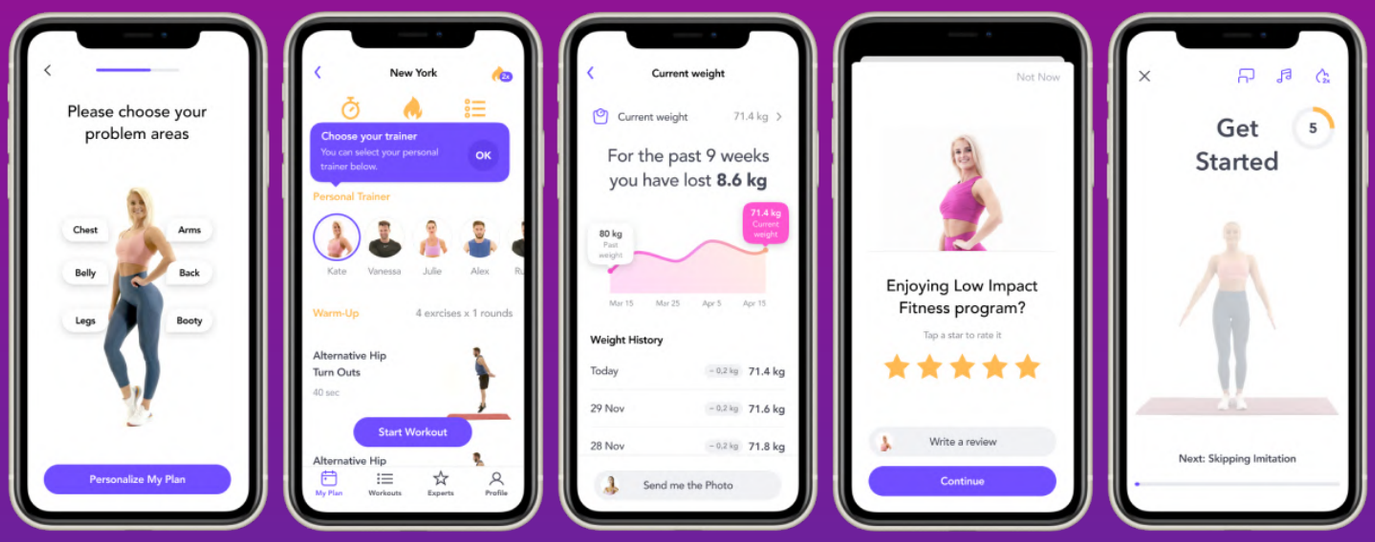
Fitingo

AdQuantum

1,700,000 installs
153,000 trial subscriptions

During the first 9 months of collaboration, AdQuantum generated 1,700,000 new users and 153,000 trial subscriptions for fitness app Fitingo.



Since Fitingo's inception, we have been constantly looking for ways to grow and scale to an international company. From the very beginning of communication with AdQuantum, we were certain that we should cooperate with them.

Fitingo's metrics have increased significantly in just a few months. The active audience of the app has extended hundreds of times.

AdQuantum remains our traffic partner to this day, we thank them for their productive work and are looking forward to long-term mutually beneficial cooperation and rise in joint profit.

