WEB-TO-WEB
USER ACQUISITION GUIDE
FOR SUBSCRIPTION-BASED APPS 2024

AdQuantum x **union apps**

INTRODUCTION

Historically, web-based acquisition for mobile-first companies wasn't widely utilized, but it's been around. With the introduction of Apple's App Tracking Transparency, there's been a noticeable shift towards adopting web-to-app and web-to-web strategies.

This manifests in **two primary approaches** (though there are others):

1. Directing users to a website for app downloads
2. Guiding users to a website for trials or direct purchases

The first approach faced significant hurdles in tracking and measurement on iOS, especially since SKAN 3.0 didn't support web-to-app attribution. This is somewhat addressed in SKAN 4.0 (limited to Safari), but if the objective remains app installation, it tends to be a roundabout method.

The second approach, on the other hand, opens up a wider range of possibilities. We will delve deeper into this strategy in the upcoming sections of this guide. Additionally, you'll gain insights into creating a high-performing paywall, crafting and testing an effective landing page for your product, and designing personalized quizzes. You'll also receive valuable benchmarks for your campaigns and a handy checklist for those who are new to web-to-web campaigns.

About

AdQuantum

AdQuantum is a performance marketing agency helping apps and web projects reach new revenue streams and scale their businesses with new paying users.

union apps

Union Apps is a non-gaming subscription app publisher transforming projects into thriving businesses through innovative monetization strategies.

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WHAT IS WEB-TO-WEB

Web-to-web strategy is the approach in user acquisition where a user is acquired through a web landing page and then transitioned to a web app. This approach is gaining popularity among subscription-based apps for many reasons, which we will consider in this guide.

The web funnel typically takes longer than the traditional one and is more focused on sales, as it requires extra persuasion. A key reason is that web users have to enter their card details, representing a higher level of commitment (which often results in lower conversion rates).

Shifting to a web-to-web approach doesn't mean you have to completely abandon app campaigns. It's a transition that can be done bit by bit. For example, you could start by trying it out on specific channels like Meta or those focused on web traffic.

You'll often see companies promoting their app downloads right on their website homepages. This makes a lot of sense, especially for businesses like Ecommerce brands, where getting users onto the app adds more value. But sometimes, this is just because they haven't quite figured out the best way to convert users on their web platforms.

Many companies also adopt a dual advertising strategy. They run Google web search ads at the same time as they run app install ads through Google UAC, which also appears in Google search results.

What's great about the web-to-web approach is that it warms up the user by addressing their pain points. It doesn't just showcase what the app does in a 30-second ad but also takes you through the user experience, providing a sneak peek of what you can achieve and what the app is designed for, even if it's not its primary focus. The web gives you the space to engage and prepare your audience.

The user journey in an app campaign

Option 1: Click on an Ad -> App Store/Google Play -> App Install -> Hard Paywall -> Trial/Direct Subscription

Option 2: Click on an Ad -> App Store/Google Play -> App Install -> App Sign-up/Onboarding -> Free Usage -> Paywall Trial/Direct Subscription

The user journey in a web-to-app campaign

Option 1: Click on an Ad -> Landing Page Visit -> Click on Install Button -> App Store/Google Play -> App Install -> Hard Paywall -> Trial/Direct Subscription

Option 2: Click on an Ad -> Redirect with Smart Script Initialization -> Click on Install Button -> App Store/Google Play -> App Install -> Hard Paywall -> Trial/Direct Subscription

The user journey in a web-to-web campaign

Click on an Ad -> Landing Page Visit -> Start Quiz -> Registration -> Paywall -> Trial/Direct Subscription

BENEFITS AND CHALLENGES OF WEB-TO-WEB

BENEFITS

✅ **Opportunity to "warm up" a user before drawing them into the product**

The web-to-web approach enables you to engage and familiarize a user by addressing their pain points. It goes beyond merely showcasing the app's benefits in a 30-second ad creative, guiding a user through a comprehensive user experience journey. This method provides users with a preview of what they can achieve and the app's intended purpose.

Often, users who arrive at a product through product landing pages or quizzes show a higher conversion rate to purchase within the product. Thus, in addition to the opportunity to reduce acquisition costs and create an alternative for traffic acquisition through app campaigns, we also gain an additional lever to influence marketing effectiveness (beyond just advertising creatives).

✅ **No issues with iOS traffic attribution**

When dealing with mobile iOS traffic, app marketers encounter limited attribution through SKAdNetwork. Specifically, on Meta ads, there are only 18 slots available for ad campaigns, which restricts the variety of scaling options. Additionally, attribution data from Apple is delayed, imposing constraints on making real-time purchasing decisions. While these challenges are somewhat mitigated at high traffic volumes through a special report on SKAN traffic, the user acquisition process with iOS on mobile is still not as straightforward as on Android.

There's no such issue with web funnels, as attribution is done without global limitations and postback data is processed in real-time. Furthermore, with accurate fingerprinting and server capabilities, there are almost no data discrepancies. Testing of profitable combinations and creatives proceeds in the "pre-IDFA" mode. As an advantage, we also can interact with all platforms within a single advertising campaign – desktop, iOS, and Android.

BENEFITS AND CHALLENGES OF WEB-TO-WEB

BENEFITS

✅ Higher Retention Rate

Web-to-web campaigns enable users to gain a deeper understanding of the app before they download it, increasing the likelihood of them staying engaged. The flexibility of this approach, combined with the ability to make rapid adjustments and implement targeted web strategies, enhances user experience, leading to increased retention.

✅ No app store commissions

Web-to-web campaigns have an advantage over mobile campaigns in terms of cost-effectiveness, as they allow avoiding third-party commissions, which can reach up to 30%.

✅ No restrictions for conversion optimization

Without the constraints of app store rules, there's complete freedom for CR improvements, such as adjusting pricing displays, offering giveaways, etc.

✅ The ability to segment the audience

You can create a tailored quiz for each audience segment, positively impacting the conversion rate.

✅ Broader reach to diverse audiences

Access to certain app stores may be limited in some regions or countries, or data constraints could make downloading apps challenging. Web-based content, in contrast, tends to be more accessible to these audiences, offering a wider reach.

✅ Channel diversification

By diversifying your channels, you can not only mitigate risks but also potentially reach new "hard-to-reach" audiences.

BENEFITS AND CHALLENGES OF WEB-TO-WEB

BENEFITS

✅ **Full-funnel personalization**

The web-to-web approach facilitates a streamlined customer journey that begins with an advertisement, progresses to a landing page, moves through the onboarding process, and ultimately culminates at the checkout stage.

✅ **Faster A/B Testing**

A/B testing in a web-to-web context is significantly faster because it is conducted independently of app updates. This separation allows for quicker implementation and analysis of tests, leading to more timely adjustments and optimizations in marketing strategies.

✅ **Flexible subscription plan customization**

There is the freedom to experiment with various monetization and subscription models, including the ability to extend subscription durations and offer a combination of different plans. This flexibility allows for tailored approaches to suit diverse customer needs and preferences, enhancing overall engagement and revenue potential.

BENEFITS AND CHALLENGES OF WEB-TO-WEB

CHALLENGES

● **The necessity to allocate additional resources for creating and updating landing pages**

To identify the optimal workflow, it will be necessary to conduct a series of tests to determine the visual appearance of the landing page and the user journey funnel. This means that from the outset, it's essential to establish a systematic testing process. This will result in an additional workload for the team. But it's worth it, as it gives the user better content and a more personalized approach.

● **Potential data discrepancies between analytics system, server, and advertising platform**

Inaccurate matching and significant data discrepancies can arise between the analytics system, server, and advertising platform. There are various possible reasons for this issue, including variations in the attribution logic across advertising platforms, technical challenges with pixels and SDKs, delays in S2S data transmission, traffic cannibalization within the product (where a primary advertising channel outperforms others, especially notable when view attribution is enabled), and the broader trend in the advertising market shifting towards non-cookie/non-mobile IDs.

● **The necessity to localize a landing page**

Targeting different GEOs mandates the localization of content and incorporation of relevant currencies. A dynamic landing page that automatically selects the language and currency based on the user's location and device language can be an effective solution here.

● **Fraudulent traffic**

The responsibility of preventing fraudulent activities and traffic entirely rests on your shoulders, necessitating vigilant monitoring and robust protective measures.

● **Risks of chargebacks**

Transactions conducted over the web pose a risk of chargebacks, which can complicate a product's economics and customer relations if not handled with care.

● **Necessity for trust signals**

The main issue with the web-to-web model is the potential mistrust from the user side about making payments on a website before accessing content, unlike with trial subscriptions. Therefore, brands with high recognition will have a much easier time in regards to users willing to pay.

WEB-TO-WEB ISSUES AND THEIR SOLUTIONS

ISSUE #1: HIGH DISCREPANCY

Discrepancy refers to the difference in data between MMP and a traffic source. If the discrepancy is above 15-20%, it indicates that something is clearly wrong with your campaigns – and it's necessary to figure out what exactly.

Cause of the issue 1:
The traffic source has been configured incorrectly

If there is a discrepancy between the data in the ad account and actual conversions, where the source either shows more conversions or they aren't entirely attributed, first and foremost, it's essential to investigate the data you're transmitting and how you do it. It's necessary to check if the Conversion API is correctly configured and what fingerprint you're sending to the server.

