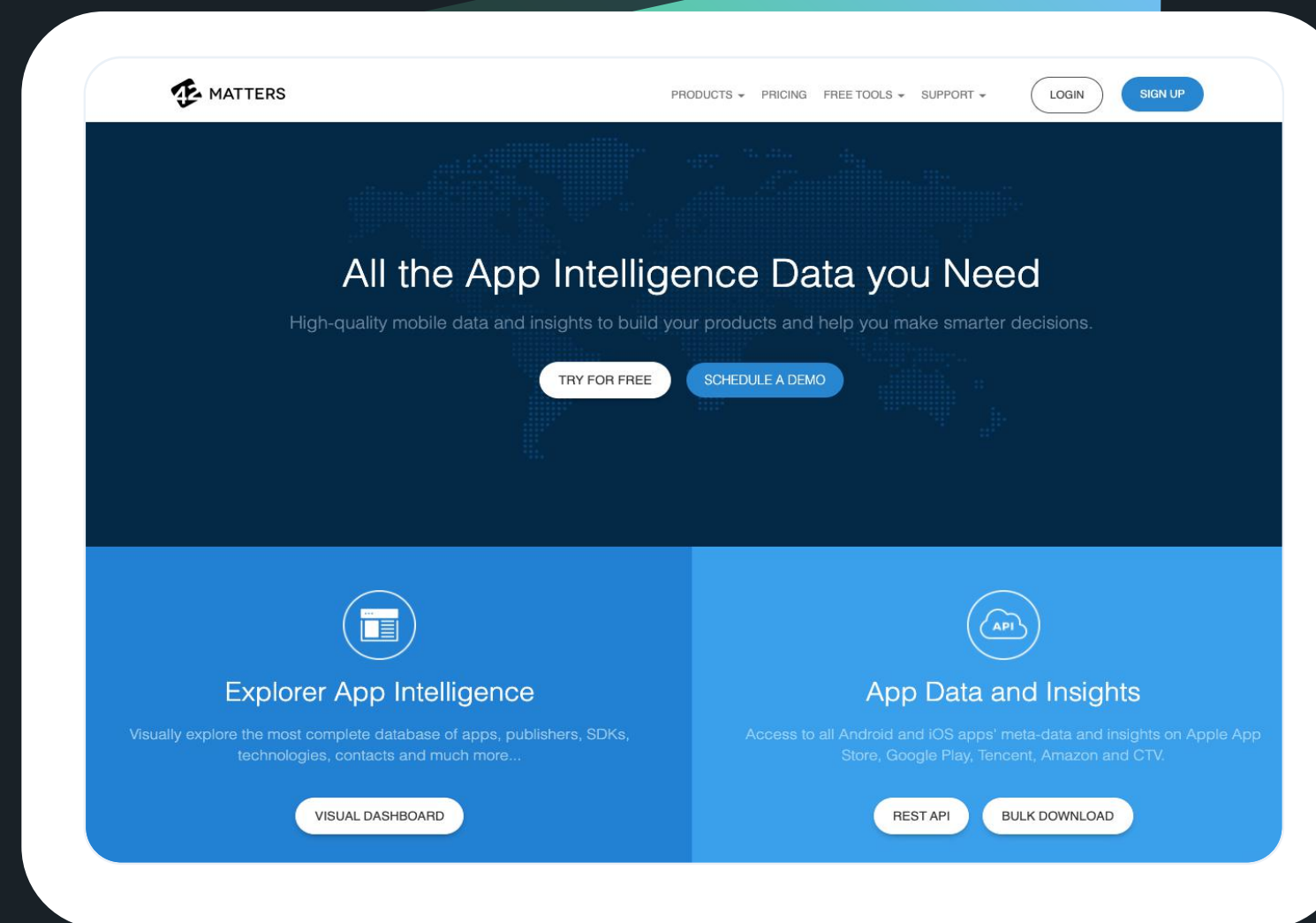




a leading provider of products and services for  
**App Intelligence and Mobile Audience Data**,  
chooses Mobilunity as Staff Augmentation Vendor  
since August 2017.



