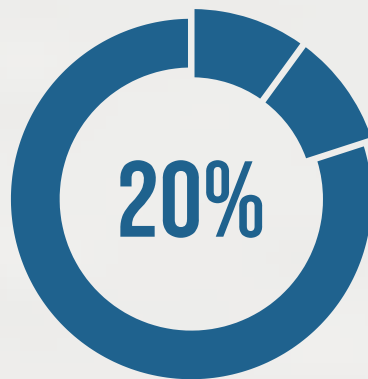# The Ongoing Costs of Building an App

SNAP I/O

SNAP I/O

Our rule of thumb for app maintenance costs is about 20% of the original development costs (per year).

20%

SNAP I/O

Most average app owners spend around $600 (for only essential support services) to $3,000 - $5,000 and more (a month) to maintain their app.

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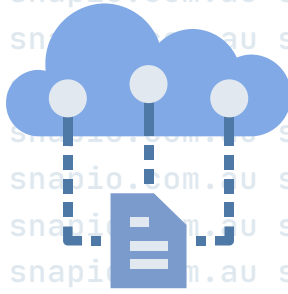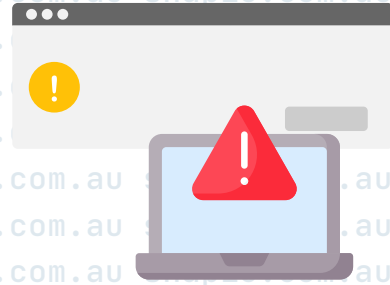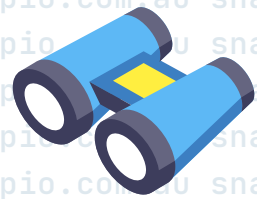# The Ongoing Costs of Building an App

Infrastructure Maintenance

Hosting

Bug fixing
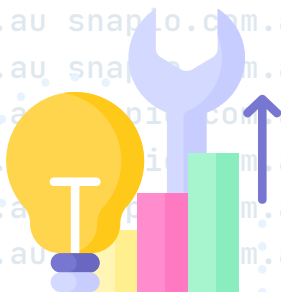
developer account fees

Marketing & Customer Service

Monitoring

Improvements

3rd parties cost of usage

3rd parties Maintenance

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Hosting

Hosting makes your app accessible to the public. When we pay for hosting, we pay for space on the hosting provider's servers to store our files and make them available to our users' computers through the internet.

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Bug Fixing

Having some issues or errors in the functionality of the app is unavoidable. The cost of fixing bugs varies widely and can range from just 10 hours (for 1-2 small bugs) to a whole team of full-time developers.

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Third-Party Compatibility

Integrations with external systems like facebook, mail delivery service, payment gateway, eCommerce require ongoing monitoring and updating to ensure that updates, changes and upgrades of those services does not affect your app.

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Third-Party Costs

The licensing, commission or a cost-per-usage payment in exchange for the continued provisions of 3rd party services like SMS delivery service, email delivery service and payment gateways.

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Monitoring

Some level of monitoring, even if minimal, is always recommended to ensure that loading times, lags, and responsiveness issues are not impacting the app.

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Infastructure Maintenance (DevOps)

The maintenance, configuration and fine-tuning of infrastructure services and hardware are required from time to time. e.g. upgrade of the operating system of servers, reconfiguration of settings, running a backup of the system etc.

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Mobile App Specific Costs

App Store Developer Fee - a fee payable to the app store directly. **Operating system version updates** - iOS and Android updates mean the app needs to be constantly up to date. **Submission for Review** -preparation and submission of app updates for Apple and Google quality control review.

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Ongoing Improvement

Even with the most thorough research and planning, it is impossible to predict how the app will be perceived in the real world by its users, so feedback from users can then be used to create next-stage plans.

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Marketing & Customer Service

While not a direct cost of developing an app, these are crucial to its success. Therefore, we recommend app owners be aware of the costs of marketing & customer service activities, including market research, building a brand, establishing a social media presence, advertising, customer support etc.

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Next Steps ->

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hello@snapio.com.au

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(02) 5500 1010