

Over 70% CPA Reduction

for a Health & Fitness App with Web-to-Web Funnels

In just a few months, AdQuantum helped the Health & Fitness app reduce CPA by over 70%, stabilizing unit economics and building a scalable user acquisition structure.



Background

Our client is the Health & Fitness app. At the beginning of media buying for this project, we launched a web-to-web campaign and faced two main challenges. The first one was the high CPA. The second one, coming from the first, we needed to test a large number of hypotheses to bring CPA down. As a result, we developed a complex prioritization system to handle these challenges.

Goals

- ✔ Achieves stable unit economics
- ✔ Grow fast and reduce CPA costs with web-to-web campaigns
- ✔ Acquire paying users
- ✔ Build one strong funnel

Strategy

1. Train the pixel and test hypotheses: launch funnels, paywalls, and creatives, choose the best pricing model, and set baseline metrics. Make the progression about 60% to the second screen of the quiz.
2. Optimize funnel and segmentation: test different funnels and creatives, identify key audience segments (women under 45, men 45+), and build campaigns for such audiences.
3. Build a creative strategy: define top creatives, set a consistent visual style, and use the most effective formats.
4. Scale campaigns: expand the best-performing approaches and gradually increase volumes.
5. Update funnel and checkout: switch to a dynamic funnel and make the payment process faster.
6. Maintain growth: launch new creative concepts, control CPA, and keep results stable.
7. Since January 2025, we have used this successful template to help scale 8 additional client products.

