keeper	dZouL	Finance	-	1.20%
16  E-Receipt	WIT Mobile Apps	Finance	-	1.20%
17  Expense Manager Pro	Bishinews	Finance	-	1.20%
18  Receipts Manager for Android	Swan Solutions	Finance	-	1.20%
19  Receipts Pro - Expense Tracker	Tidal Pool Software	Finance	-	1.20%
20  Receipt Keeper Pro	K and J Development	Finance	-	1.20%
21  Receipt Log	Steven Chesnut	Finance	-	1.20%
22  Receipt Ninja - Split Expenses	Serene Wireless	Finance	43	1.02%
23  Receipt for fees (Mexico) Pro	Ikita Studio	Finance	-	0.59%
24  Quicken 2014/15/16 Companion	Intuit Inc	Finance	-	0.59%
25  My Mileage Pro-Receipt/Mileage	Michanima	Finance	-	0.59%

US Android App Data- February 2016

Data By SimilarWeb

27 different Finance apps received traffic from the Google Play keyword “Receipt”, and the top 25 are displayed above. Smart Receipts dominated the search traffic with 53.8% of the search traffic, and no other app receiving more than 10%. In second place, Receipts by Wave received 9.7% of the search traffic and Receipt Bank had 6.5%, good enough for third. 18 other apps received at least 1% of the search traffic from in-store search for “receipt”.