PRODUCT  
App intelligence platform



TECHNOLOGIES  
JavaScript, React.js, Sass,  
Node.js, HTML, CSS



WEBSITE  
<https://42matters.com/>

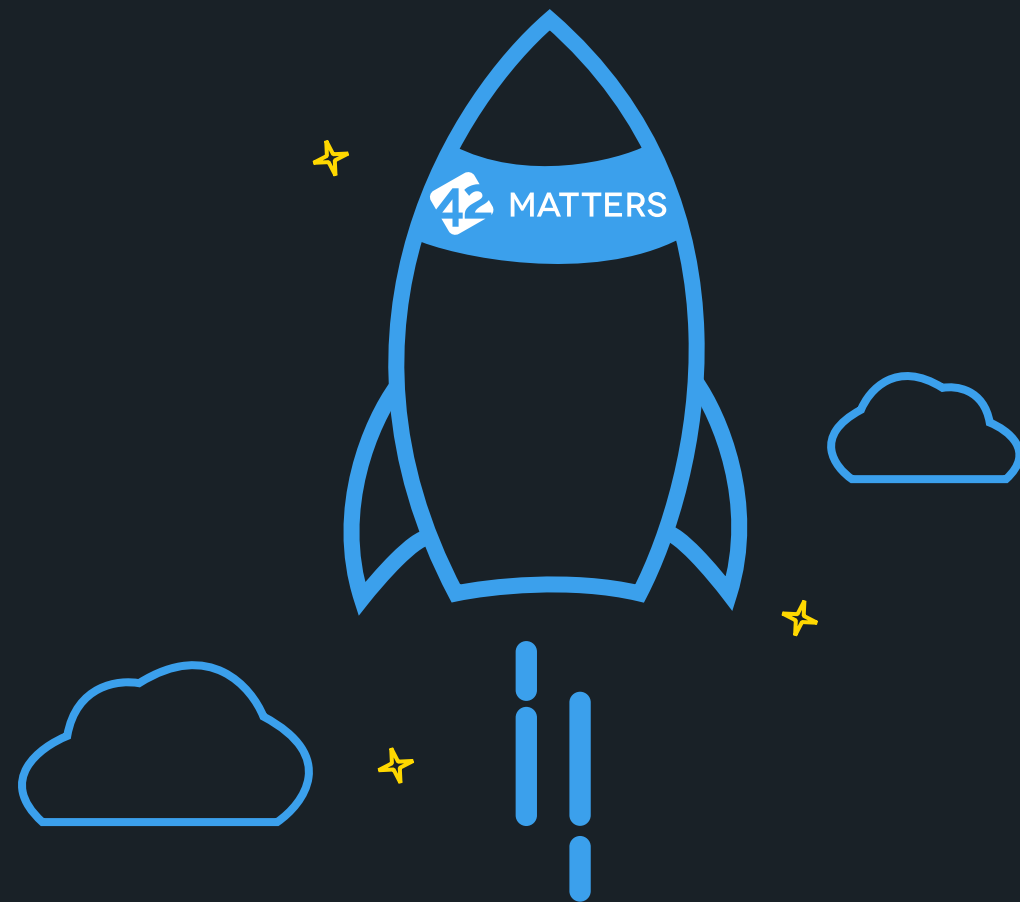


TIMEFRAME  
since Aug 2017

# Description:

42matters unites a group of passionate people who aim to create a platform for businesses worldwide to keep under the radar main app stores trends, recognize new markets, and track their most significant competitors. Headquartered in Zürich, Switzerland, 42matters works with mobile companies globally, helping them build a profitable business.

The company owns three major products: Explorer, a web-based app market research tool, a suite of APIs, and various large-scale data integration services.



The team, consisting of up to **20 proactive members**, provides top-level services for their customers. 42matters searched for such passionate individuals as they are, so this is how the collaboration **with Mobilunity started in 2017** and continues ever since.

# 42matters Team **Strengthened by Mobilunity**

The journey of 42matters began in 2011 when the idea of mobile app data analytics found its realization in the platform, giving businesses access to data analysis of mobile apps.

Today, this is a popular SaaS with thousands of users gaining momentum; even leading companies worldwide rely on 42matters' products. The company **celebrated its 10th anniversary on 24th May 2021**.