User Acquisition

Case Study period: September 2024 - March 2025

Traffic sources:  Meta

Vertical: Health & Fitness

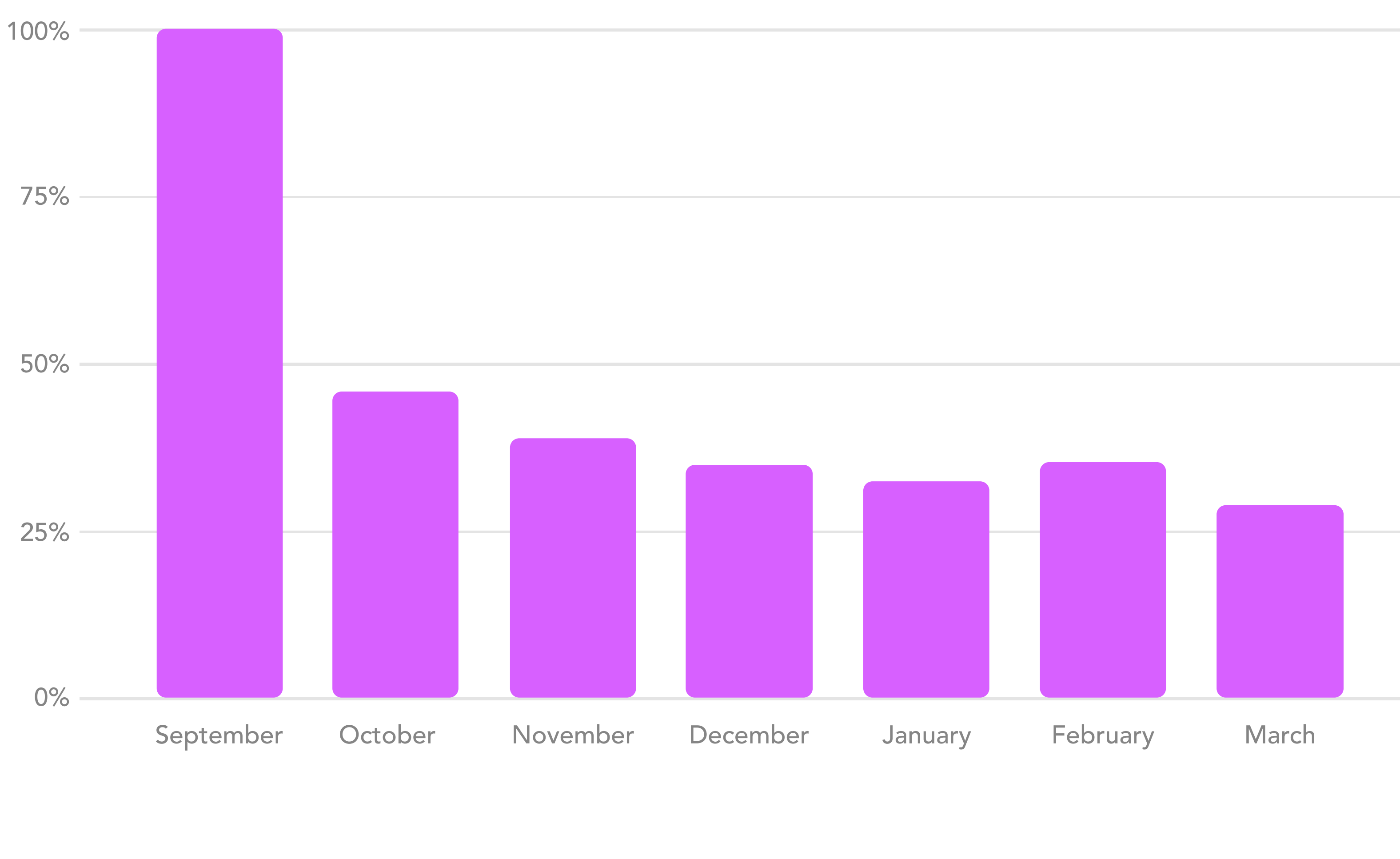
Campaign type: Web-to-web funnels

Platform: 

Our main goal was to achieve stable unit economics. To reduce CPA, we needed to work in 3 directions: pixel training, optimizing the funnel, and creative strategy. We started with testing multiple funnels and pricing models, setting the 60% benchmark for progression to the second screen of the quiz. After achieving this, we started to tracking improvements across other metrics such as Click-to-Paywall, Paywall-to-Purchase, and Checkout-to-Purchase. We identified the strongest-performing segments, women under 45 and men 45+, and built separate funnels for each group. To ensure efficiency at larger volumes, we implemented structured scaling with ABO(now CBO) and detailed auto-rules, which helped reduce CPA to over 30% of the original level.

At the end, we rolled out a major update: consolidating four separate funnels into one dynamic funnel for different user segments. At the same time, we improved the checkout by prioritizing Apple Pay.