Perfect setup:

- FBC – Click ID
- FBP – Pixel ID
- User Agent
- IP Address
- GEO
- Email

Solution

To avoid poor matching and a significant discrepancy, it's crucial to ensure that you have a good rating ("Good" or "Excellent") in the Events Manager.

The Events Manager also indicates the percentage of traffic transmitted with specific parameters. For instance, it shows that the User Agent is transmitted in 100% of cases, and email is transmitted in 100% of cases. However, the Facebook click ID is only transmitted in 60-70% of cases.

This usually happens if there is organic traffic on the site, as this kind of traffic doesn't have a Click ID, as it is only transmitted through an ad. This means that if you direct someone via an advertisement, there's a Click ID, but if a person arrives through organic search, or for instance, if you're also driving traffic to this landing page through another traffic source – say, Google Ads, such traffic will not be transmitted. Therefore, only 60-70% of the traffic will actually be recorded. It's important to keep this in mind to understand whether the issue lies in the setup or if it's because some traffic data simply isn't transmitted.

For more comprehensive details, you can also collect phone numbers and names for use in your SMS and email marketing campaigns.

WEB-TO-WEB ISSUES AND THEIR SOLUTIONS

ISSUE #1: HIGH DISCREPANCY

Cause of the issue 2
The price on paywall is too high

The price of your paywall might simply be too high for the users you're attracting. To gauge the effectiveness of your landing pages, consider experimenting with a significantly lower price point to ensure that actual subscription rates match the data on your advertising platform.

Solution

Consider temporarily reducing subscription prices to increase the likelihood of user purchases if they're inclined.

You may try setting 10% even lower prices. But it's more advisable to calculate an acceptable deviation corridor from your standard pricing and apply a discount to test the hypothesis.

Cause of the issue 3
Data transmission is delayed

It is important to ensure that data is transmitted as quickly as possible. There is a point in the client's backend where data is transmitted with significant delay. The worst-case scenario is when data is transmitted once every few hours. Such a delay greatly affects optimization because sometimes you may spend up to $1,500 per hour running a campaign. And if you can't see conversion data, you can't make procurement decisions promptly.

Solution

To avoid wasting money on campaigns, it's incredibly important to ensure that data transmission occurs in real-time mode – when conversions immediately appear in the advertising account, then in the Events Manager, and in the advertising campaign.

The frequency at which the server processes data is configured on the product side. Each data transmission requires certain server resources. If they are limited by an inexpensive tariff, then the data may be transmitted at a frequency that is not suitable.

WEB-TO-WEB ISSUES AND THEIR SOLUTIONS

ISSUE #2: ADVERTISING CAMPAIGNS PERFORM POORLY, WITH CPA ON THE WEB SIGNIFICANTLY HIGHER THAN ON MOBILE

Since this issue is complex, it's important to first ensure that there are no technical limitations with the product. If the technological stack is configured correctly and data is flowing smoothly, then you may move on to addressing the internal problem with the campaign.

Cause of the issue 1
The pixel is still being trained

Let's consider the situation: you believe everything in your campaign is set up well. Fingerprint is perfectly transparent, you have good matching, data is transmitted in real-time, your landing page is flawless, quiz is perfect, and people complete it entirely. Technically, everything looks ideal, but you're still facing an issue: users are converting to Initiate Checkout, but then they leave as soon as they see the Paywall. This means something is unsettling them specifically at the Paywall stage.

There are two possibilities as to what this could mean: either the pixel has not finished learning to bring you the right paying target audience yet, or the price of your program is too high for the audience being attracted. We will discuss the latter in the next section.
It's normal that the pixel is still poorly trained because it requires time and investment in training for it to gradually start bringing in the targeted paying audience.

Solution

Since we can't confirm for certain whether the pixel is still learning or has completed its training, and there may be issues with other parameters, we simply have to wait. Give the campaign about 1 month to learn and roughly $20-50k in spend and about a month in time. Sometimes, this can cut the final CPA by 50% or more.

WEB-TO-WEB ISSUES AND THEIR SOLUTIONS

Important to Note

- One of the most crucial elements is the pixel. The better it's trained, the more effective the optimization will be. If you're planning to advertise multiple products within one project, it makes sense to separate them using different pixels:

1 product – numerous domains within this product – 1 pixel

This approach is optimal because, for example, if you're working with a fitness app that offers both weight training and stretching, you essentially have two different target audiences within a single app. This means two distinct groups with different usage scenarios and creative strategies. Therefore, it's better to train pixels separately from the start to achieve relevant results.

- Training the pixel can take some time. The main training cycle may require over 1000 target conversions, which may come around $100. Therefore, it's crucial to be prepared for this from the outset. However, once the pixel is trained, you'll achieve an average CPA cost of $50-60 provided that you had the CPA of $100 on the training stage.

- Focus on product analytics. During the initial testing phase, it's crucial to understand how each advertising campaign is performing in the funnel, taking into account the creative pool and settings.

- It's best not to overly restrict the initial campaign setup with narrow settings and instead, allow it to run on broader settings of targeting and placements. The primary testing tool at this stage will be the ad creative. When you've accumulated over 100 conversions, you can start incorporating bid cap or cost cap strategies into your campaigns.

WEB-TO-WEB ISSUES AND THEIR SOLUTIONS

ISSUE #2: ADVERTISING CAMPAIGNS PERFORM POORLY, WITH CPA ON THE WEB SIGNIFICANTLY HIGHER THAN ON MOBILE

Cause of the issue 2

If you've managed to run a high-volume campaign on an account, collected a robust volume of data, and the pixel has had enough time and investment to get properly trained, but find the campaign still isn't performing as expected, try to also examine the following areas:

1. **Advertising creatives** – winning creative approaches have not yet been found, and it's necessary to continue developing hypotheses and actively test the creatives.

2. **Attribution windows** – not all types of attribution windows have been tested. Using Meta as an example:

1-day click – 1-day view
7-day click – 1-day view

alternatively, try testing running campaigns without view attribution

7-day click
1-day click

3. **Fan Page or ad account issues** – try running your campaign from a different Fan Page or even switch the ad account. Sometimes, depending on the Fan Page and the account, the campaign can place you in different auctions.

Solution

If everything has been reviewed and is in order based on the points above, it's time to conduct benchmarking to determine what the CPC should be in that specific vertical for the particular GEO. And if you meet all the benchmarks and the only issue is with conversions, then we move on to the next problem: the landing page.

But overall, if you've got everything set up just right, your pixel trained, and you've started hitting your target CPA, then you can pretty much consider your ad account trained. The next step is figuring out which user acquisition strategies to go for. This idea isn't just for web-to-web campaigns, it works across the board for any performance marketing campaign.

WEB-TO-WEB ISSUES AND THEIR SOLUTIONS

PROBLEM #3: THE LANDING PAGE ISN'T PERFORMING WELL, WITH LOW CONVERSION RATES FOR QUIZ COMPLETION OR PAYMENT

Once you've ensured that the technical aspects are in order and you've secured high-performing creatives, it's time to focus directly on the landing page itself. This becomes a task for the product side of things, but it also usually takes rethinking the marketing funnel multiple times to achieve a worthy result.

Solution

You'll need to test a lot until you find the perfect formula. Here are some ideas for elements of the landing page you can test:

- Landing page appearance
- Localization
- Currency selection for different GEOs
- Visual design
- Font selection
- Quiz question count
- Graphic elements
- Product message and potential focus shift (e.g., from calorie counting to activity increase in a weight loss app)

If you have the resources, opting for a dynamic landing page is a wise choice. By setting up landing pages that support multiple currencies and languages, you enable the advertising platform to automatically match the right currency and language to the user, based on their device's language settings and location. Experience has shown that campaigns with dynamic landing pages tend to outperform others, as they're not restricted to a narrow audience. This approach allows for more precise targeting, ensuring that each user sees the most relevant landing page content.

WEB-TO-WEB ISSUES AND THEIR SOLUTIONS

PROBLEM #4: I CONDUCT PRODUCT TESTS ON LANDINGS AND PAYWALLS BUT STRUGGLE TO ACCURATELY MEASURE THEIR EFFECTS

The additional issue to this problem would be that your CPA fluctuates across optimizations, making it unclear whether the campaign will be profitable or not. Imagine this scenario: you don't have a predictive analytics system, yet you know what your average LTV should be. However, your LTV of audiences coming from campaigns optimized for value differs from those coming from events-optimized campaigns. First, you need to wait for the cohort to close, and second, you need to segment the audience within the product. It's a lot of time and unnecessary work. You can simplify the process by taking a few steps.

Solution

In this situation, there are two steps to solving the problem:

1. **Get good product analytics** and prepare markup in such a way as to separate all tests by channels, landing pages and the audience that comes there, so that individual large audience cohorts can be separated in the product analytics system.

2. **Start using marketing predictive analytics.** Operating with historical data and learning from it, the predictive analytics system will build you a forecast in the context of all those variables that are used in optimization.

Having a system that can make live predictions is a game-changer because it allows for flexible and quick campaign optimization, showing you an approximate result of what you can achieve with your marketing campaigns. However, creating such a system requires investment of both money and effort.

