

Q3'26 UPDATE

STATE OF JEST

The Texting-Powered App Store



WELCOME

to our inaugural **State of Jest report**. We're sharing these updates regularly to give our community a clear view of our progress—and to demonstrate why Jest is the best place to publish and play.

As the world's first **texting-powered app store**, Jest introduces a new paradigm for discovering, sharing, and experiencing mobile entertainment. For developers, it represents an entirely new frontier—and a **massive, untapped opportunity**.

Our biggest Q3 milestone was monetization. Since launching in-app purchases on July 1, we surged from **zero to a \$1M+ run rate in under three months**.

The strongest indicator of our momentum: **15% payer conversion rate**. With **developers keeping up to 90%** of net revenue, there has never been a better time to build on Jest.

Dive into the rest of the report for the full details.



Deyan Vitanov
Co-Founder & CEO

TABLE OF CONTENTS

01	ABOUT JEST	04
02	PLATFORM PERFORMANCE	10
03	KEY FEATURES LAUNCHED	17
04	ROADMAP	30
05	JEST FUND	34

SECTION 01

ABOUT JEST

What Jest is and how it works.



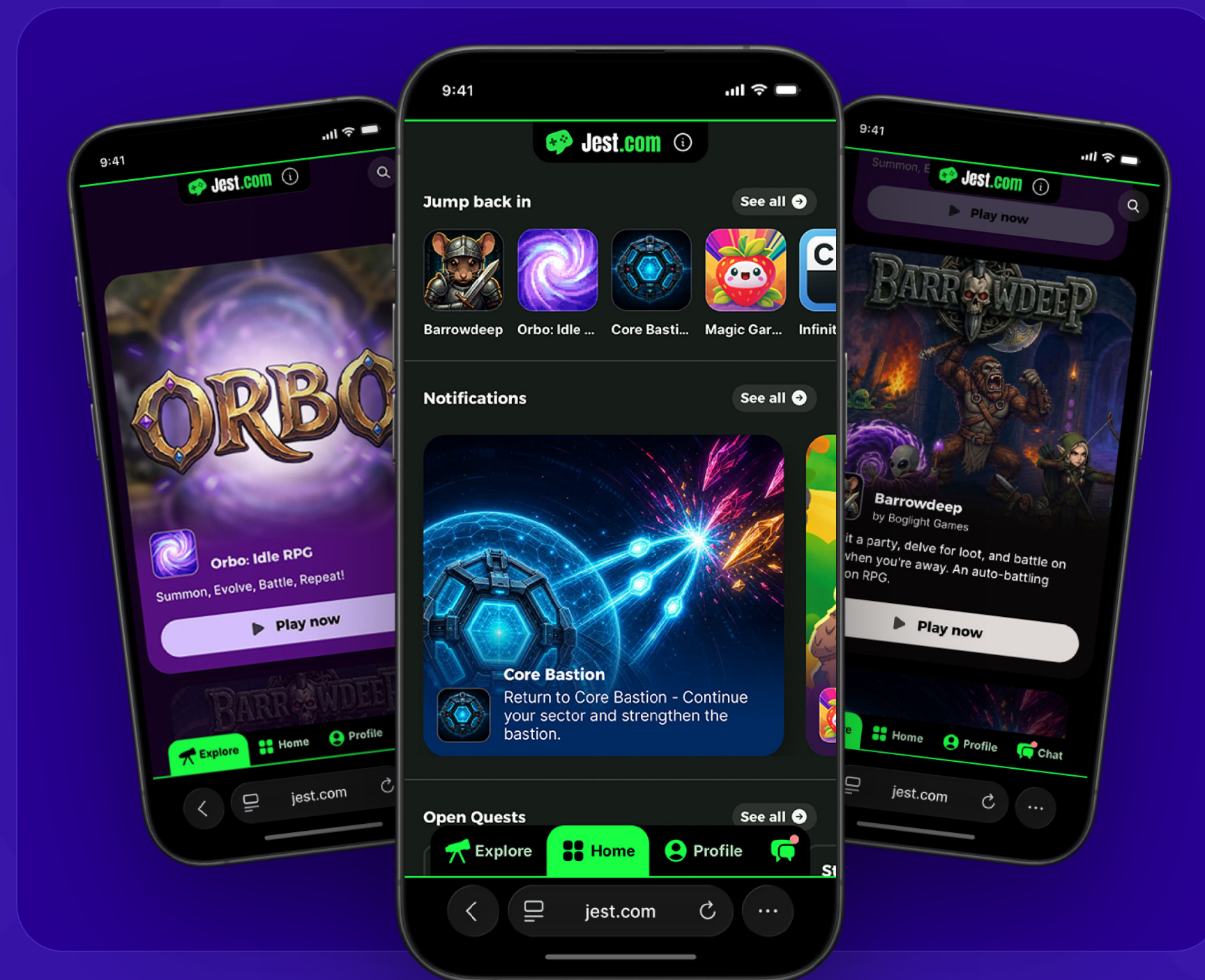
JEST IS THE TEXTING-POWERED APP STORE

Leveraging RCS, Jest turns the messaging inbox into an instant app and game distribution platform.

DEVELOPERS PUBLISH ON JEST.COM

If your app or game runs in a mobile browser, it runs on Jest — just integrate our SDK.

Read the docs at docs.jest.com





USERS SIGN UP SIMPLY BY SENDING A TEXT

Phone numbers serve as the core identity,
enabling **both Android and iOS consumers** to
sign up instantly.

RETENTION HAPPENS IN THE MESSAGING THREAD

Messaging is mobile's stickiest surface: a text doesn't vanish like a push—it sits between real conversations until tapped.





SEAMLESS PAYMENTS VIA DIGITAL WALLET

Unlocking one-tap checkout for one-off in-app purchases and recurring subscriptions—without the app store tax.

SECTION 02

PLATFORM PERFORMANCE

Usage, retention, and platform breakdown.