CPA Dynamics

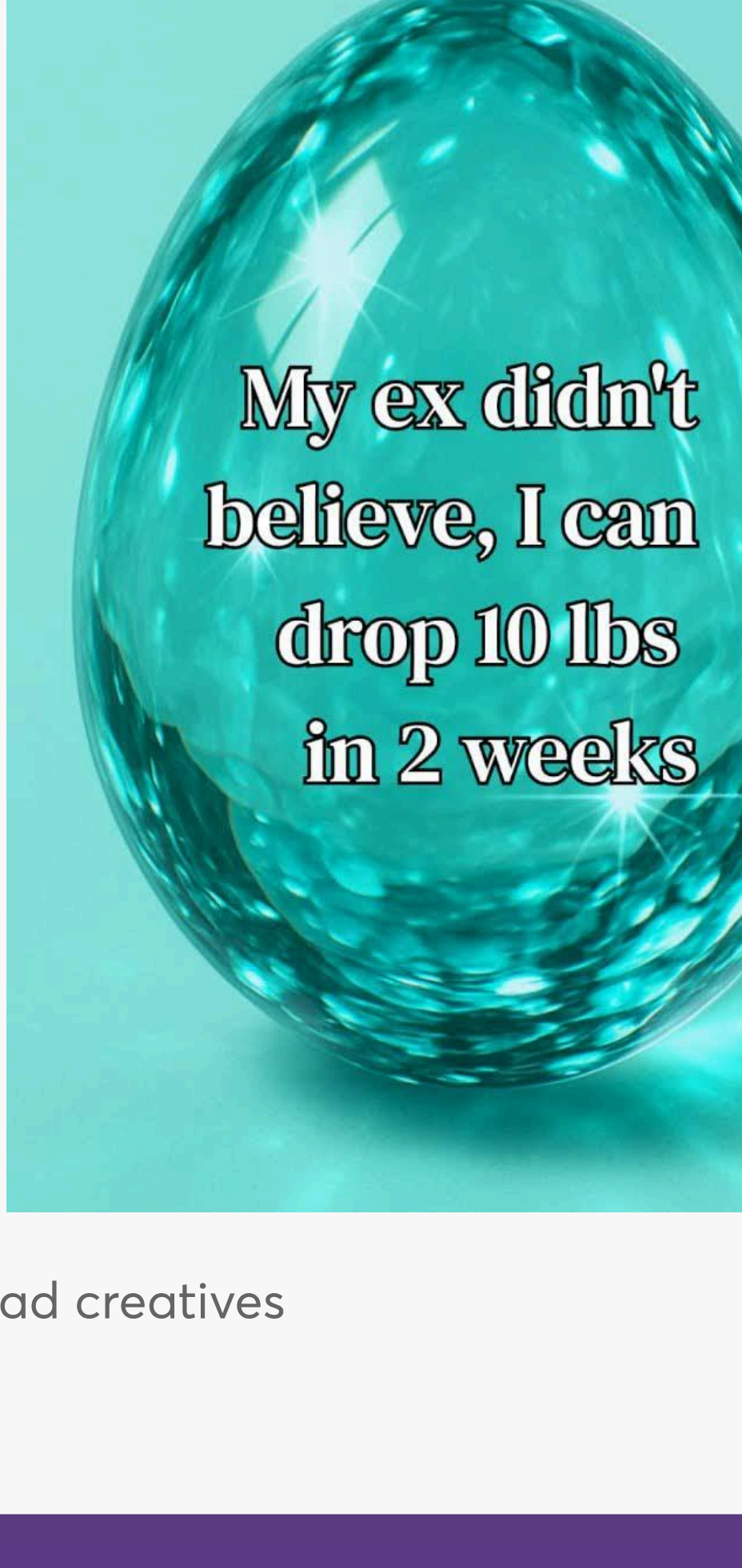
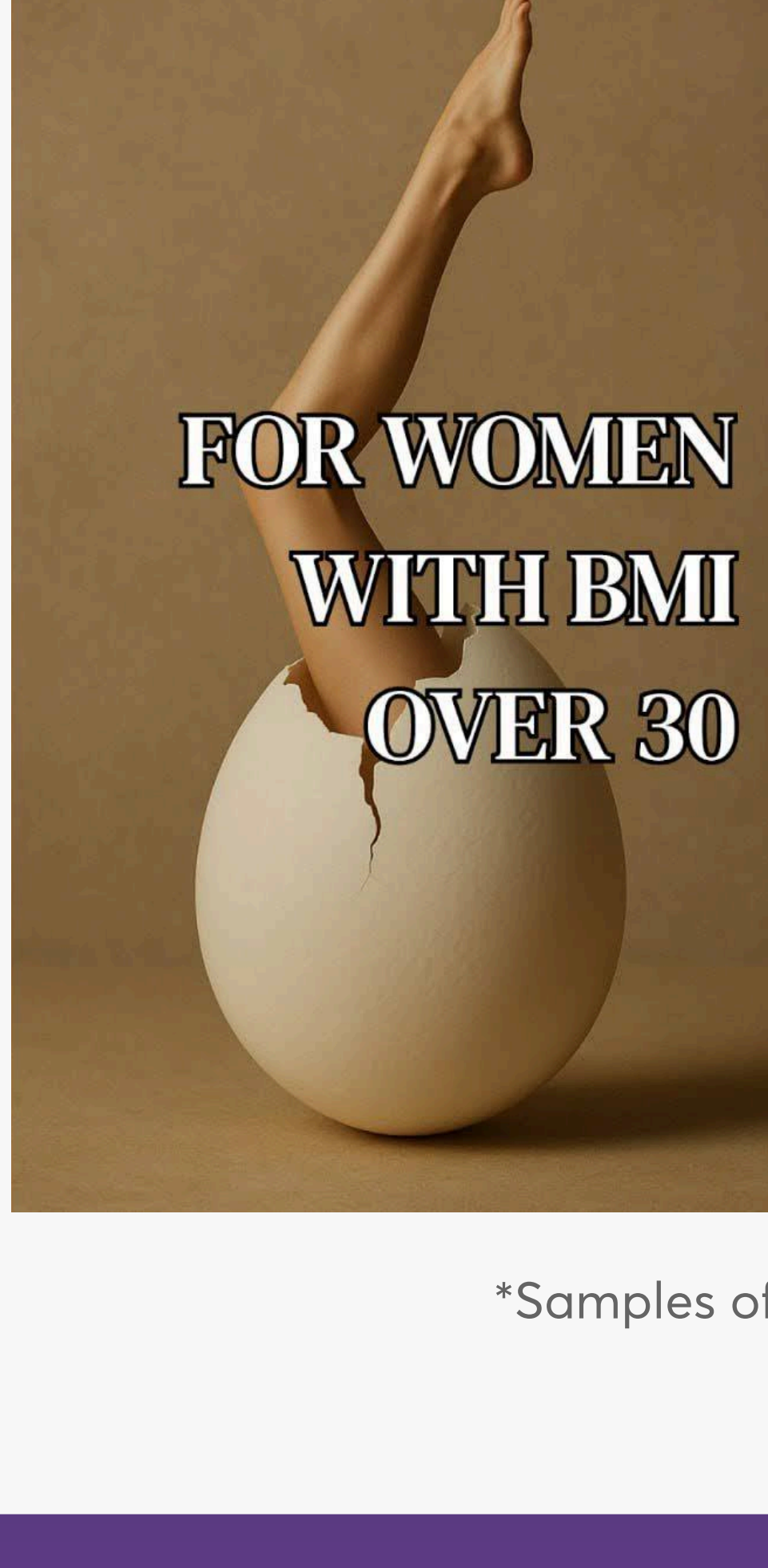
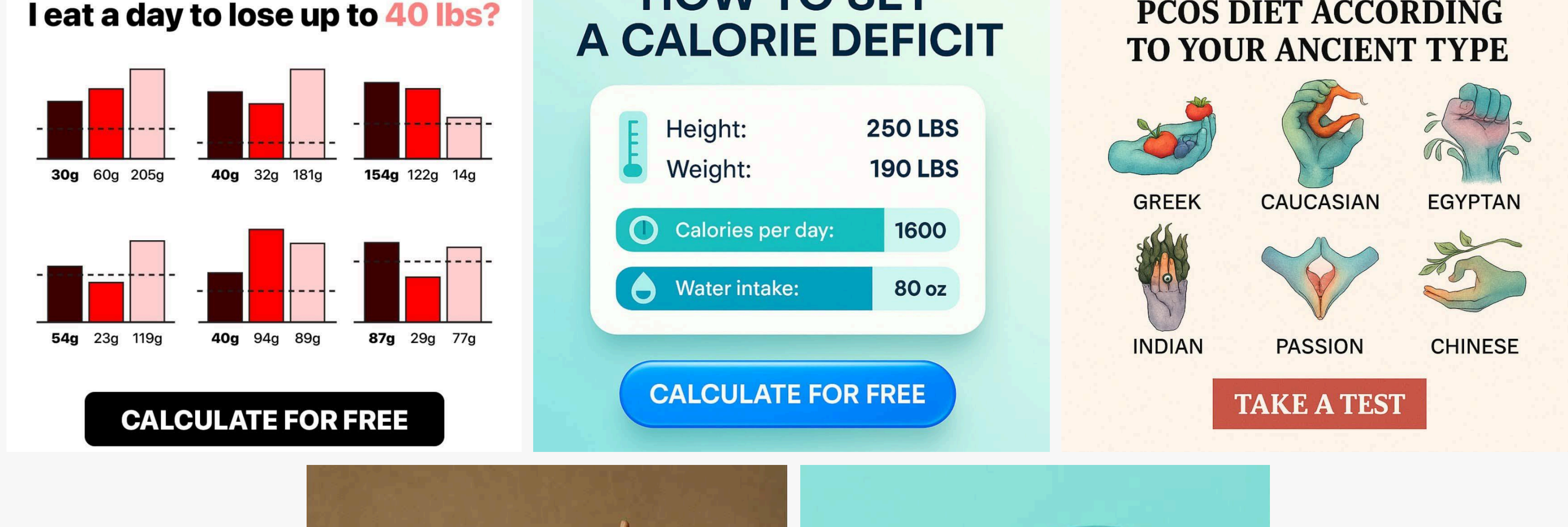