To build a predictive analytics system, you'll need a technical stack that includes Facebook Conversions API and a backend designed to collect actual payment data from Stripe for Facebook campaigns. For Google campaigns, you will need to integrate Amplitude and Google Analytics. This setup is sufficient to support the creation and operation of such a system.

TESTING

Be prepared to go through about 100 iterations of a landing page before it truly performs well. You will need to test completely different elements: quiz options, illustrations, the appearance of models for Fitness apps, and most importantly, the pricing on the paywall. It's crucial to test and find prices that both align with the product's unit economics and don't deter potential users.

There are two approaches to testing landing pages:

A/B Testing

There are two ways to conduct split testing: in one approach, you split the traffic in a certain proportion (the most common is 50%-50%) and show variant A to one part of the users and variant B to the other.

Alternatively, you can test an entirely modified landing page against another, with completely different funnels, resulting in reliable data and a set of statistically significant results.

For A/B testing, you can utilize Meta's internal tools. However, it's important to note that the cost of acquisition may still vary.

TESTING

Testing changes in the funnel through a separate quiz

When it comes to the web-to-web approach, the same concept often carries several different names. The funnel itself is sometimes referred to as quizzes, while others might call it a flow. Some label them as branches or quizzes. We'll be referring to it specifically as a "quiz".

Quizzes can be tested not just through A/B testing but by rolling out changes as a separate entity. You deploy the entire quiz on a unique URL – for example, myapp.com/quiz1. Then, you release a second, modified page on myapp.com/quiz2. After that, you start directing traffic to this separate quiz.

This option has an important aspect that always needs to be considered. If a separate quiz that is being tested receives too little traffic, for instance, less than for $5,000, then the initial campaigns might not gain traction at all, resulting in underperformance.

Additionally, there are cases where you might make minor changes to a new onboarding process, direct traffic to the second quiz, and then notice that the cost of acquisition is significantly higher compared to the first funnel, even though the changes were not substantial. For example, the CPM (Cost Per Thousand Impressions) might increase from $20 to $25 for the second quiz, making it more expensive. This is a downside of this testing approach as sometimes anomalies occur and can affect purchasing and decision-making.

But it's important to remember that A/B testing requires effort, setup, and analytics, whereas the approach of launching a new quiz essentially requires no additional work.

Important to note: in web-to-web, just like in mobile, monetization needs to be tested using distinct quizzes, whereas all other elements should be evaluated through A/B testing.

TESTING

Therefore, in this context, A/B tests are the best solution for testing web-to-web quizzes, especially in the long run. A/B tests allow you to check minor changes and see how they perform. Additionally, A/B testing helps to mitigate the issue of variations in acquisition costs. Essentially, you run one campaign for the funnel and receive a roughly equivalent CPC (Cost Per Click) in the US, which is then split among the audience. This means you will never encounter different audience costs, because you are purchasing the same audience and simply dividing it in half.

Using testing through a separate flow, you can test applications with a trial period. This method is also suitable for rolling out a separate landing page if you are significantly experimenting with monetization, the number of subscriptions, as well as the length and price of the subscriptions. It's better to test major changes immediately through a separate landing page, as they can have a significant impact on the acquisition.

For example, if your app was providing a weekly subscription and then switched to an annual one, the acquisition cost would also change. Such changes should be tested directly as a whole new paywall. An A/B test in this situation might show a CPA of $50, indicating that the group with the more expensive subscription is winning. However, when you roll this out to 100%, Facebook may start acquiring users at a CPA of $70. This happens because Facebook is adept at discerning funnel pricing and begins targeting a different audience.

PAYWALLS

A high-quality and appealing paywall is the key to success in a web-to-web campaign. Therefore, it's important to pay special attention to its creation, improvement, and testing. It's also crucial to set the right subscription prices for your product displayed on the paywall, as this significantly affects the campaign's performance and the return on investment of the traffic attracted.

An effective paywall not only generates a sustainable revenue stream but also improves user experience by converting visitors into subscribers, thus ensuring financial stability. Additionally, a well-designed paywall facilitates a smooth transition to premium content, boosting user engagement and brand loyalty.