— Martin Aminov, COO, Fitingo

Background

1.7M+

User Base

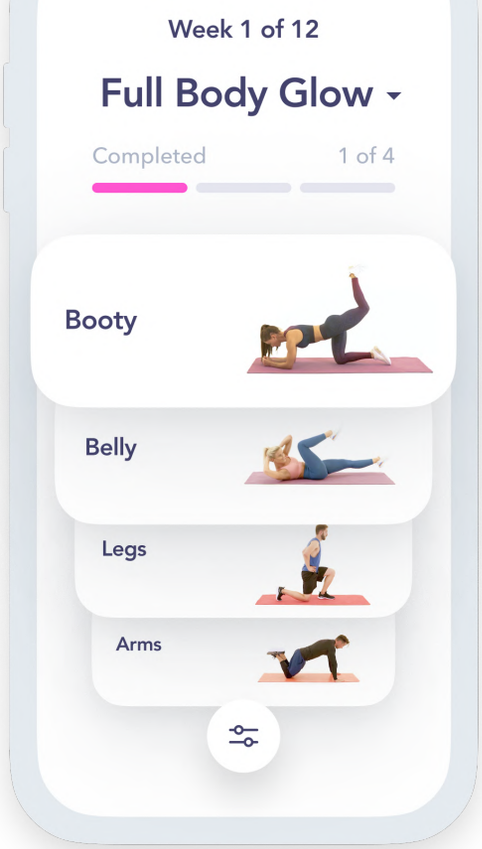
150,000

MAU

Worldwide

GEO

Fitingo® was developed based on the results of over 20,000 people who followed the 8-week fitness plan in 2014-2020 and submitted their weight and measurements on a weekly basis. You'll be challenged daily by your personal Fitingo® trainer while you lose weight! Choose between easy beginner weight loss workouts or advanced HIIT training.



Goals

- Increase the number of new paying users
- Produce hundreds of different creatives
- Target specific geographic locations

Strategy

AdQuantum started driving traffic for Fitingo in August 2019.

1. **Facebook**
As AdQuantum employees have extensive expertise in buying Facebook traffic, we know which strategies to implement in order for the traffic to pay off. We started with spending $20,000- $30,000 per month on Facebook traffic source. In just 5 months we reached $100,000 in marketing budget. In January 2021, we spent $750,000 on Facebook traffic. At that point, Fitingo made it to the Top 2 UK and Top 3 US grossing apps.

2. **Snapchat**
In Snapchat, we targeted the largest GEOs: US, FR, DE and MENA region. We transferred the best Facebook ad creatives to Snapchat campaigns, but realised that those creatives did not provide high performance. Therefore, in Snapchat we switched to native live action creatives. This approach gave us the highest LTV.

3. **TikTok**
For TikTok, at the beginning, we also used the creatives made for Facebook. Those were motion videos that did not allow us to achieve the desired CPA. So, we switched to running ads with real people as well, which brought us a great outcome.

4. **Apple Search Ads**
In Apple Search Ads, we first used branded keywords. They showed excellent ROAS in almost all GEOs.

5. **Ad creatives**
We know how to correctly match the audience of the traffic source with the ad creative that would be catchy for them. This allows us to produce various performing ad creatives. For all the time, we have produced 1500+ of them.

