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## RedZone Map™ Shows Continued Ground Breaking Cost-Per-Install (CPI) and Conversion Rates

**MIAMI and NEW YORK** (Feb. 7, 2017) – [Helios and Matheson Analytics Inc.](#) (NASDAQ: HMNY) and its wholly-owned subsidiary, Zone Technologies, Inc. (“Zone”), today announced that RedZone Map™, Zone’s proprietary app that provides real-time crime data in a navigation map format, has achieved exceptionally high installation and conversion metrics, surpassing industry comparable apps over multiple social media platforms.

- The free [RedZone Map](#) app has achieved a cost-per-install (CPI) rate of less than one-third of the industry average, 3 times better than the industry standard.
- RedZone Map spends just \$0.47 per install. The average CPI in the U.S. was \$1.64 for iOS and \$1.91 for Android according to a report last year in *mobyaffiliates* which cites data from Fiksu, a mobile audience platform.
- Over the last 60 days, RedZone Map achieved an average conversion rate of 46.3% in iOS app installs for its Google AdWords campaign. That is 19 times higher than the average Google AdWords conversion rate of 2.35% according to Smart Insights.

“Our low cost-per-install rate shattered my personal expectations, showing that RedZone Map is a compelling product that people want,” said Ted Farnsworth, founder of Zone and creator of RedZone Map. “Users are looking for solutions to enhance their personal safety and using RedZone Map can be an integral part of that solution,” Mr. Farnsworth continued.

Between December 1, 2016 and February 1, 2017, RedZone Map’s conversion rates far surpassed Google AdWords’ all-sector conversion rate of 2.7%.

- RedZone Map’s conversion rate on installs was at 44.53%. For the first 5 days of February 2017, that rate is up to 50.54%.
- 60.2% of RedZone Map’s users in the past 60 days are return users.
- 54.97% of RedZone Map’s return users are between the ages of 18 and 34 years old.

Keeping a watchful eye on the app’s metrics and smart advertising handled in-house is the key. The remarkably low CPI rate has propelled the RedZone Map navigation app to a #4 standing in the iOS App Store right behind Google Maps and Waze.

“The outstanding results we’re tracking are a direct result of our efforts to improve our advertising strategies, allowing us to achieve exceptionally low CPI and high conversion rates,” Mr. Farnsworth concluded.

## **About RedZone Map**

RedZone (Zone Technologies, Inc.) is a state-of-the-art mapping and spatial analysis company with operations in the U.S. and Israel. Its safety map app enhances mobile GPS navigation by providing advanced proprietary technology to guide travelers to their destinations. The app incorporates a social media component allowing for real-time “It’s happening now” crime reporting coupled with real time data from over 1,400 local, state, national and global sources. RedZone Map is currently available to [iOS](#) and [Android](#) users. More information is available on the [RedZone Map website](#).

## **About Helios and Matheson**

Helios and Matheson Analytics Inc. (NASDAQ: HMNY) provides information technology consulting, training services, software products and an enhanced suite of services of predictive analytics. With its client roster including Fortune 500 corporations, HMNY focuses mainly on the BFSI and Technology verticals. HMNY’s solutions cover the entire spectrum of IT needs, including applications, data, and infrastructure. HMNY is headquartered in New York, NY and listed on the NASDAQ Capital Market under the symbol HMNY. For more information, visit us [www.hmny.com](http://www.hmny.com).

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Certain statements in this communication contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 or under Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (collectively, “forward-looking statements”) that may not be based on historical fact, but instead relate to future events, including without limitation statements containing the words “believe”, “may”, “plan”, “will”, “estimate”, “continue”, “anticipate”, “intend”, “expect” and similar expressions. All statements other than statements of historical fact included in this communication are forward-looking statements.

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