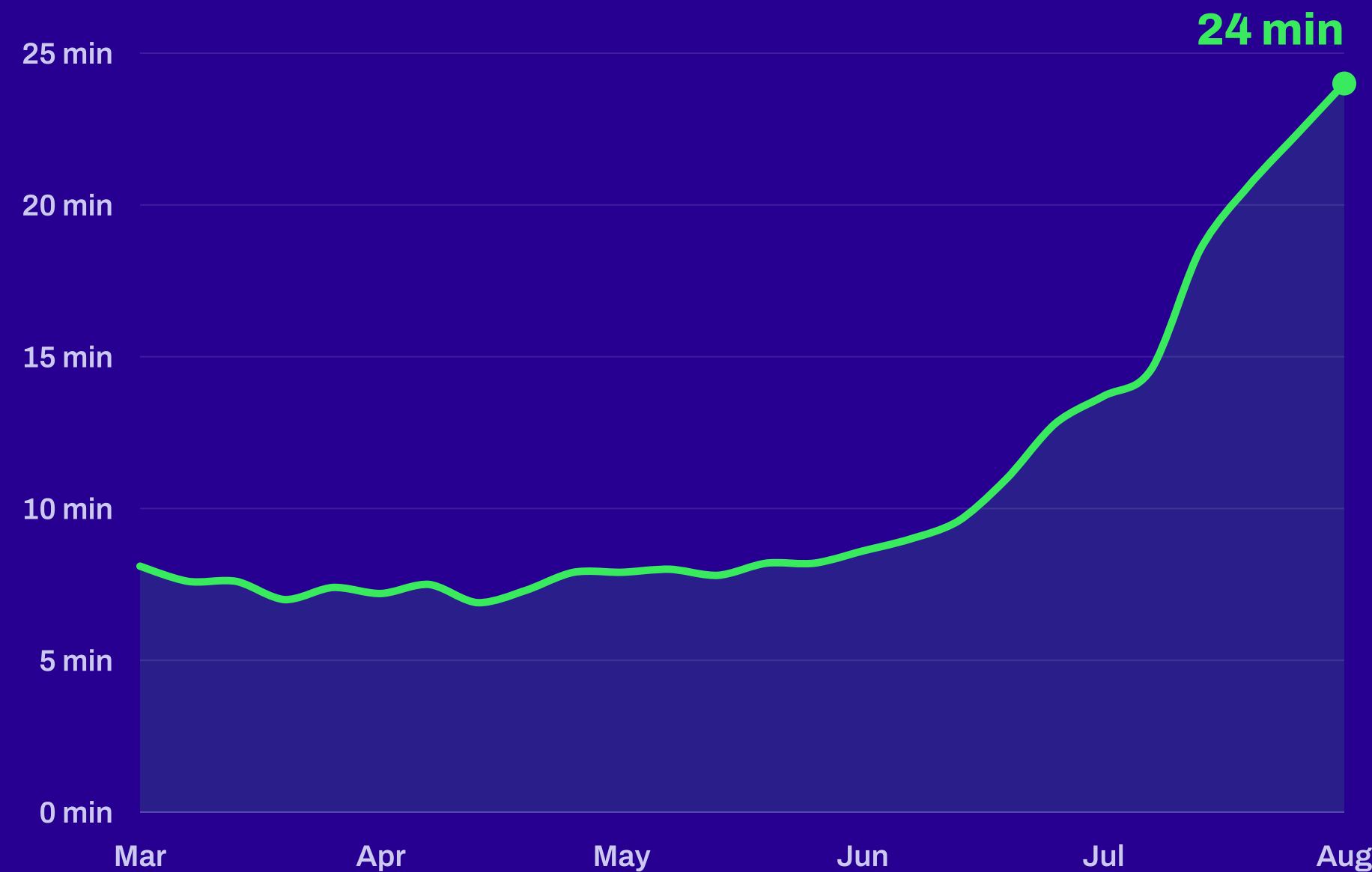
USAGE IS UP 4X

Fueled by strong retention and new user acquisition.

APPS & GAMES PLAYED PER WEEK



MINUTES ON PLATFORM



DAILY ENGAGEMENT IS UP 3X

Driven by a broader selection of apps and games on the platform.

OVERALL RETENTION

Fueled by the inherent stickiness of texting.

57%

D1

33%

D7

17%

D28

ECOSYSTEM RETENTION

37% of users try a 2nd app on Jest, drastically boosting long-term platform stickiness.

