

## **Mobile app growth: scaling consumer apps with Phil Carter's Subscription Value Loop framework**

[https://www.paddle.com/blog/value-loop-framework-with-phil-carter?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=web-monetization](https://www.paddle.com/blog/value-loop-framework-with-phil-carter?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=web-monetization)

## **Apple revises EU App Store rules: What developers need to know in 2025**

[https://www.paddle.com/blog/apple-vs-epic-app-store-changes?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=web-monetization](https://www.paddle.com/blog/apple-vs-epic-app-store-changes?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=web-monetization)

## **From app stores to the web: How HubX is scaling revenue and users on the web with Paddle**

[https://www.paddle.com/customers/hubx-sells-mobile-apps-on-the-web-with-paddle?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=web-monetization](https://www.paddle.com/customers/hubx-sells-mobile-apps-on-the-web-with-paddle?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=web-monetization)

## **How Runna built a thriving web revenue stream and improved retention by 15%**

[https://www.paddle.com/customers/how-mobile-app-runna-monetized-on-the-web?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=web-monetization](https://www.paddle.com/customers/how-mobile-app-runna-monetized-on-the-web?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=web-monetization)

## **How Paddle helped Nexus Mods unlock the global gaming community**

[https://www.paddle.com/customers/helping-nexus-mods-unlock-the-gaming-community?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=web-monetization](https://www.paddle.com/customers/helping-nexus-mods-unlock-the-gaming-community?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=web-monetization)

## **AI monetization strategies that work - with Kyle Poyar**

<https://enterprise-guide.contenthub-develop.demandscience-apps.com/resources/AI+monetization+strategies+that+work+-+with+Kyle+Poyar.mp4>

## **Scaling Web2App success, Advanced optimization strategies**

## **SaaS market report Q2 2025: Recovery takes hold as AI fuels growth**

[https://www.paddle.com/blog/saas-market-report-q2-2025?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=saas](https://www.paddle.com/blog/saas-market-report-q2-2025?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=saas)

## **7 SaaS growth strategies to thrive in the age of AI**

[https://www.paddle.com/customers/team-gantt-boosts-conversions-retention-with-paddle?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=saas](https://www.paddle.com/customers/team-gantt-boosts-conversions-retention-with-paddle?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=saas)

## **TeamGantt boosts conversions by 19% and retention by 20% using Paddle**

[https://www.paddle.com/customers/team-gantt-boosts-conversions-retention-with-paddle?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=saas](https://www.paddle.com/customers/team-gantt-boosts-conversions-retention-with-paddle?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=saas)

## **How CrashPlan doubled sign-ups and reduced support tickets by 90% with Paddle**

[https://www.paddle.com/customers/crashplan-doubled-sign-ups-with-paddle?utm\\_medium=website&utm\\_source=content\\_syndication&utm\\_campaign=content\\_syndication\\_fy2025\\_demand\\_science\\_lighthouse\\_campaign&utm\\_content=saas](https://www.paddle.com/customers/crashplan-doubled-sign-ups-with-paddle?utm_medium=website&utm_source=content_syndication&utm_campaign=content_syndication_fy2025_demand_science_lighthouse_campaign&utm_content=saas)

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## **Selling your software globally: How to remove risks, avoid pitfalls and seize the opportunity**

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## **Build vs. bleed: The real cost of a DIY payments stack**

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