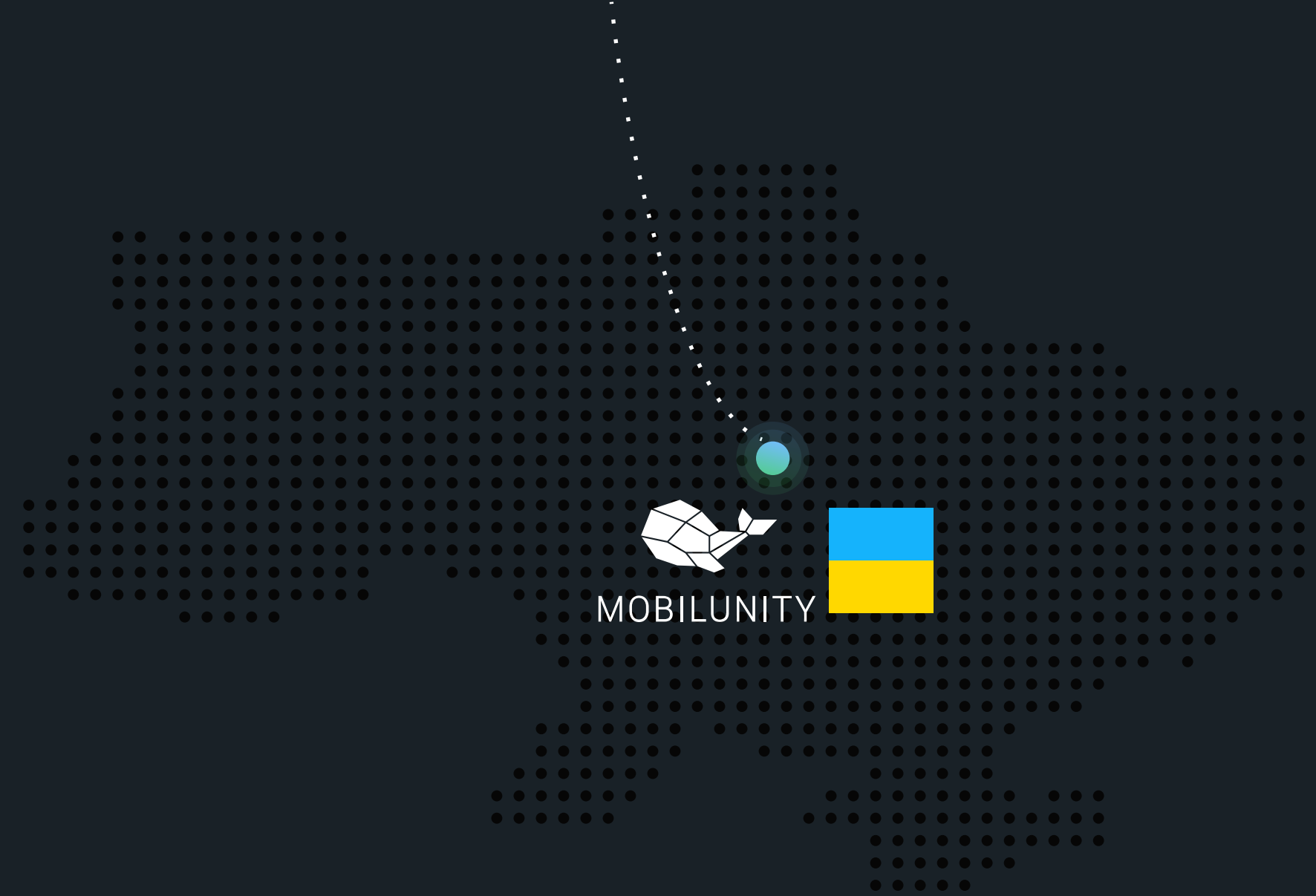
*10 years ago today, we found 42matters. It's been a rollercoaster at times, but it's also been an amazing journey*

**Andrea Girardello**

Co-Founder and CEO of 42matters.com

Inspired by the rising popularity of products, 42matters decided to look for more talents and the possibility of scaling commercially efficiently.

Our client turned to Mobilunity in 2017, and we helped to gather the right nearshore team, which improved the quality and speed of development.