73%

D1

53%

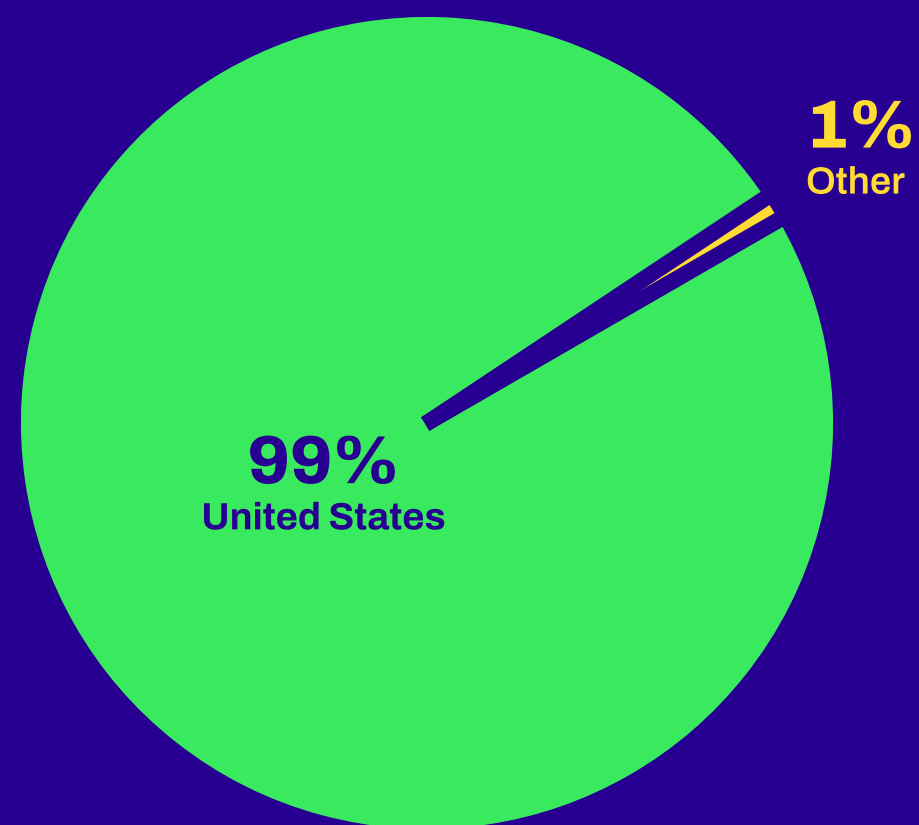
D7

32%

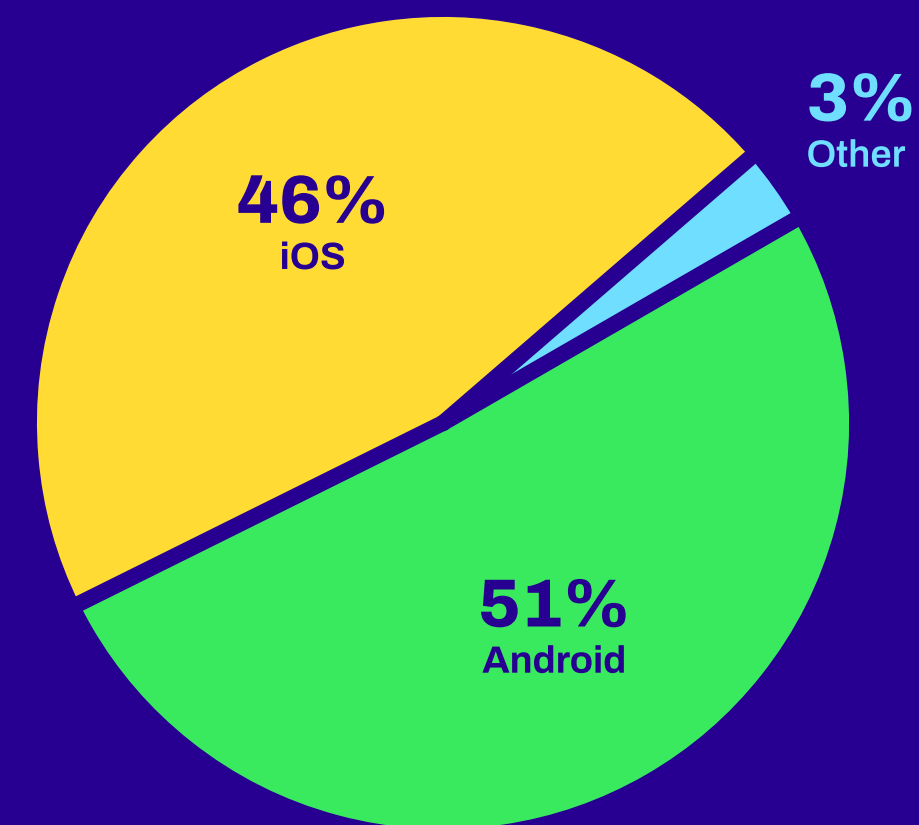
D28

AUDIENCE BREAKDOWN

GEOGRAPHICAL BREAKDOWN



ANDROID VS IOS



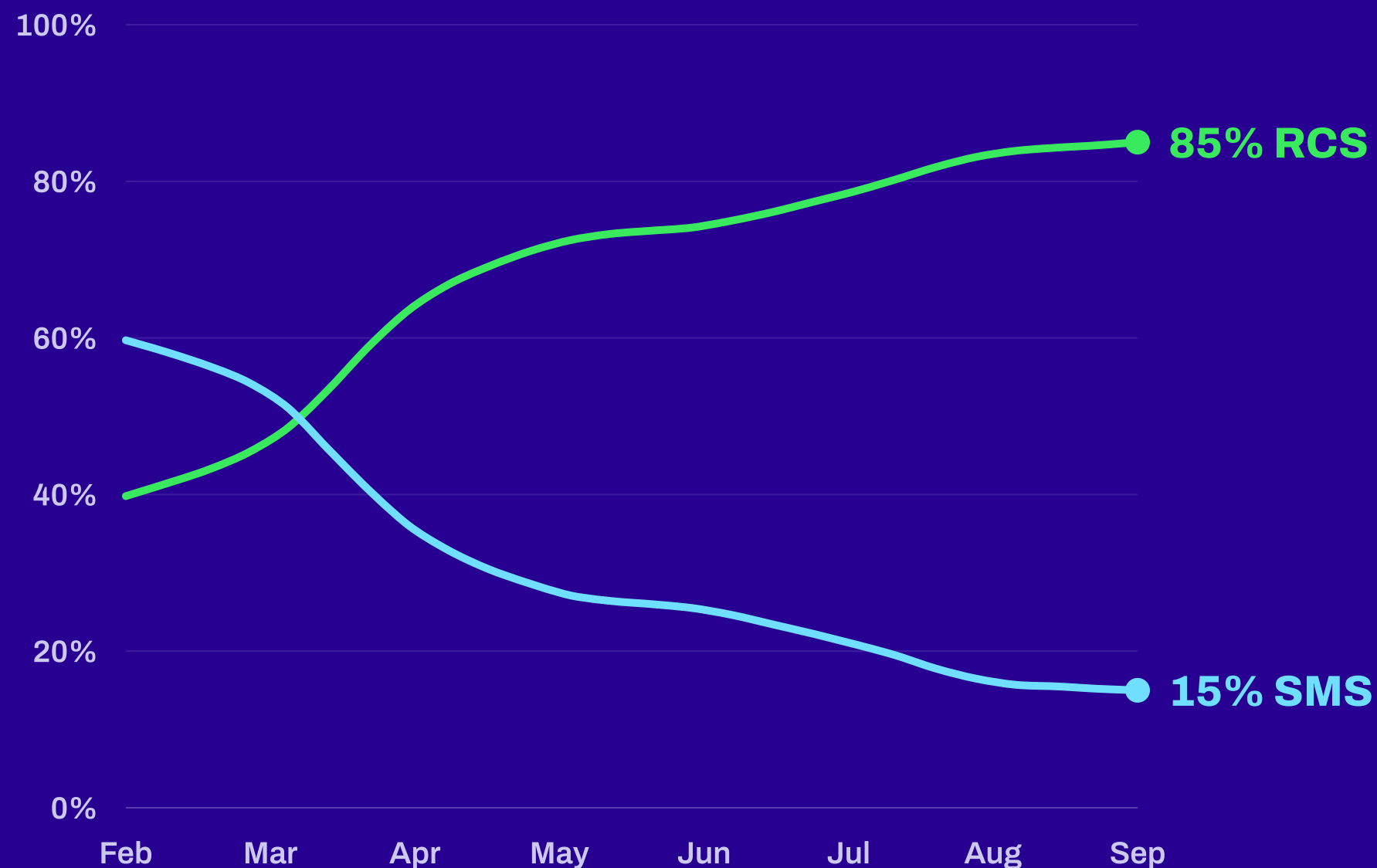
Find out more at about.jest.com/blog/who-is-using-jest

RCS HAS BECOME THE NEW STANDARD

Unlocking app-like superpowers in the inbox including: rich media, buttons, analytics, and more.