User Acquisition

Model of collaboration: CPA

UA managers: 5+ creative department

Traffic Sources

GEO: Worldwide (with exceptions)
New users: 1,046,934
Trial: 123,000
CR: 11.72%

GEO: Worldwide (with exceptions)
New users: 84,221
Trial: 5,766
CR: 6.85%

GEO: Worldwide (with exceptions)
New users: 217,138
Trial: 9,824
CR: 4.52%

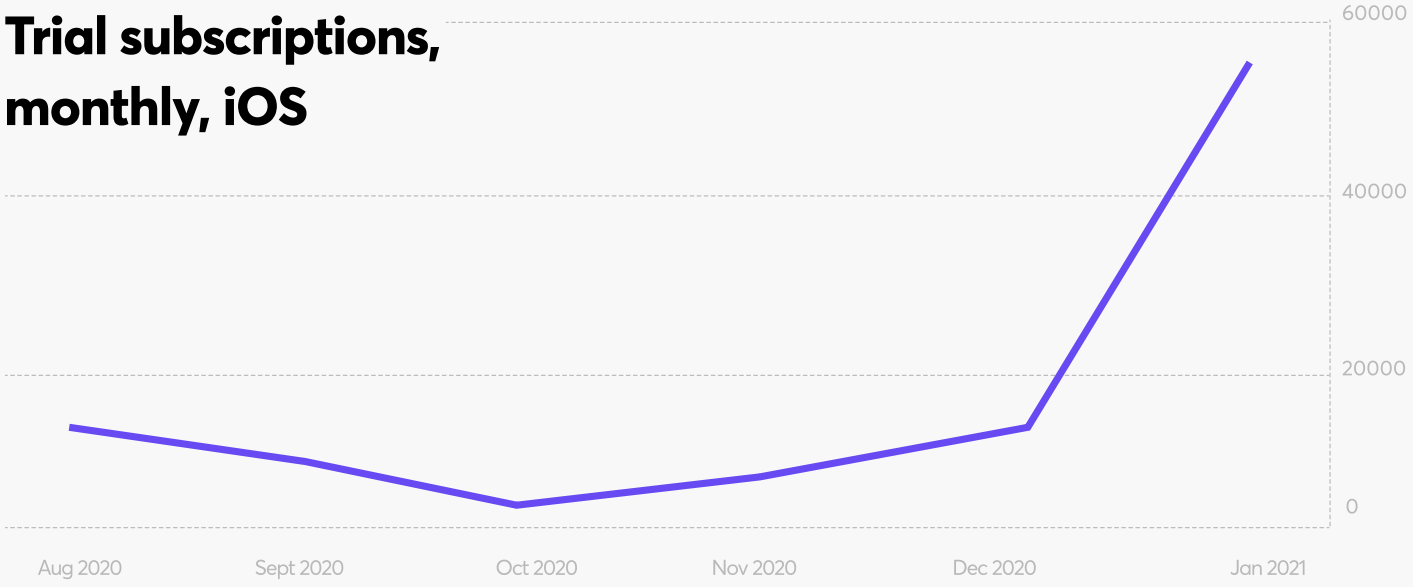
Search Ads

GEO: Worldwide (with exceptions)
New users: 20,945
