By **Craig Chapple**
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Mobile data firm rolls out Usage Intelligence solution that tracks user behaviour in-depth

Analytics provider App Annie has acquired mobile measurement service Mobidia.

The deal is aimed at accelerating the company's international expansion and to provide deeper insight in more apps across the globe. Mobidia offers usage data on hundreds of thousands of apps.

As part of the acquisition, Mobidia's 30 staff will join the firm, with its Vancouver HQ becoming App Annie's 12th global office, now called App Annie Canada.

Financial terms of the deal were not disclosed.

As well as the acquisition, App Annie has announced the general availability of its Usage Intelligence solution, which tracks how users behave over 200,000 apps, from the frequency of use to the length of each

session. The firm now provides mobile usage data on iOS and Android in 60 countries.

"Today's announcement is a huge testament to our mission of empowering the people changing the world through apps with the best data and intelligence products, as well as the market demand for better usage tracking," said App Annie CEO Bertrand Schmitt.

"Mobidia is a pioneer in the industry – offering global mobile app usage data since 2012 – and by joining App Annie, our clients will benefit from the most comprehensive and granular app usage dataset on the market."

In January, App Annie raised $55m in Series D funding led by Institutional Venture Partners. This followed a previous investment round in May 2014 from which the company [raised $17m](#).