Creatives

Driving strong performance for this campaign required not only funnel and pixel optimization but also a clear creative framework. We developed ads for a broad audience, each built around one of four core elements: the result, the easy way to achieve it, expertise, and social proof. Rather than combining all elements in a single ad, we distributed them across different creatives, keeping the focus sharp and easy to absorb.

In parallel, we tested CTAs, key copy phrases, and visual styles to find the combinations that resonated best with the audience. The winning color palette turned out to be shades of red, brown, and yellow, which we adopted consistently across all creatives. During our work, performance trends shifted: static formats began to outperform video, and we adapted our strategy to focus on statics.

For this project, we have created and tested 2500+ creatives.



*Samples of ad creatives

Results

- CPA reduced by 70%.
- 2500+ creatives produced and tested.
- Stable funnel progression achieved (≥60% to second quiz screen).
- Scalable structure with predictable performance and stable growth developed. We achieved it across three related but independent areas: UA, creatives, and the product. Initially, we scaled only one product. Thanks to the successful strategy for the first product, since January 2025, we have implemented this strategy template for 8 products by this client.
- Clear creative framework made.

Contact us!

Do you have a mobile app or a web product on alpha or later stage? We have investments, marketing resources, and extensive expertise in app promotion.

You too can increase your profit.

Talk to one of our specialists at AdQuantum.

Get started

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