

Product vs Service Companies

Internal AppGala Classification Guide

Why this matters

Many companies describe themselves as "product companies," even when their business model is actually service-based.

For AppGala, we use a practical classification based on **what the company sells** and **who the end customer is**.

Product Company

A product company creates and owns a digital product that is used by end users.

For AppGala, this primarily means:

- Mobile app companies
- Mobile game studios
- Publishers
- Consumer subscription apps
- B2C SaaS with a mobile product

The company owns the product, acquires users, develops features, monetizes the audience, and measures growth.

Examples

- Flo Health
- Reface
- Duolingo
- Calm
- Spotify
- Bolt
- Wolt
- Canva
- Game publishers and studios

Service Company

A service company helps other businesses build, grow, or operate their products.

Its customers are businesses — not end users.

These companies provide expertise, technology, or support rather than owning the final consumer product.

Examples

- Marketing agencies
- UA agencies
- ASO agencies
- Creative agencies
- Analytics platforms
- Attribution providers
- Ad networks
- Development studios
- Consulting companies
- Recruitment agencies
- Localization providers