Find out more at about.jest.com/blog/rcs-arrived

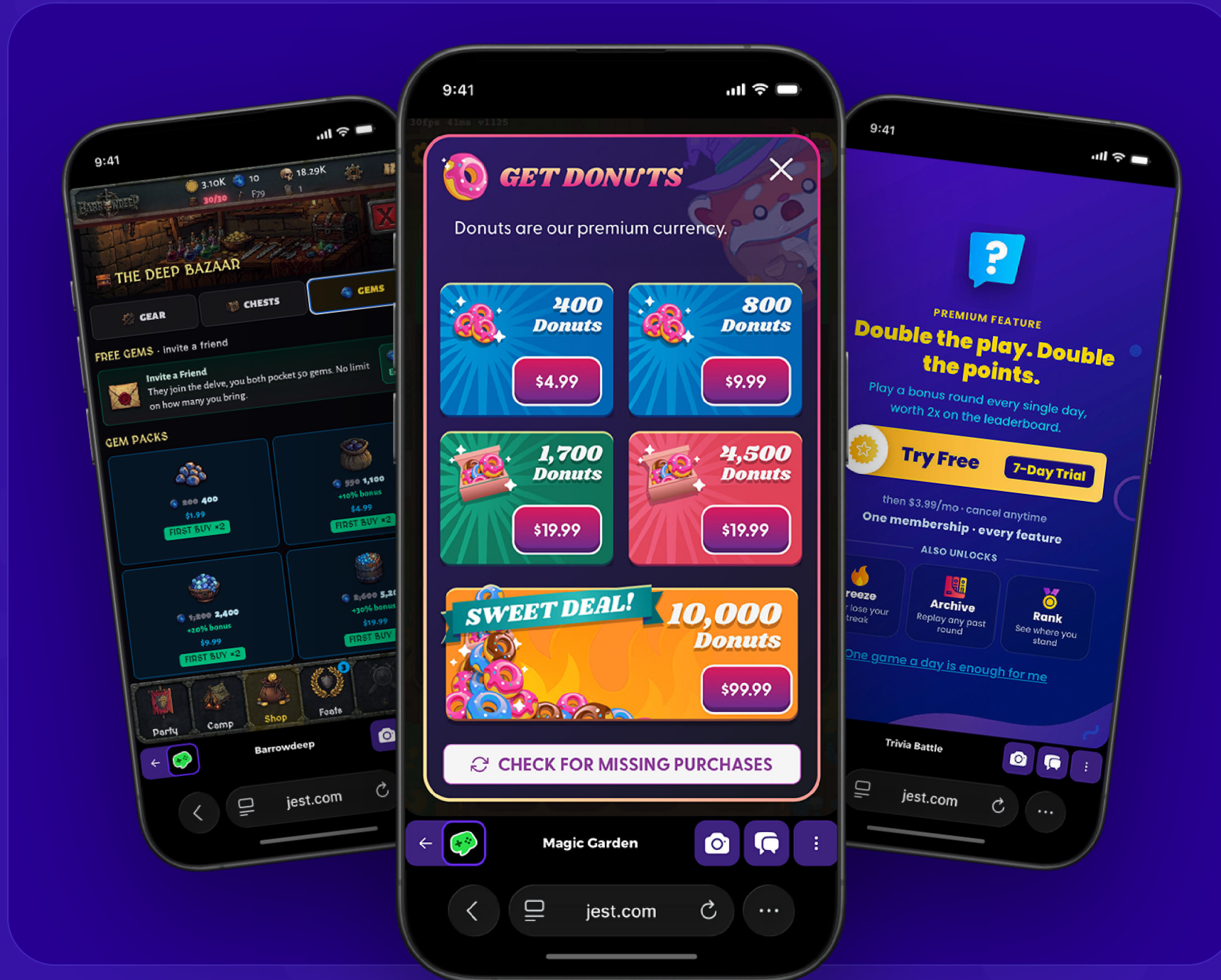
MESSAGING PROTOCOL SHARE



SECTION 03

KEY FEATURES LAUNCHED

Major features we shipped recently.



MONETIZATION

Set up in-app purchases and subscriptions with a few SDK calls; Jest handles checkout, payments, and payouts.

Find out more at about.jest.com/blog/how-to-monetize-your-app-on-jest

\$0 TO \$1M RUN-RATE IN 3 MONTHS

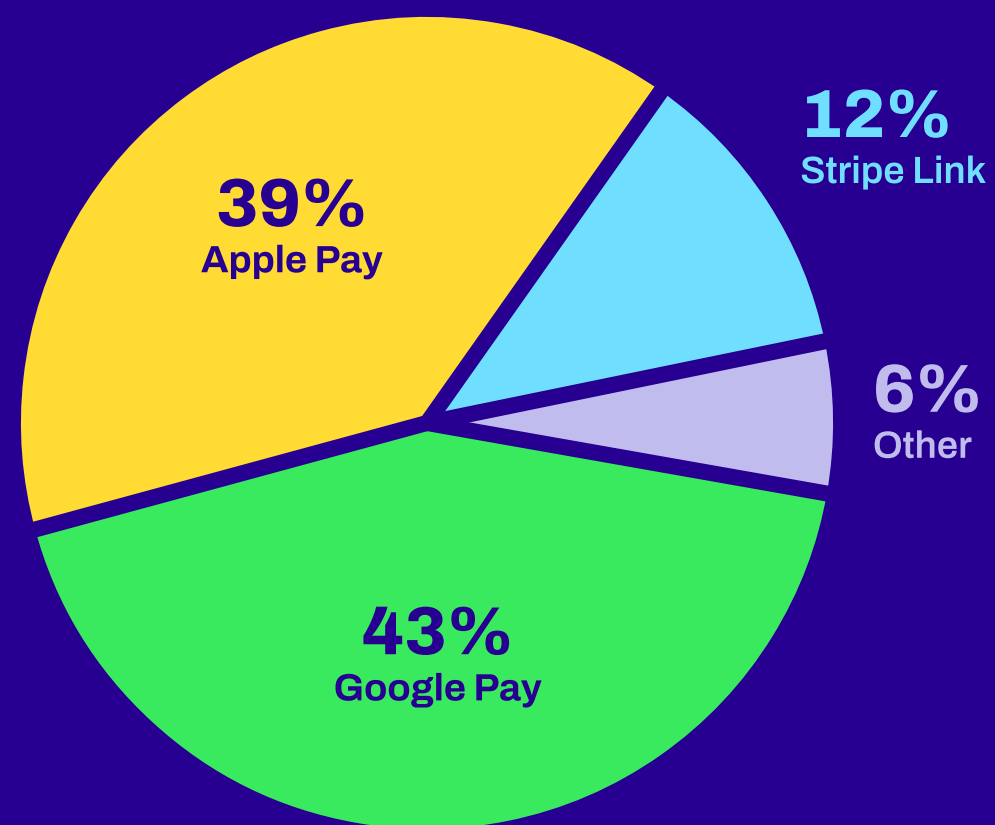
Driven by in-app purchases via digital wallets.