Principles for creating a high-performing and quality paywall

- Draw inspiration from the best in your category

- Evaluate what can be changed and improved

- Conduct tests
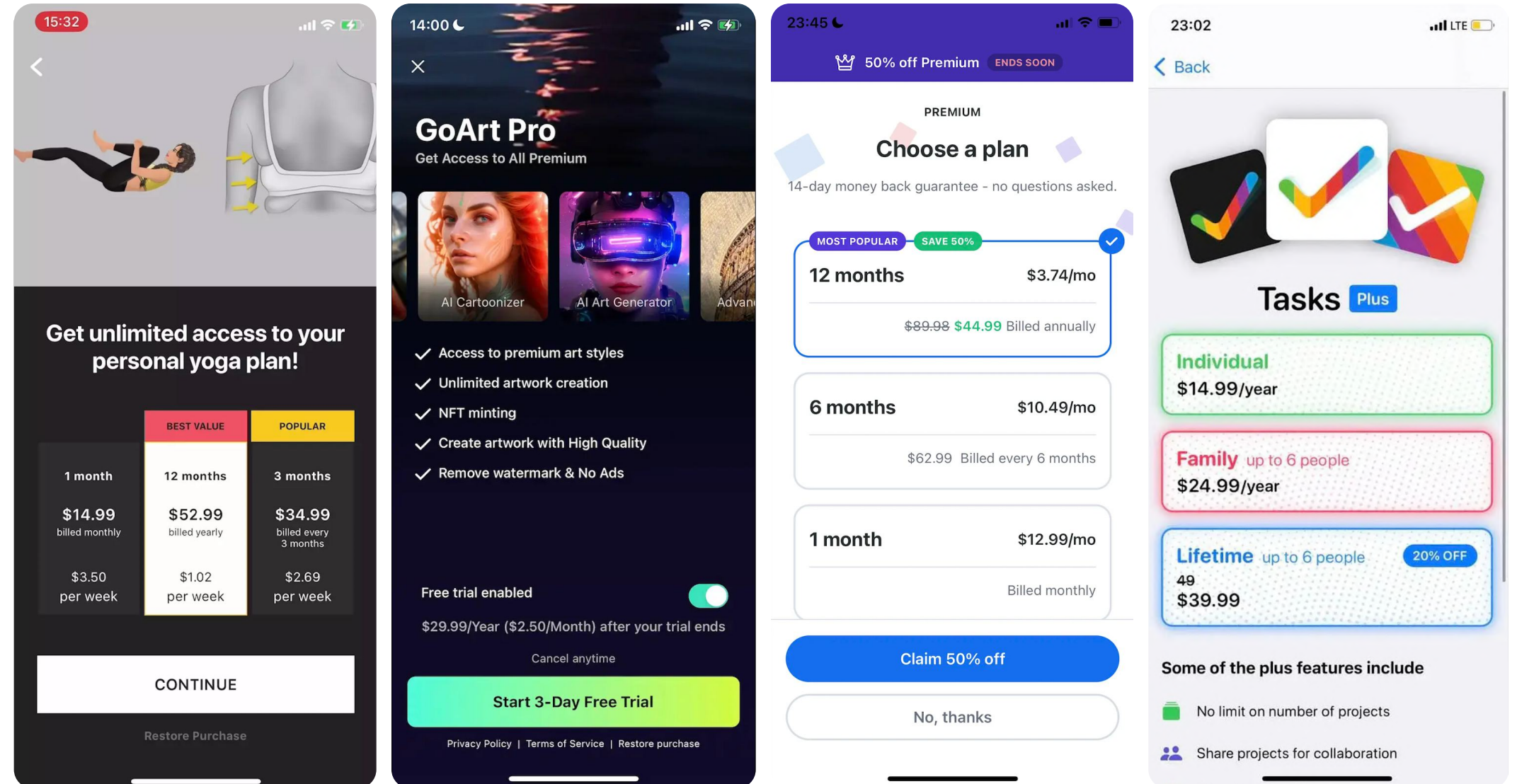
PAYWALLS

Objectives of a paywall

- Build trust

- Set expectations

- Help a user in making a quick purchasing decision

- Make a user's path from a decision to action smooth, quick and easy
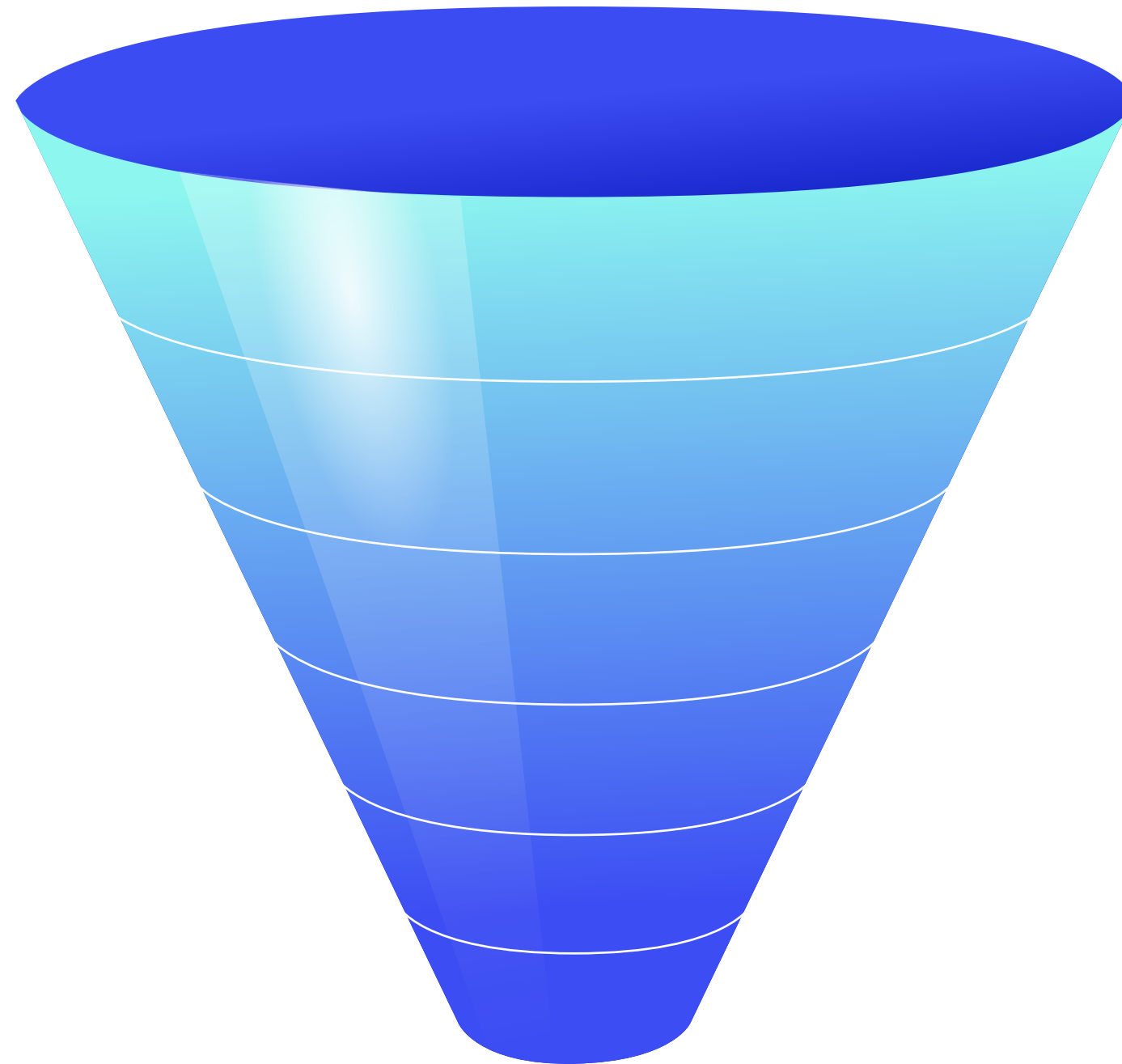
Funnel structure

BUILDING AWARENESS – ANSWERING THE QUESTION 'WHAT?'
Providing information about the product via ad creatives and Welcome screens

BREAKING RESISTANCE – ANSWERING THE QUESTION 'WHY?'
Collecting user's goals and personal info with simple engaging questions

BUILDING TRUST
Providing facts, statistics, and reviews on the app

SETTING EXPECTATIONS
Asking in-depth personalized questions

DEMONSTRATING VALUE – ANSWERING THE QUESTION 'HOW?'
Showcasing the outcome or a teaser of the solution

PRESENTING AN OFFER AND SECURING A PURCHASE

PAYWALLS

QUIZ OBJECTIVES

● Engaging the user with the product after their interaction with an ad creative

● Building user trust in the product

● Creating an expectation of an effective solution to the user's problem

PERSONALIZATION

Providing a personalized experience to a fitness app user is crucial for fostering engagement and motivation. Tailoring quiz questions to individual goals and preferences enhances a user's intention to make a purchase.

● Analyze quiz responses and their conversion rates

● Adapt the entire flow to the best-performing segments: ad creative – quiz – paywall

● Ask a user questions based on their goals determined earlie

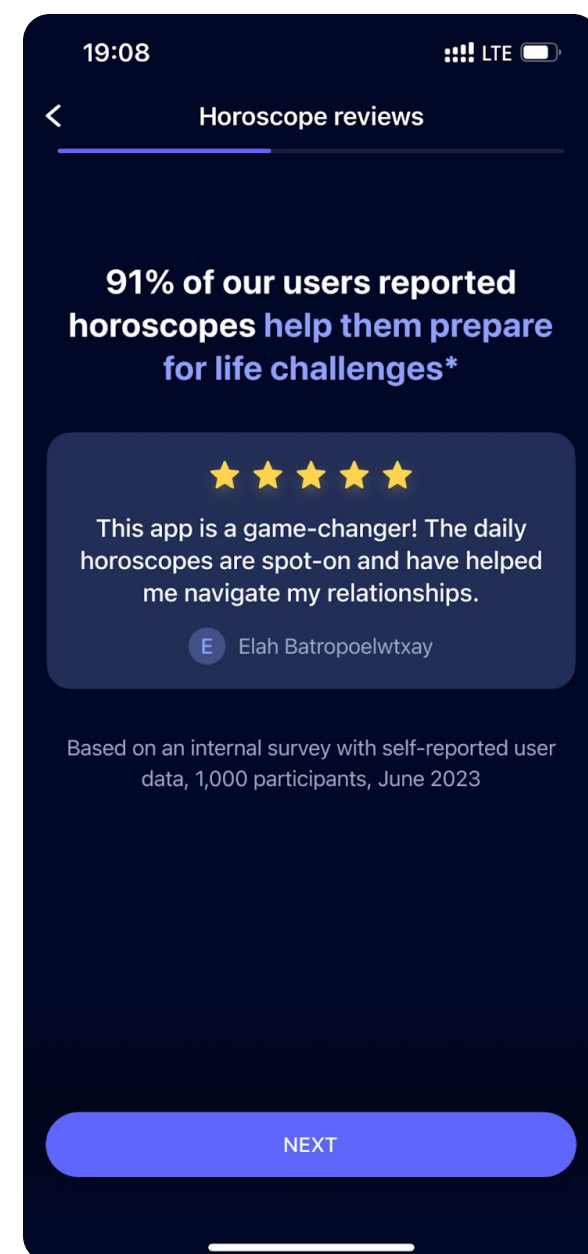● Give mid-stage feedback
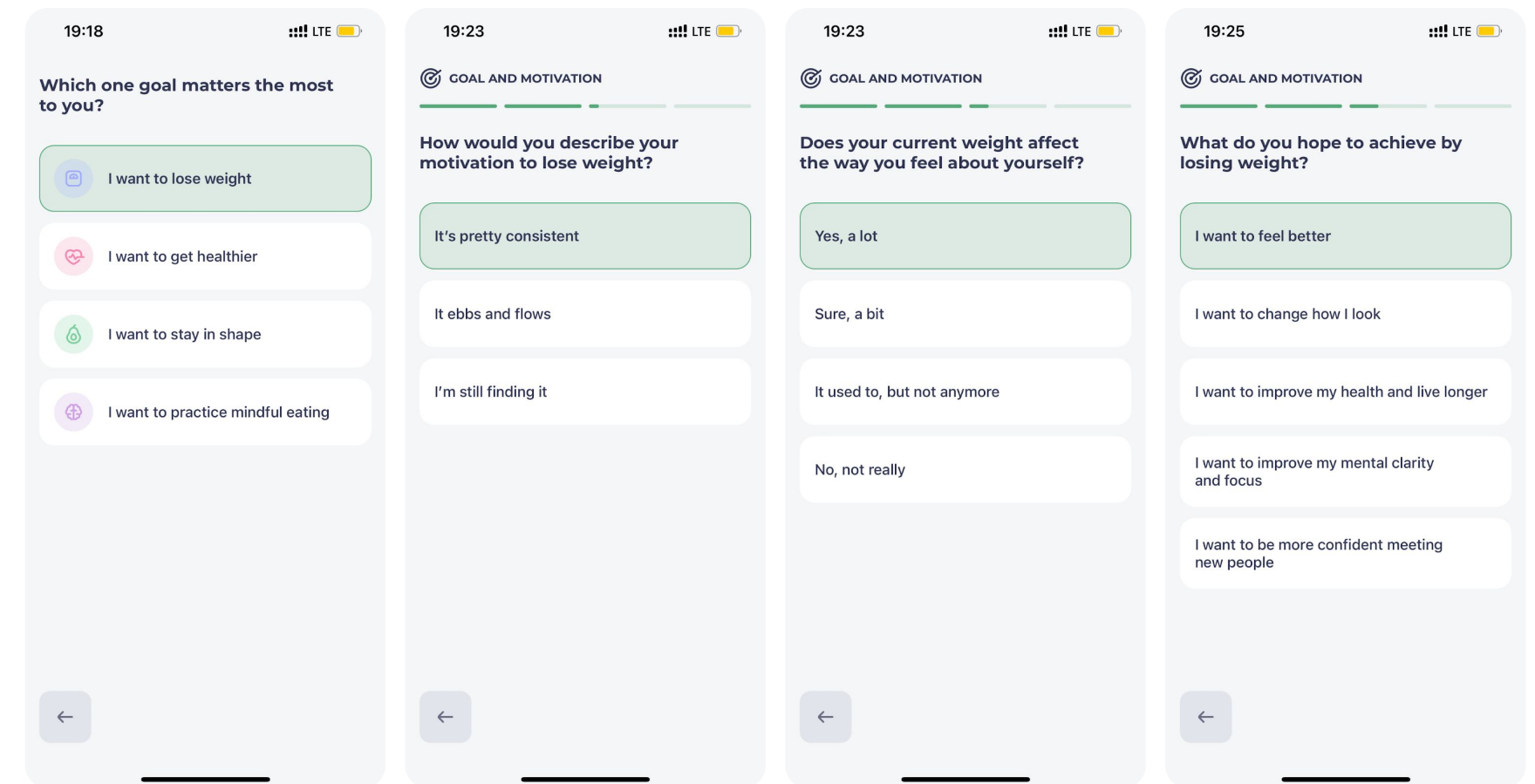
PAYWALLS

How to build trust?