*We wanted to work with a professional vendor that would handle all operations of nearshoring on our behalf, and that would also offer a cool environment for the local team to keep them motivated.*

**Andrea Girardello**

Co-Founder and CEO of 42matters.com

# Looking for Engineers **in Ukraine**

At a certain moment, when the team realized that needed the help of a strong specialist who would make a significant contribution to the product:



## Andrea Girardello

*Co-Founder and CEO of 42matters.com*



*We were looking for good talents and the possibility to scale fast in a commercially efficient way.*

## Andrea Girardello

*Co-Founder and CEO of 42matters.com*



*In our experience, seniority level doesn't always qualify a candidate as a better candidate. We mainly look for potential, thus how smart and "hungry" a candidate is.*

**Andrea Girardello**

Co-Founder and CEO of 42matters.com

42matters also knew that finding the right talent with the right motivation and work ethic was definitely challenging. Considering nearshoring in Ukraine was a balanced decision:

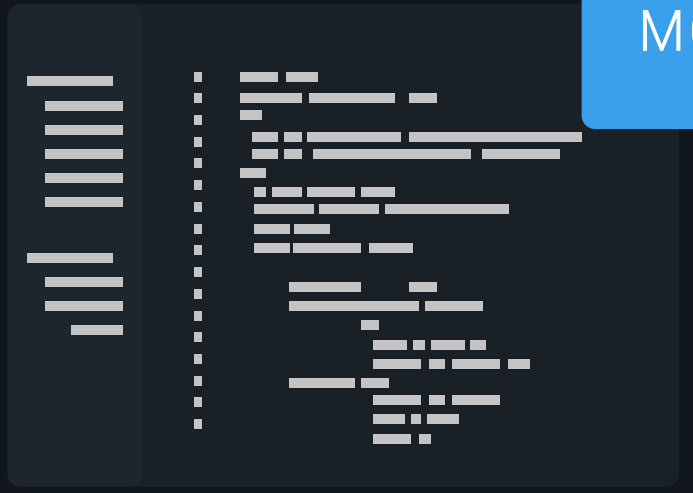
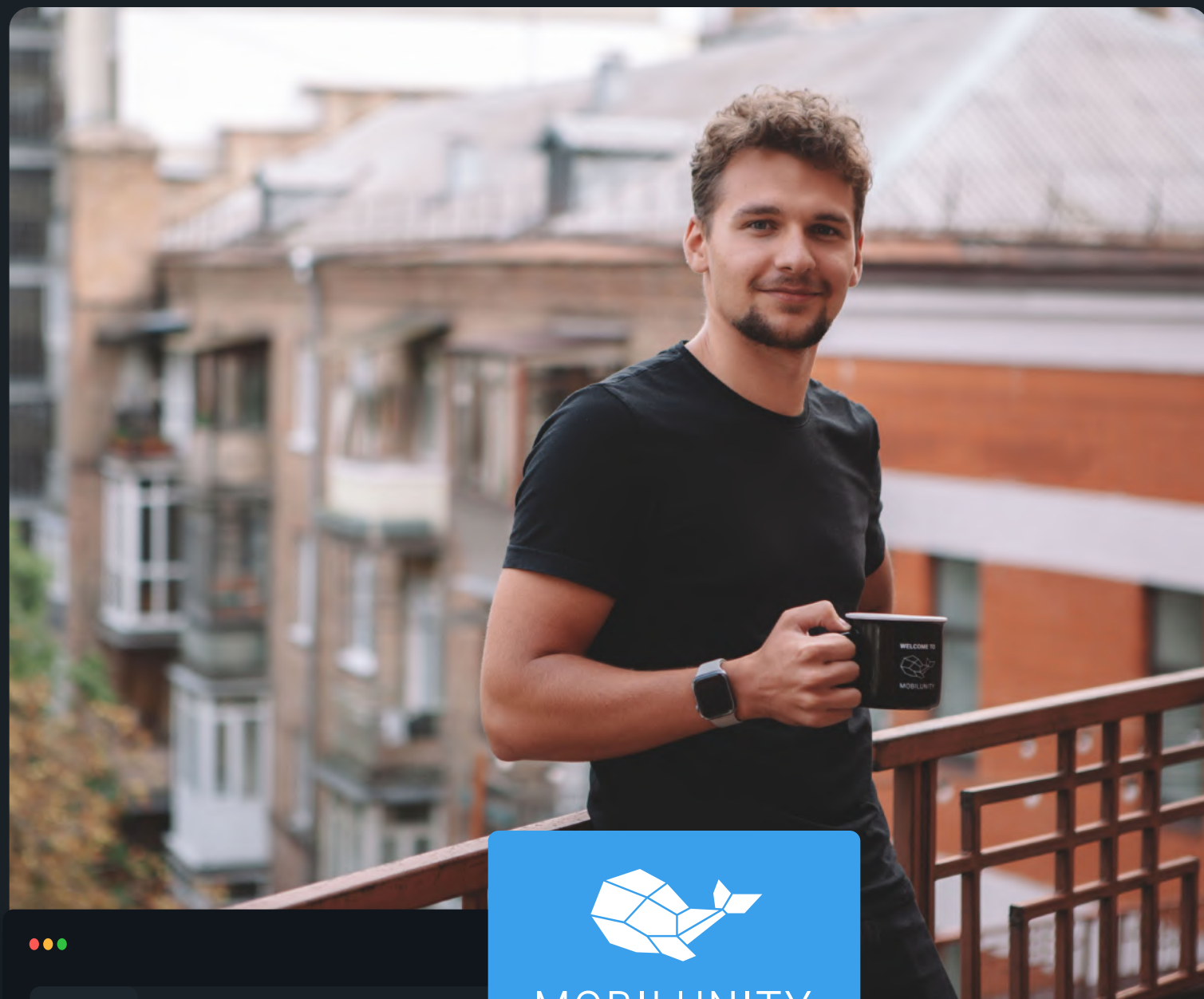
Our client knew what to look at because they already have hired remote developers.