ANNUALIZED GROSS BILLINGS

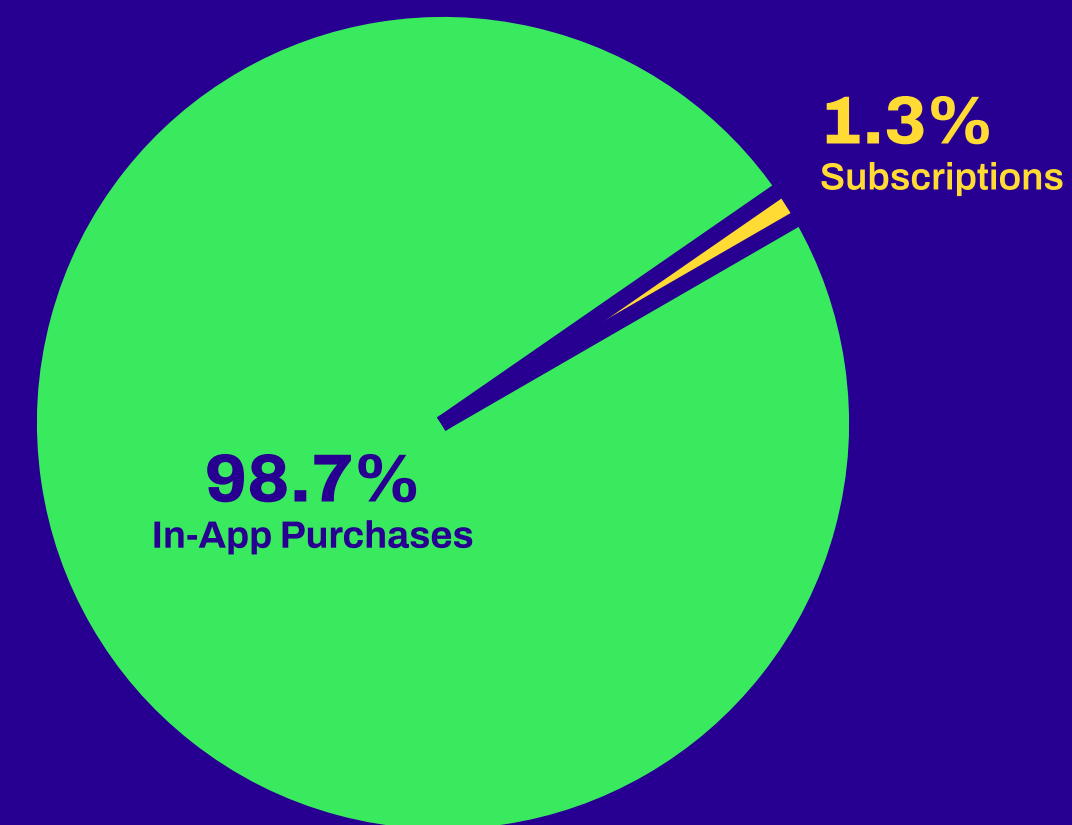


BILLINGS BREAKDOWNS

PURCHASE METHOD



PRODUCT TYPE



MONETIZATION PERFORMANCE

15%

Monthly payer
conversion

\$4.86

Average revenue
per user (ARPU)

Developer-first economics

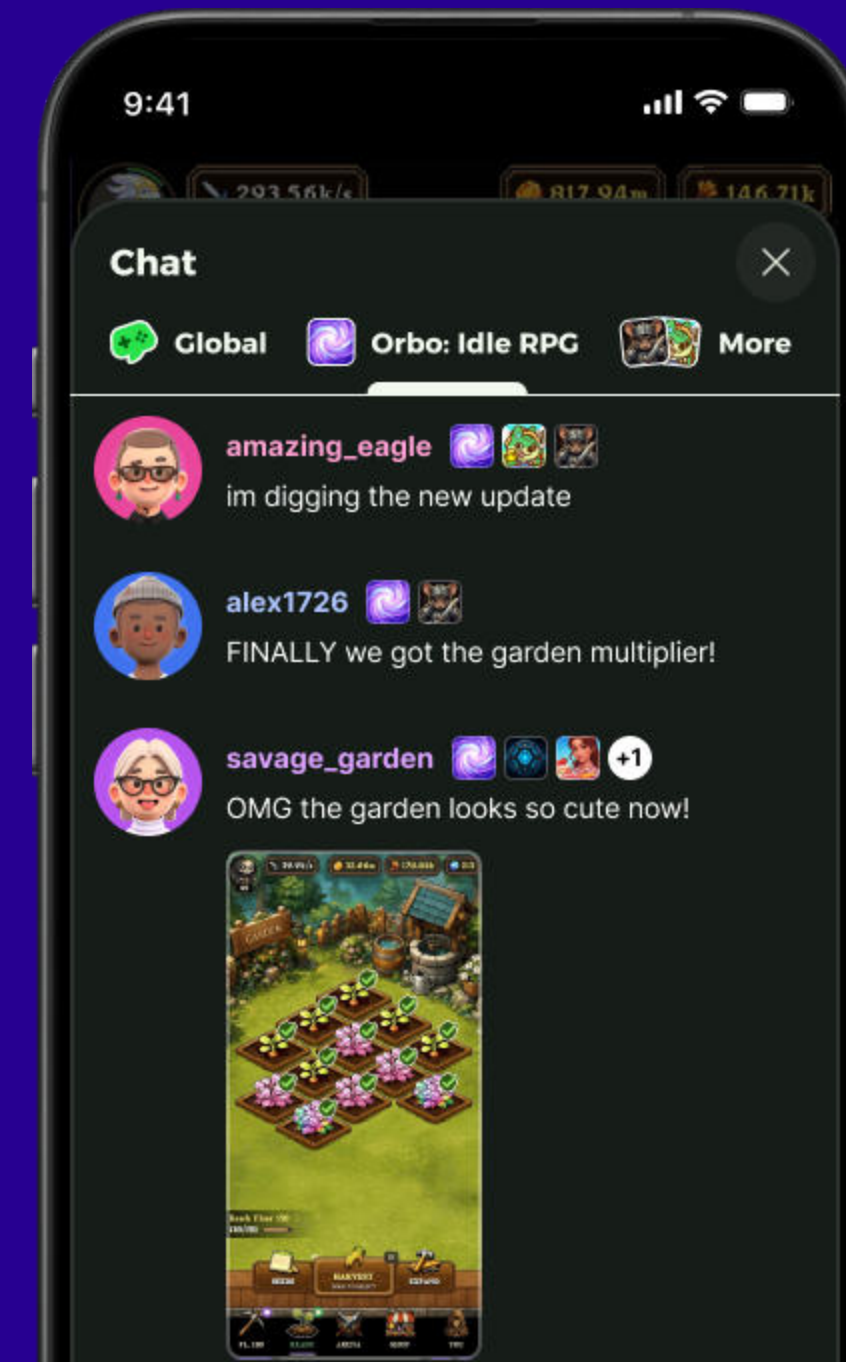
**DEVELOPERS KEEP UP TO
90% OF NET REVENUE**

Find out more at about.jest.com/economics

JEST CHAT

Chat is live for every user on Jest: one global room and rooms by game, reachable from the platform footer and from inside any app.