● Number of installs and users
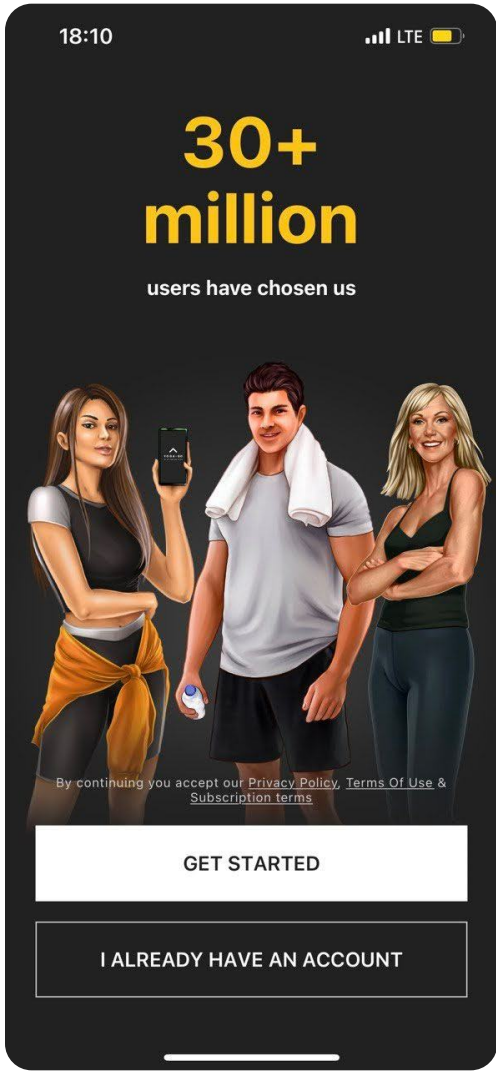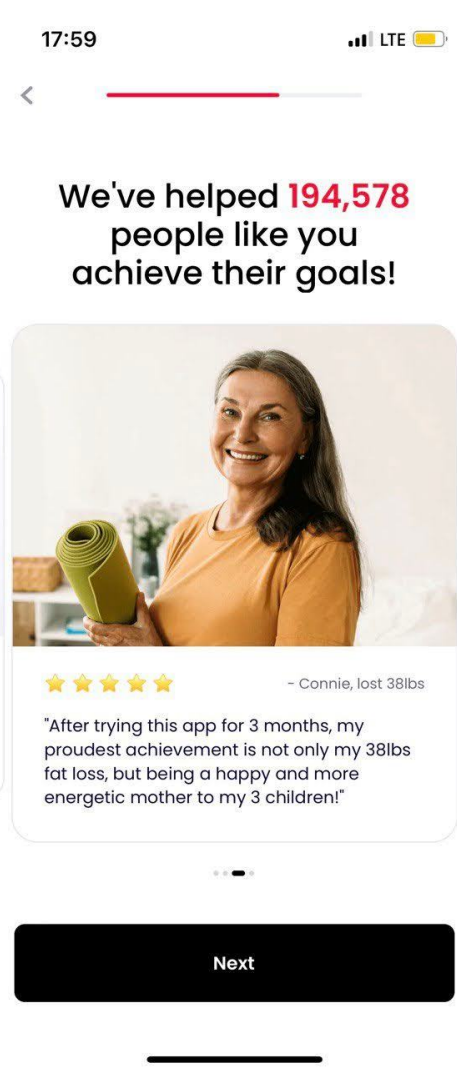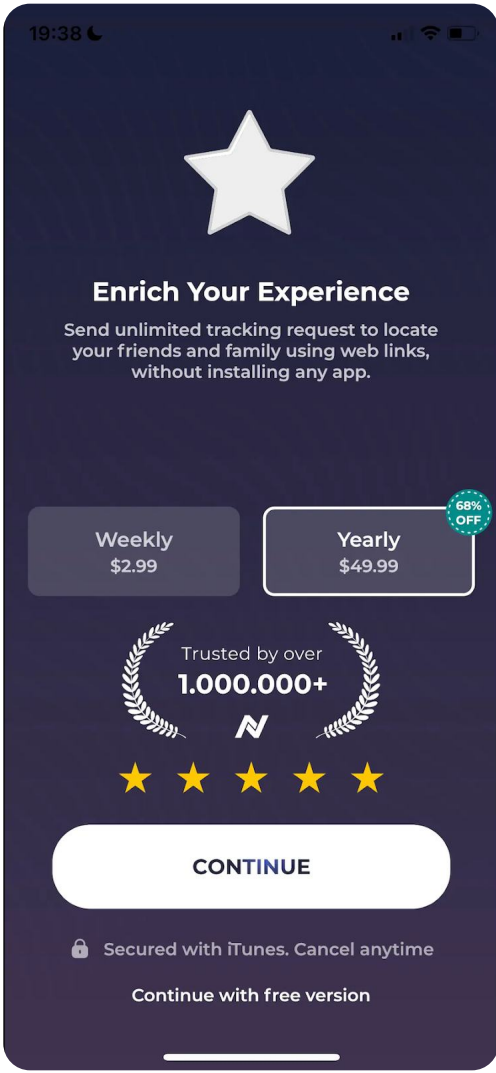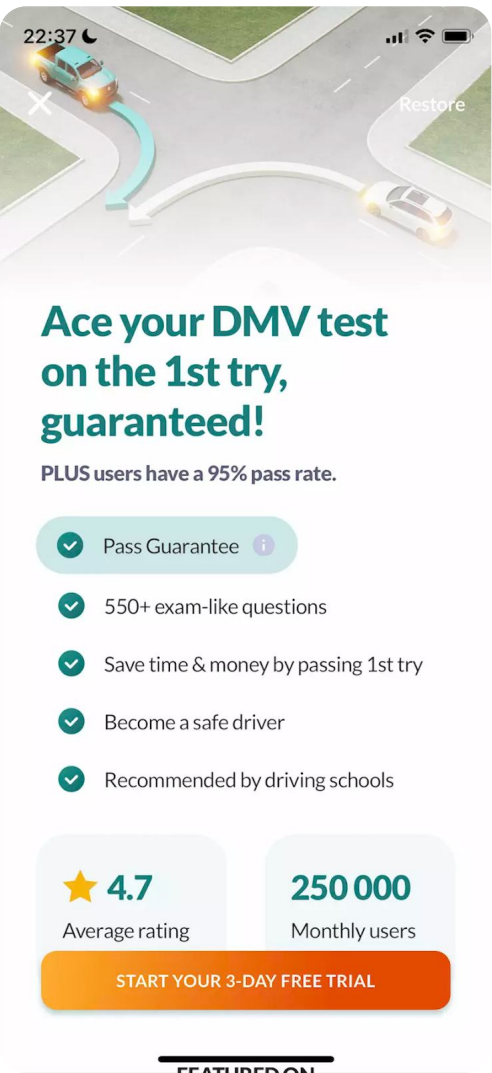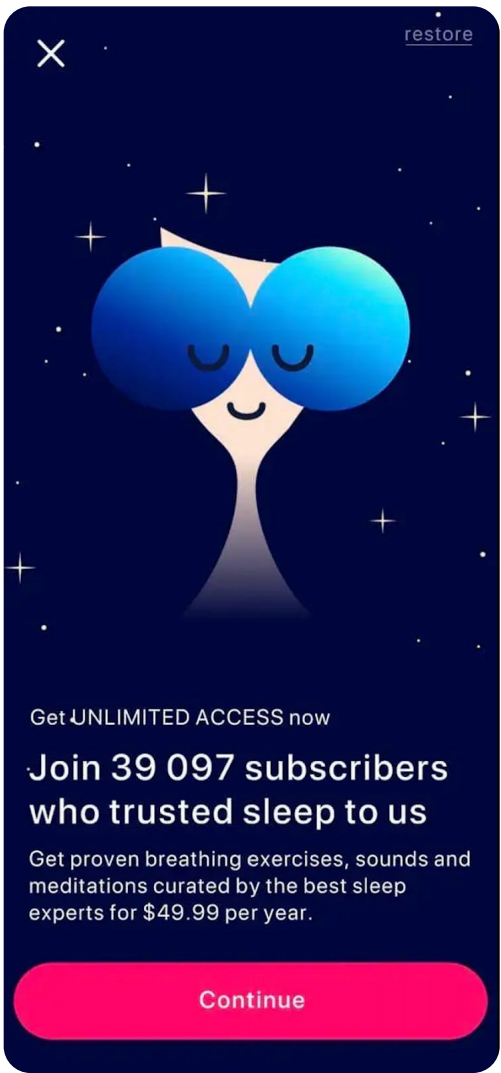
PAYWALLS

How to build trust?