Trial: 2,194
CR: 10.48%

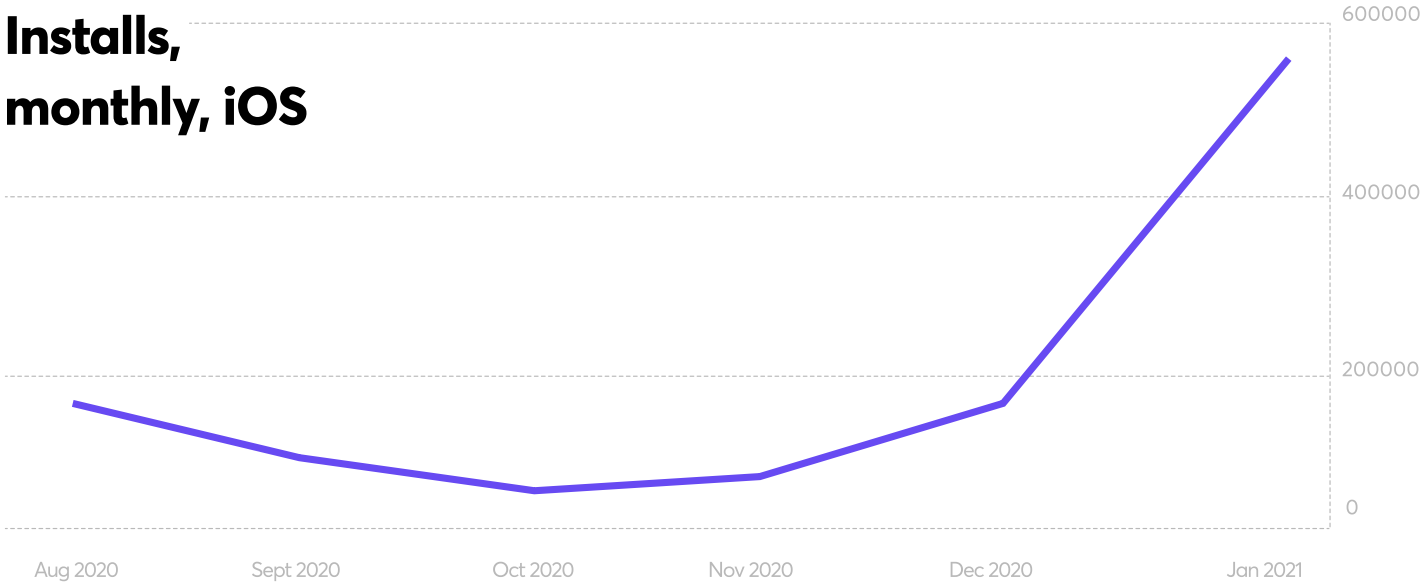
Target audience

25-45 **Female, over 85%**

Trial subscriptions, monthly, iOS

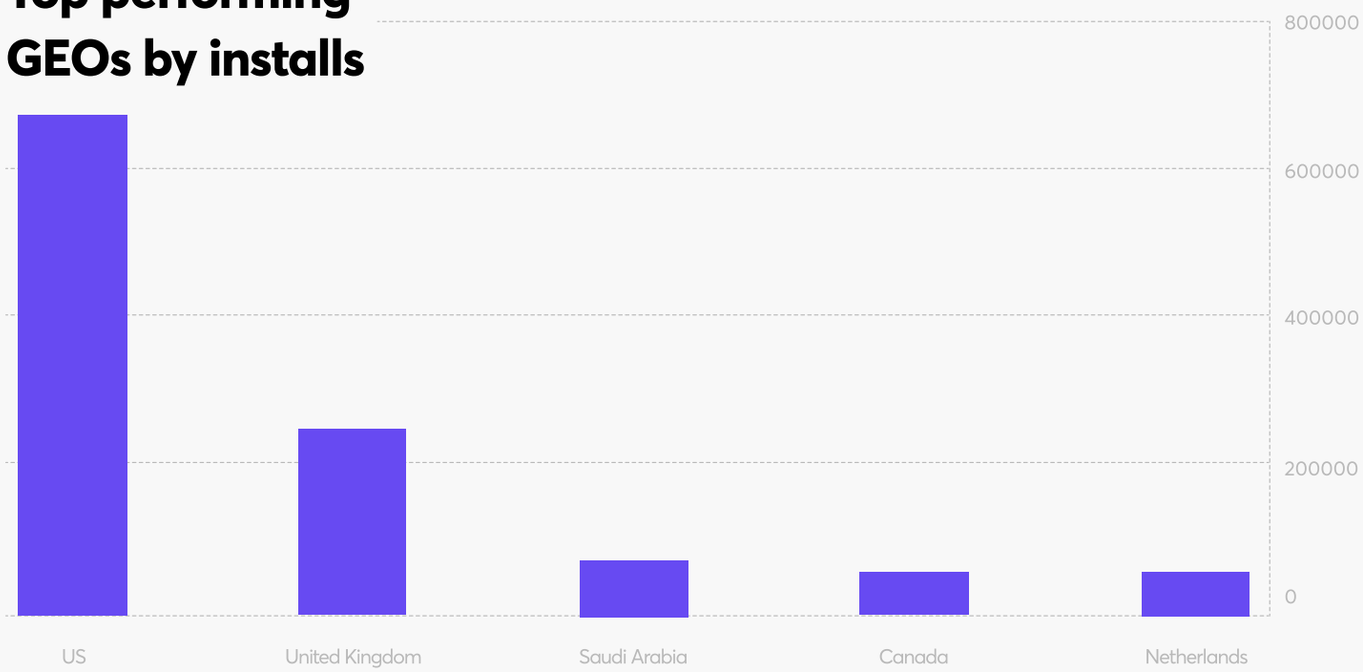


Installs, monthly, iOS



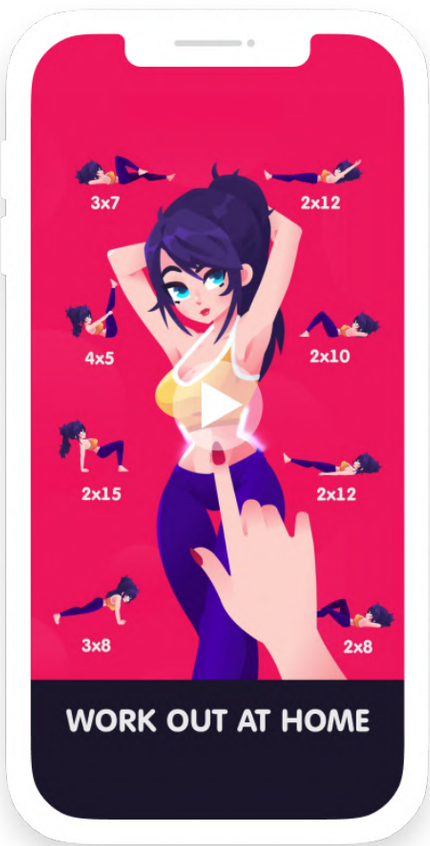
Geotargeting: Worldwide with exceptions 🌍

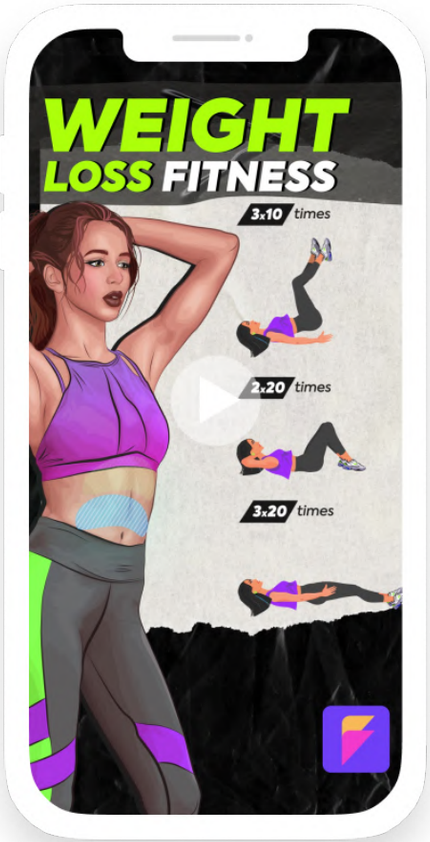
Top performing GEOs by installs

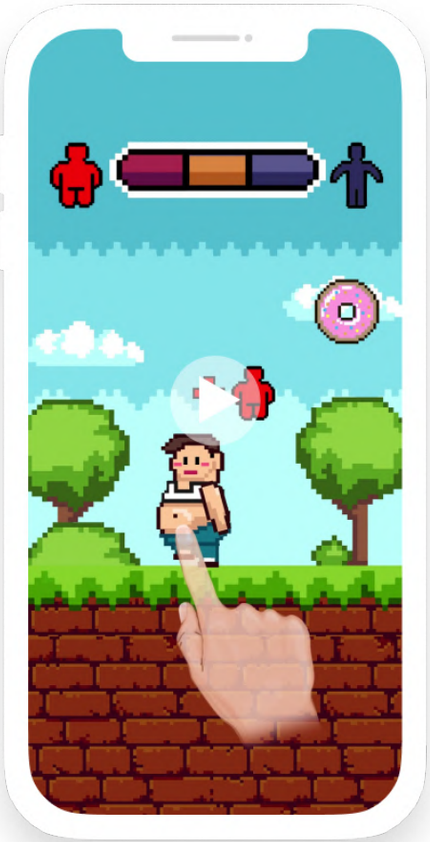


Creatives

AdQuantum produced 1500+ new creatives for Fitingo.







Results

1,700,000*
Installs

153,000*
Trial subscriptions

15%**
CR

* August 2020 - June 2021
** From install to trial subscription, US, Facebook Ads

Contact us!

You too can benefit from a preferred outsourced traffic partner and increase your revenue by talking to one of our specialists at AdQuantum

Get started

www.adquantum.com sales@adquantum.com www.linkedin.com/company/adquantumltd