Find out more at about.jest.com/blog/chat-a-place-to-talk



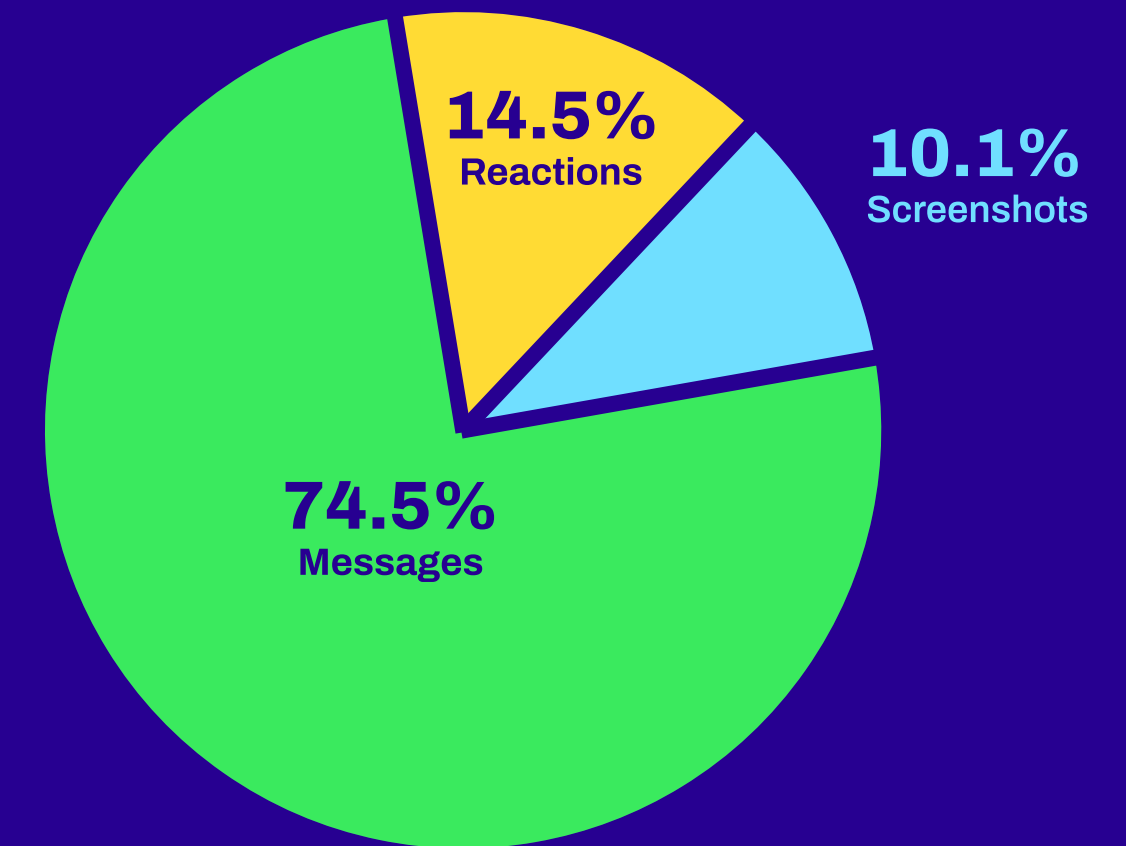
CHAT STATS

36% chat adoption since launch.

MESSAGES SENT IN CHAT PER WEEK



SOCIAL INTERACTION BREAKDOWN



AI-POWERED PLAYER FEEDBACK

Get an automatic summary of bugs and feedback players share about your game across Jest chat. Track issues and get daily or weekly email digests.

Email digest

Email new feedback to the team

Everyone on your team gets a summary of new user bug reports and suggestions. Nothing is sent when there is no new feedback, and anyone can [unsubscribe for themselves](#).



Daily

A summary of the last 24 hours



Weekly

A summary of the last 7 days

Feedback

Progression unlocks are happening too quickly.

Replying to: Not bad for just hours in

Yeah it's too fast

[01a09794-875a-70b3-ad-ad-6df443dc1867](#)

15 hours ago

Open

Bug

Game performance becomes very slow when repeatedly hitting trees.

Like it's not 2 fps but damn its slow as hell

[01a0b10b-c0d0-7005-a6-a4-a4a29e225bf5](#)