● Reviews
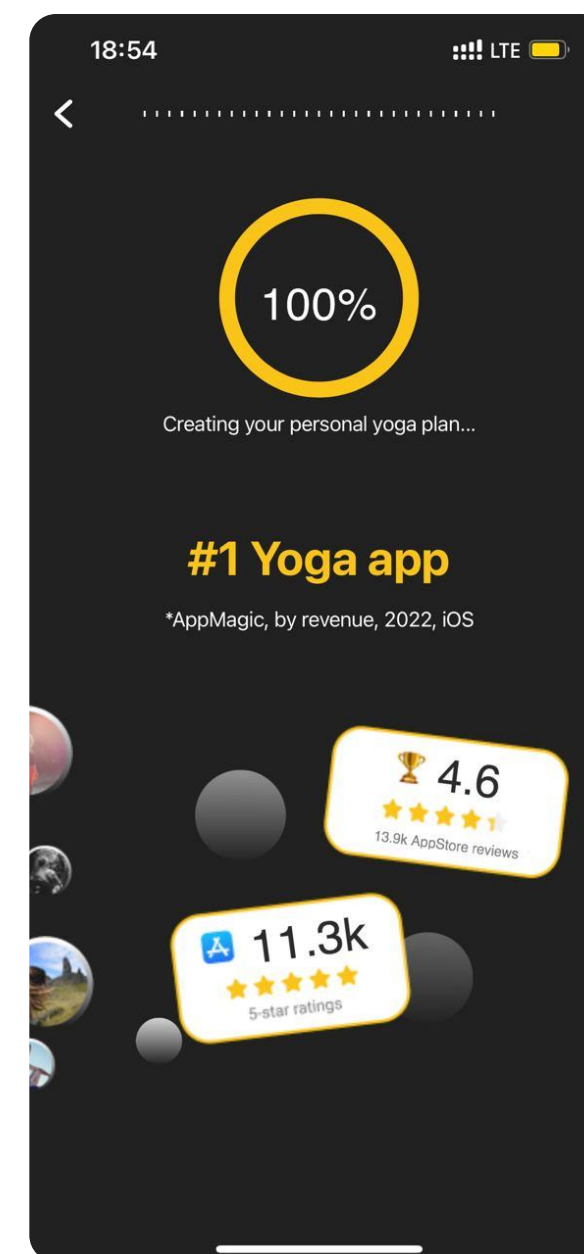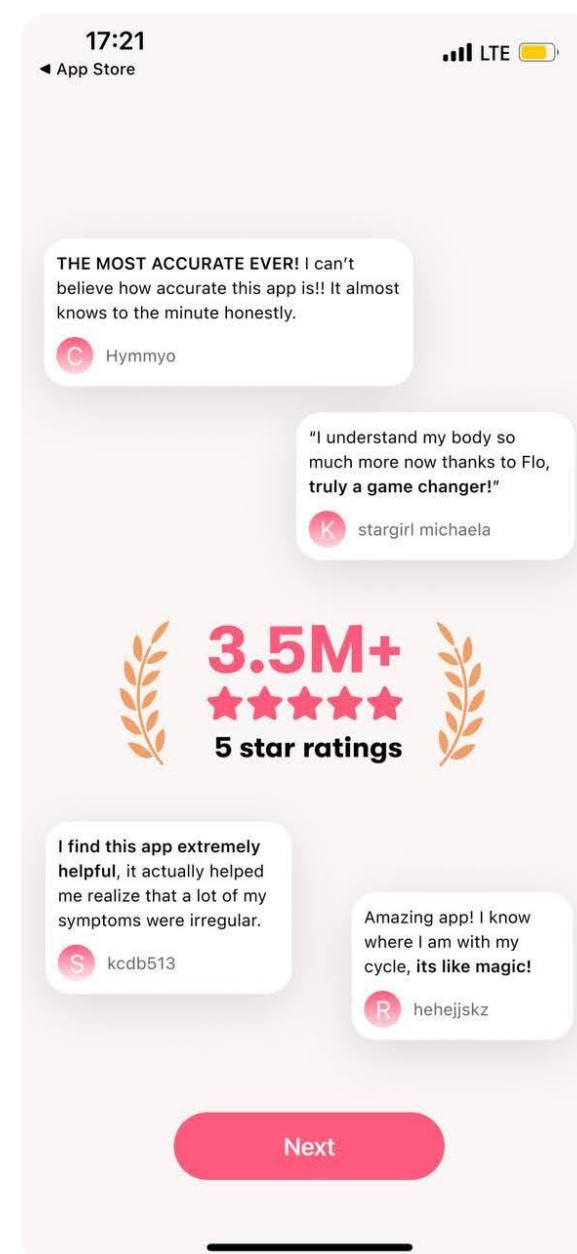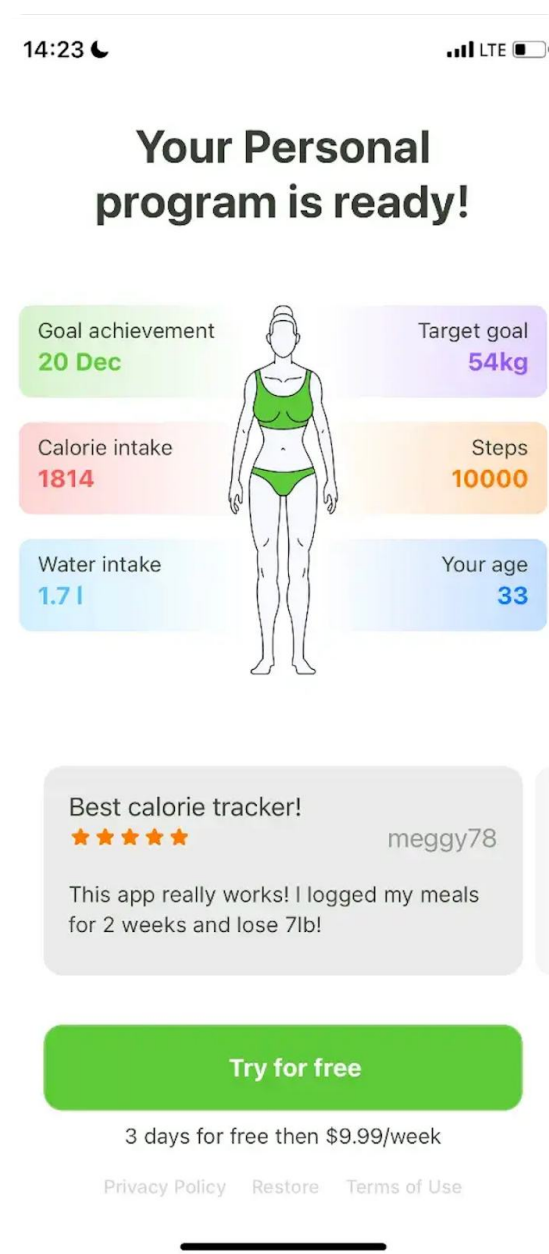
Displaying app reviews and ratings builds trust and credibility with potential users. When they see positive reviews and high ratings from other users, they are more likely to perceive the app as valuable and trustworthy, increasing the likelihood of conversion.

Additionally, displaying reviews and ratings can help set expectations for new subscribers. Users can get a glimpse of what other customers think about the app's features, functionality, and overall user experience, helping them make informed decisions about whether the app aligns with their needs and preferences.
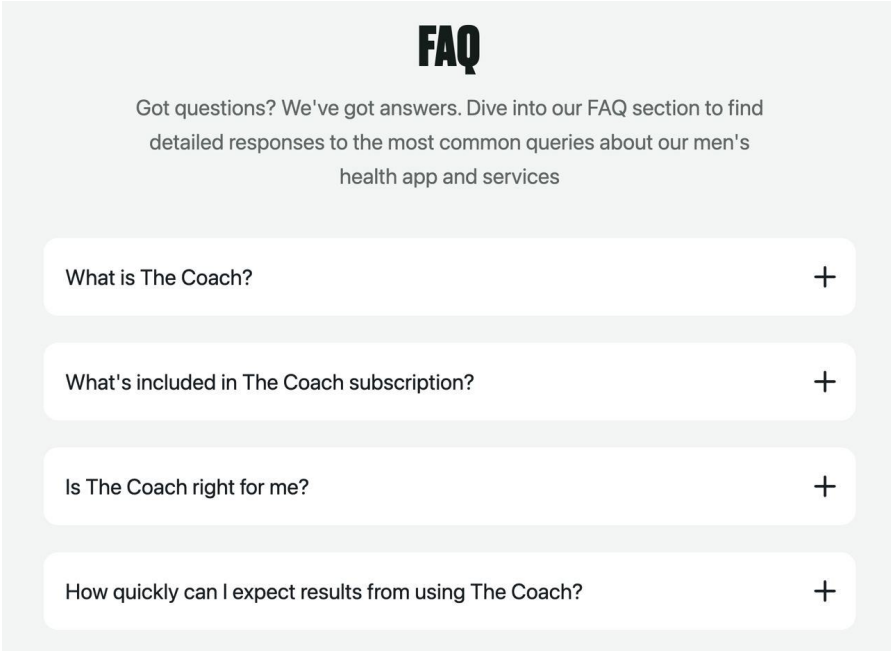
PAYWALLS

How to build trust?