*When our filters were met, we were definitely pleased to work with nearshoring and still are.*

**Andrea Girardello**

Co-Founder and CEO of 42matters.com



## Volodymyr Berezovskyi

*Mobilunity's Frontend Developer*

Volodymyr Berezovskyi is happy to work with 42matters. He sympathizes with the concept of the product that helps different companies with mobile app data analysis. He didn't even hesitate to accept the job offer:



*Great task for an interview and interview itself went pretty smoothly, I felt that team members were in their places.*

**Volodymyr Berezovskyi**

dedicated to 42Matters since 2020

# Mobilunity's Attitude Creates Long-term Cooperation



Andrea Girardello about cooperation with Mobilunity.

”

*The best part is the fact you take care of everything operational, and we can focus on working with our nearshore team.*

**Andrea Girardello**

Co-Founder and CEO of 42matters.com



Volodymyr joined the team during challenging times of Covid-19 when the whole company was working remotely, but thanks to the effective organization of processes, there weren't any issues with onboarding.

Volodymyr Berezovskyi shares his experience working with Mobilunity:

”

*I've been working here for more than 6 months, and I do not have any negative things to say about the company, so yes, I'd recommend working here*

**Volodymyr Berezovskyi**

Mobilunity's Frontend Developer



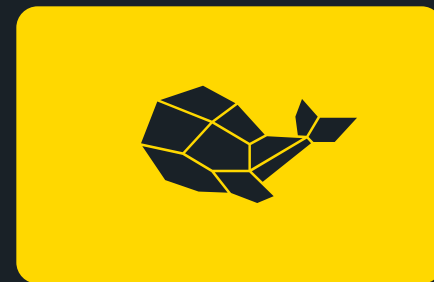
Mobilunity is backed up with its **10+ years of knowledge** and experience on the local Ukrainian labor market. Our corporate culture and professional attitude let us connect clients with **top-level developers** and get positive outcomes:

”

*With the right nearshore team, the quality and speed of development iterations highly improved.*

**Andrea Girardello**

Co-Founder and CEO of 42matters.com



## LET'S DISCUSS BUILDING YOUR DEDICATED TEAM

To find out more about Mobilunity services and to request additional references, please reach out to us at [sales@mobilunity.com](mailto:sales@mobilunity.com)

[www.mobilunity.com](http://www.mobilunity.com)