13 hours ago

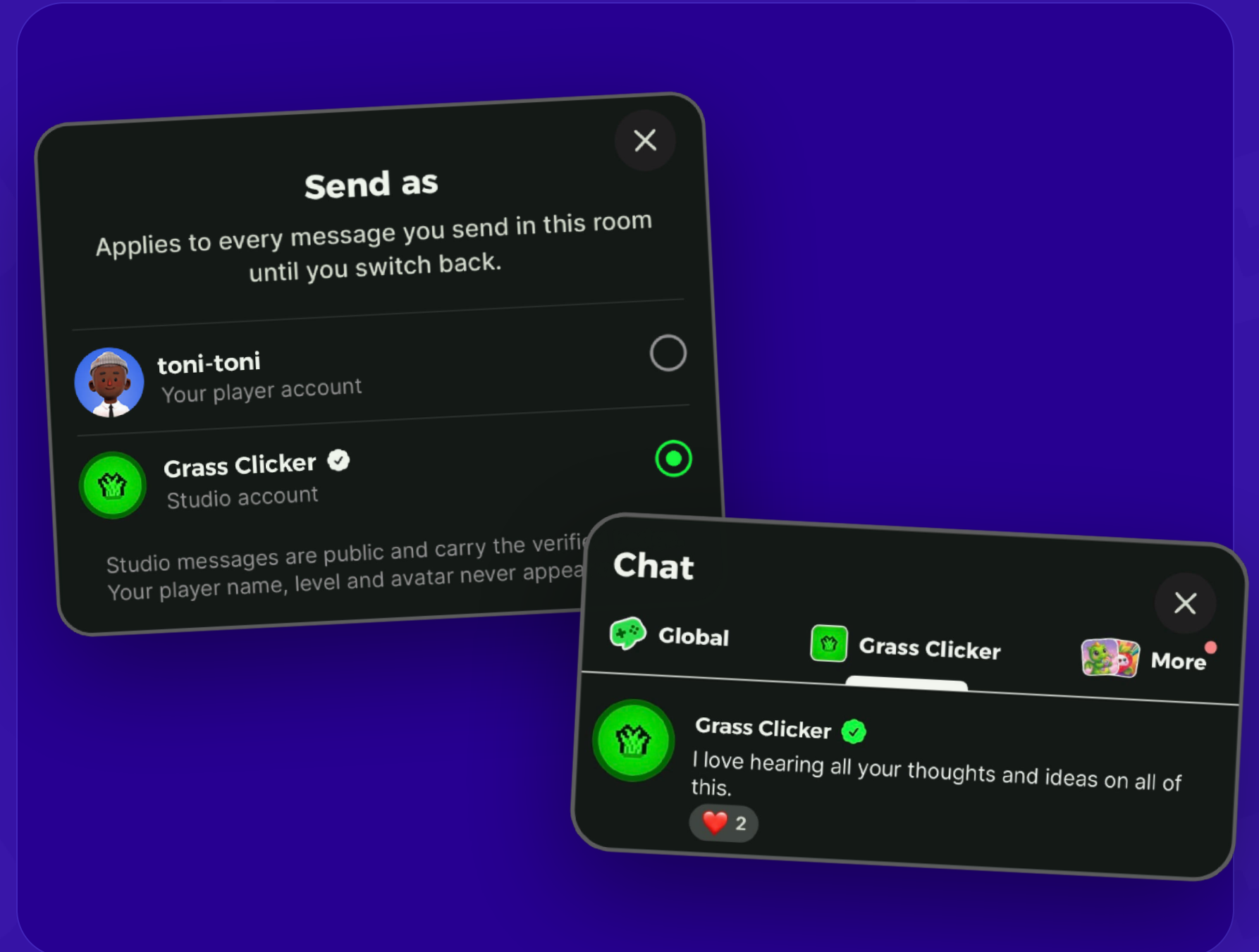
Open

Find out more at about.jest.com/blog/introducing-player-feedback

POST AS A VERIFIED DEVELOPER

Connect directly with your players by posting announcements, updates, and replies as a verified identity representing you, your studio, or your game.

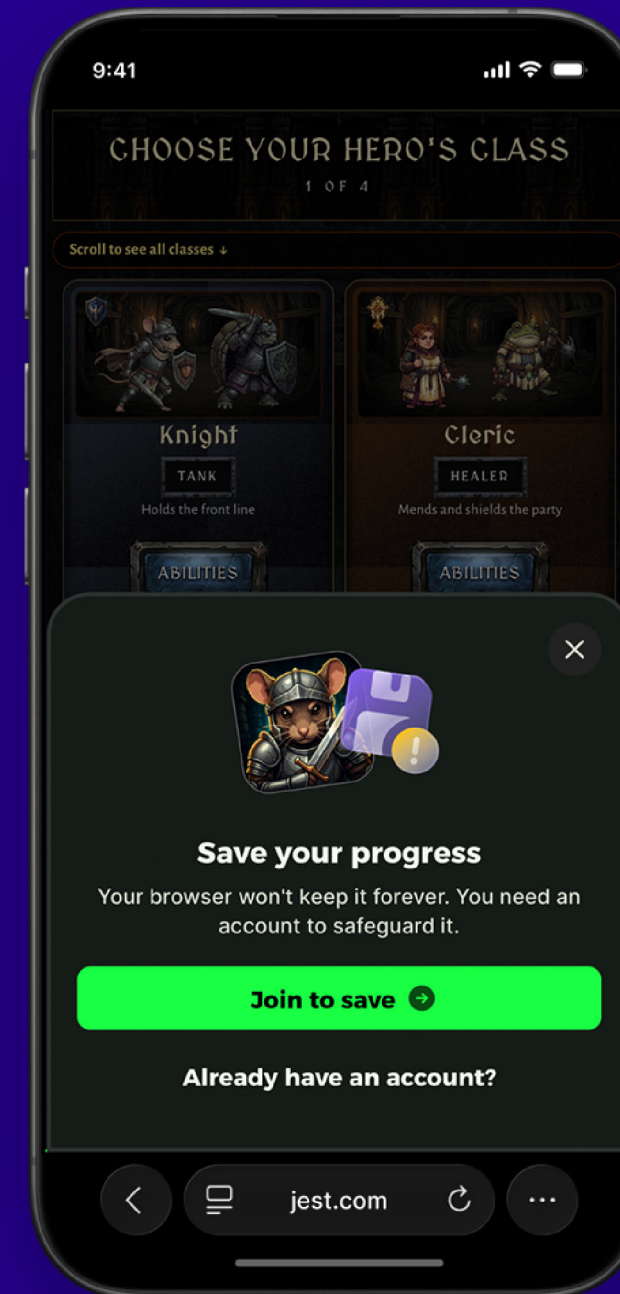
Find out more at about.jest.com/blog/introducing-player-feedback



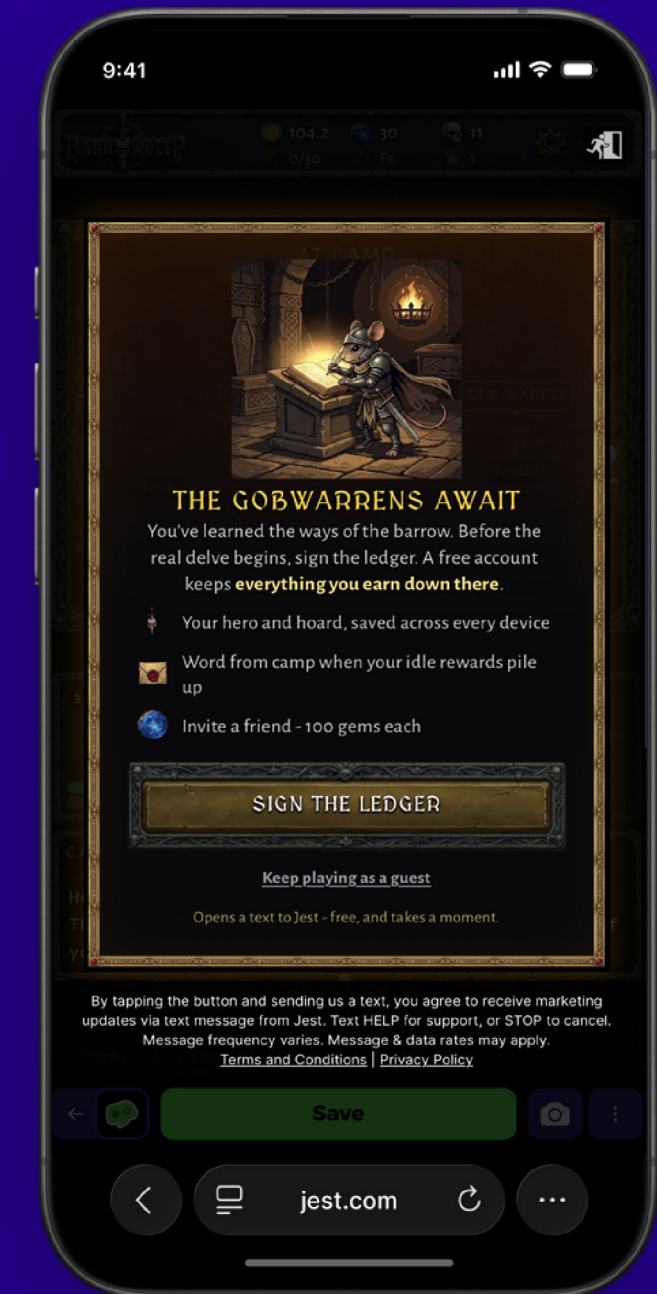
CUSTOMIZE THE REGISTRATION FLOW

Control your registration flow: trigger custom, native-feeling in-app popups to optimize conversions.