● Awards and media coverage
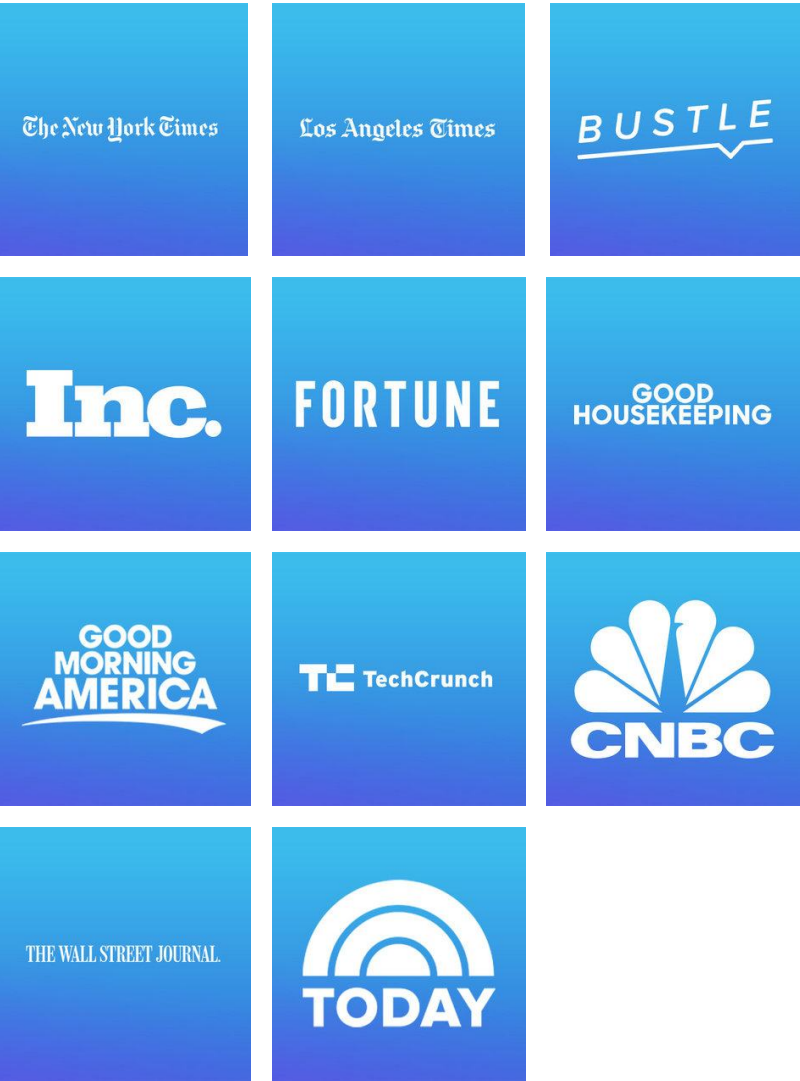
Showcasing awards and media mentions can differentiate the app from competitors. It highlights unique features, innovative approaches, or exceptional quality that have been recognized by industry experts or reputable media outlets. This differentiation can attract users who are looking for top-tier apps and are willing to subscribe for a premium experience.

● FAQ section

FAQ

Got questions? We've got answers. Dive into our FAQ section to find detailed responses to the most common queries about our men's health app and services

What is The Coach? +

What's included in The Coach subscription? +

Is The Coach right for me? +

How quickly can I expect results from using The Coach? +

A FAQ section can address potential concerns or doubts that users may have before subscribing. By providing clear and comprehensive answers to common questions about features, pricing, billing, and support, the FAQ section can alleviate hesitations and increase confidence in the subscription process.

Moreover, a FAQ section can serve as a valuable resource for onboarding new subscribers. It can guide them through setup procedures, explain how to use key features effectively, and troubleshoot common issues, enhancing their overall experience with the app and reducing churn rates.

PAYWALLS

How to set expectations?

● Highlighting a product's key points

Learn. Track. Improve.
Keeping a food diary helps you understand your habits and increases your likelihood of hitting your goals.

Logging Simplified.
Scan barcodes, save meals and recipes, and use Quick Tools for fast and easy food tracking.
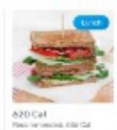
Stay Motivated.
Join the World's Largest Fitness Community for advice, tips, and support 24/7.

Eat What You Want
Gain access to more than 2,000 recipes, tailored to your personal preferences.

Your Health, Your Rules
Create your own meal plan that meets your personal needs and goals.

Food Rating
Analyze the foods you eat to learn which ones are good for you and which ones you should watch out for.

84%
Saw improvements in mental health

81%
Reported less stress

73%
Expressed higher sleep quality

What you get

✓ Personalized Kegel Exercise Plan to become a beast in bed

✓ 5-min daily exercises to last longer and get stronger erections

✓ Expert techniques to control your orgasms and increase sensations

✓ More pleasure for you and your partner

✓ Higher libido and a steady desire

✓ Reduced intimate anxiety and increased confidence in bed

Highlighting key points on the paywall can effectively communicate the app's unique selling points and competitive advantages. This differentiation is crucial in a crowded marketplace, as it helps the app stand out and attract users who are looking for specific features or benefits.

PAYWALLS

How to set expectations?

● Creating a personalized experience

Based on your personal goals you can
Increase sexual stamina
by May 23

Expected results

First significant effect

Beginning of changes

Feb Mar Apr May Jun Jul

Your current BMI

36.4

10   50

The NIH recommends you reduce your BMI by
14.4 to be within a healthy range.

NIH National Institutes of Health

Your body change predictions

Based on other G-Plans users' success with
the same metabolic type

▼ Neck   **10%**
▼ Arms   **10%**
▼ Belly   **20%**
▼ Sides   **15%**
▼ Thighs   **15%**

Calculated metabolic age

Based on your answers and personal
goals, you can reach your goal weight of

80 kg by June 21

90

Goal
80 kg

80

Mar   Apr   May   Jun   Jul

Highlights of your personalized plan:

✓ Weight loss tailored to your lifestyle

✓ Nutrition guidance and feedback

✓ Personal insights to stay on track
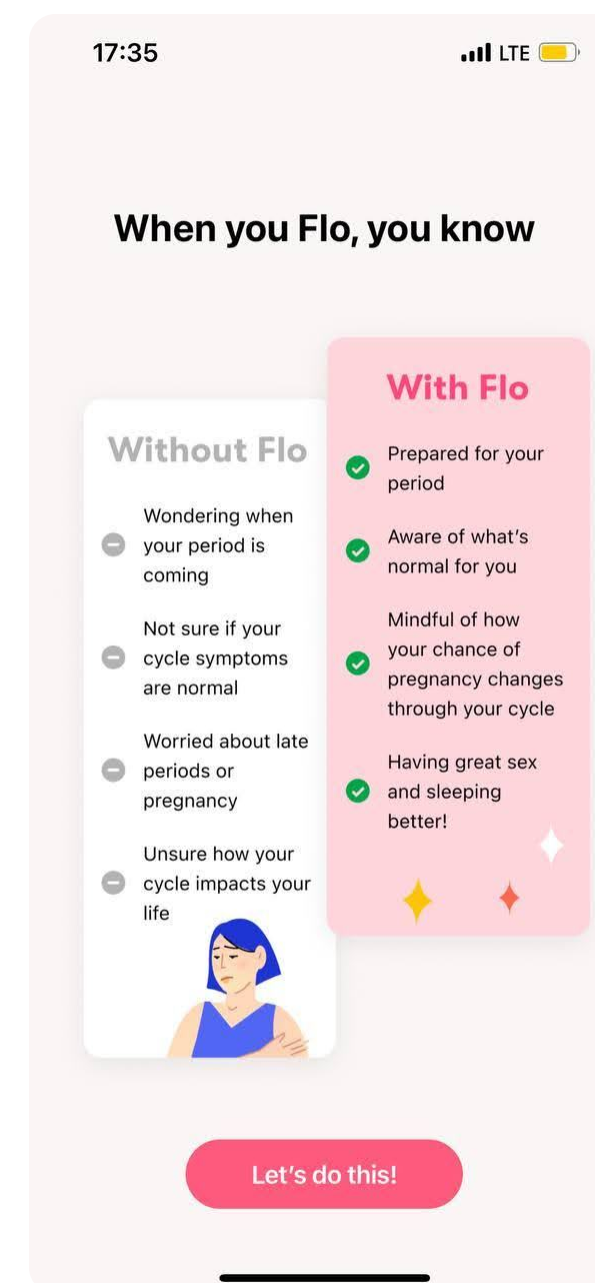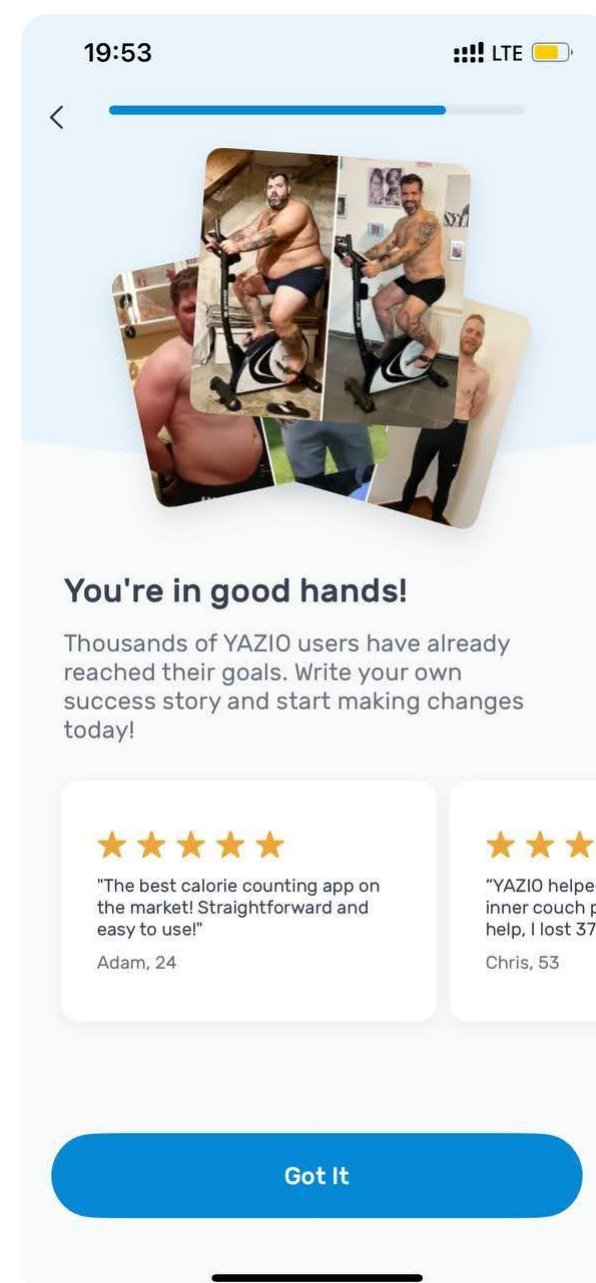
✓ Healthy habits that last