Find out more at docs.jest.com/sdk/platform-login



STANDARD POPUP



CUSTOM POPUP



Config Checklist Notifications

SDK activity

Required to publish on Jest.com.

USER MANAGEMENT

- ✓ SDK initializes correctly
- ✓ No SDK errors
- ✓ Reads player identity
- ✓ Prompts guest to register
- ✓ Provides a registration flow
- ✓ Prompts login only for guests
- ✓ Saves player data as guest

NOTIFICATIONS

- ✓ Schedules notifications
- ✓ Schedules a D1-D7 notification sequence

PURCHASES

- ✓ Checks for incomplete purchases on startup
- ✓ Completes recovered purchases

ANALYTICS

- ✓ Reports game loaded
- ✓ Implements first_milestone event

TEST YOUR WAY TO LAUNCH WITH THE SIMULATOR

Validate your build against the Jest launch checklist before submitting so you can easily catch issues, reduce review rounds, and get published faster.

Find out more at docs.jest.com/testing/simulator



THE ALL-NEW HOME TAB

The platform's new central hub—now driving **50% of app entries**—where users instantly resume your app or discover you for the first time.

Find out more at about.jest.com/blog/whats-new-developers-august-2026

SECTION 04

ROADMAP

Key upcoming platform features and developments.

JEST ADS BETA

Acquire and retain users by promoting your app on key platform surfaces across Jest.

Campaigns

A campaign that reaches it's daily budget stops entering new auctions. Entries already delivered can settle, so spend can finish slightly above the budget.

New campaign

Campaign	Status	Flight	Bid	Daily budget used	CTR (7d)	Actions	
Core Bastion CRB-test-2	Paused	Started Aug 29, 2026 Ends Sep 25, 2026	\$0.50	\$475 per day	3.4% 2,716 impressions	Edit	Activate Archive
Core Bastion CRB-test-1	Live	Started Aug 29, 2026 Ends Oct 02, 2026	\$0.75	\$56.25 / \$300 	19% 3.8% 11,013 impressions	Edit	Pause Archive
Barrowdeep BRD-test-1	Ended	Started Aug 25, 2026 Ended Sep 04, 2026	\$0.25	\$750 per day	5.6% 1,920 impressions	Edit	Archive
Orbo: Idle RPG ORB-test-1	Live	Started Aug 25, 2026 Ends Oct 02, 2026	\$0.50	\$119.50 / \$500 	24% 33.1% 4,056 impressions	Edit	Pause Archive

BETA

EMPOWER YOUR AI ASSISTANT WITH THE JEST MCP

Read your app's analytics, manage products and builds, and access Jest docs without leaving your AI workflow.

Find out more at about.jest.com/blog/introducing-the-jest-mcp

ANY MAJOR AI ASSISTANT

CLAUDE

Anthropic

CHATGPT

Open AI

GEMINI

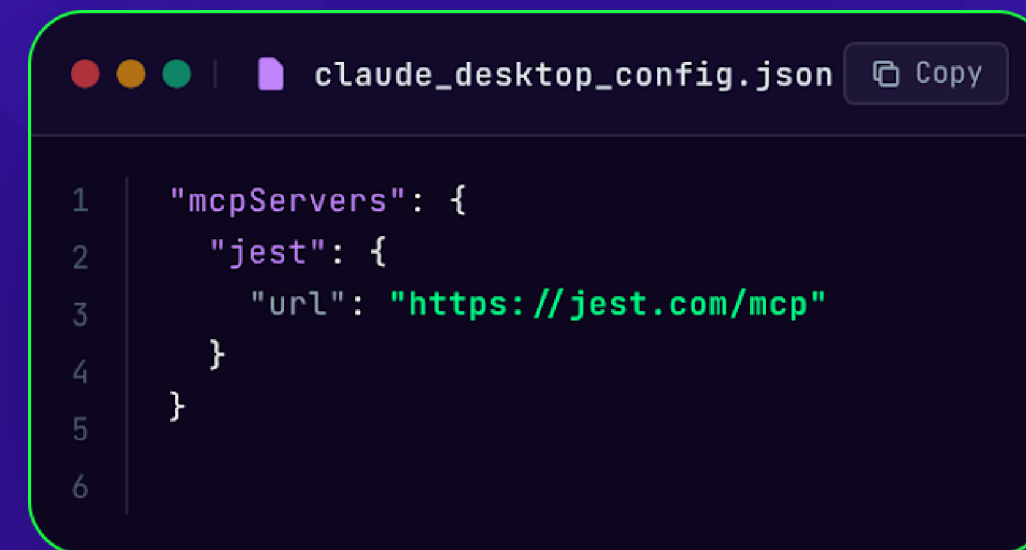
Google

CURSOR

Anysphere

**jest.com/mcp**

ONE MCP ENDPOINT · OPEN STANDARD



```
1  "mcpServers": {  
2    "jest": {  
3      "url": "https://jest.com/mcp"  
4    }  
5  }  
6
```



UNITY WEB OPTIMIZATION AI AGENT SKILL

Equip AI agents with the Jest Unity Optimization skill to optimize builds automatically—like Animal Crush, which cut download size from **120 MB to 25 MB** for 5x faster startup and lower churn.

SECTION 05

JEST FUND

Growth funding for the next generation of apps and games on Jest.

UPDATE ON FUND I

200+

applications

<10%

acceptance rate

\$1M+

growth capital deployed

Fund I was open February – April 15, 2026.

FUND I DEVELOPER TESTIMONIALS

“The Jest Fund gave Orbo the early distribution rocket fuel we needed. The Jest platform offers better economics than the legacy mobile app stores, higher engagement, and a team that actually supports developers.

We’ve shipped a lot of games through numerous channels and this is the first platform where the deal favours the developer. Jest provided the exact capital and support to take our game from early concept to a runaway hit.”

Efe Kucuk HEAD OF GAMING, TRILITECH



ANNOUNCING

JEST FUND

Up to **\$1M** in growth funding for entertainment apps and games that join the platform.

 **APPLY BY DECEMBER 15, 2026**

Find out more and apply at about.jest.com/fund →

WHAT WE LOOK FOR

IAP-driven games and entertainment apps showing a clear path to positive **ROAS**.



Jest.com

The Texting-Powered App Store

GENERAL INFORMATION

about.jest.com

JEST FUND

about.jest.com/fund

DEVELOPER CONSOLE

jest.com/developers

TRY JEST (US ONLY)

jest.com

DEVELOPER DOCS

docs.jest.com

REACH OUT

devs@jest.com