One key benefit of personalization is increased relevance. When users see content or suggestions that align with their specific interests or goals, they are more likely to engage with the app and find value in their subscription.

Personalization also fosters a sense of exclusivity and uniqueness. When users receive personalized programs or predictions, they feel that the app understands them on a deeper level, enhancing their overall experience and perception of the app's value.

PAYWALLS

How to set expectations?

● Showing Before and After

We are creating a program for you...

Our approach to weight loss is based on changing behavioral patterns

Sheena   -31 lbs

19:09   LTE

< Almost there

Karen, achieve all your goals with Nebula

Without Nebula

- Worried about your love life
- Unsure how astrology influences
- Unfamiliar with others' traits
- Having doubts

With Nebula

- Improving your relationship
- Using insights to improve your life
- Understanding other people better
- Receiving personal advice

NEXT

19:53   LTE

You're in good hands!

Thousands of YAZIO users have already reached their goals. Write your own success story and start making changes today!

★★★★★
"The best calorie counting app on the market! Straightforward and easy to use!"
Adam, 24

★★★★
"YAZIO helped inner couch po help, I lost 37 lb
Chris, 53

Got It

17:35   LTE

When you Flo, you know

Without Flo

- Wondering when your period is coming
- Not sure if your cycle symptoms are normal
- Worried about late periods or pregnancy
- Unsure how your cycle impacts your life

With Flo

- Prepared for your period
- Aware of what's normal for you
- Mindful of how your chance of pregnancy changes through your cycle
- Having great sex and sleeping better!

Let's do this!

Showing the Before and After provides a visual demonstration of the app's value proposition. Users can see the transformation or improvement that the app promises to deliver, which can be a powerful motivator for them to subscribe.

Additionally, Before and After visuals can help set realistic expectations for users. By showing what is possible with the app, users can better understand how it can benefit them and what outcomes they can expect.

PAYWALLS

How to assist users in making quick purchasing decisions?

⬤ Setting a timer for a purchase
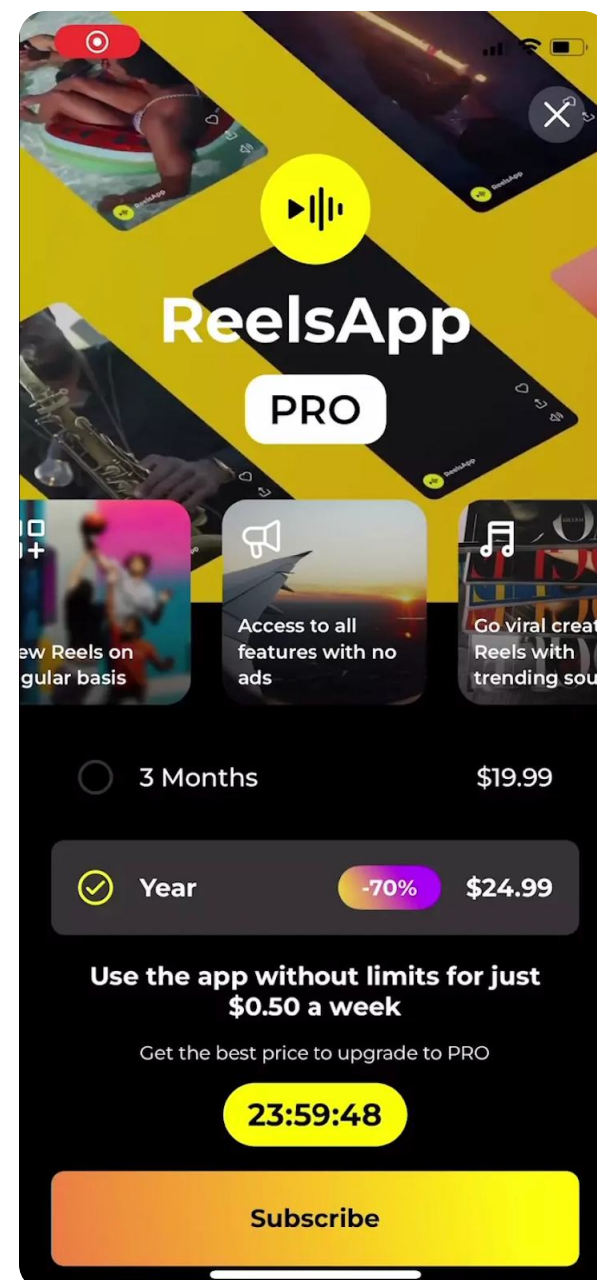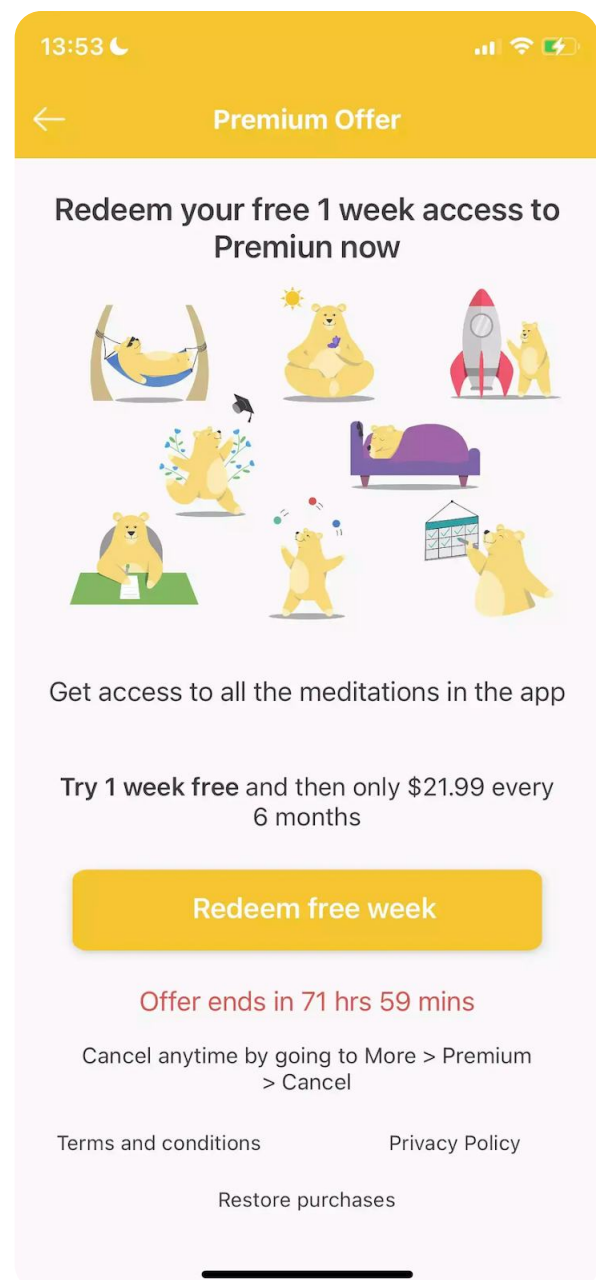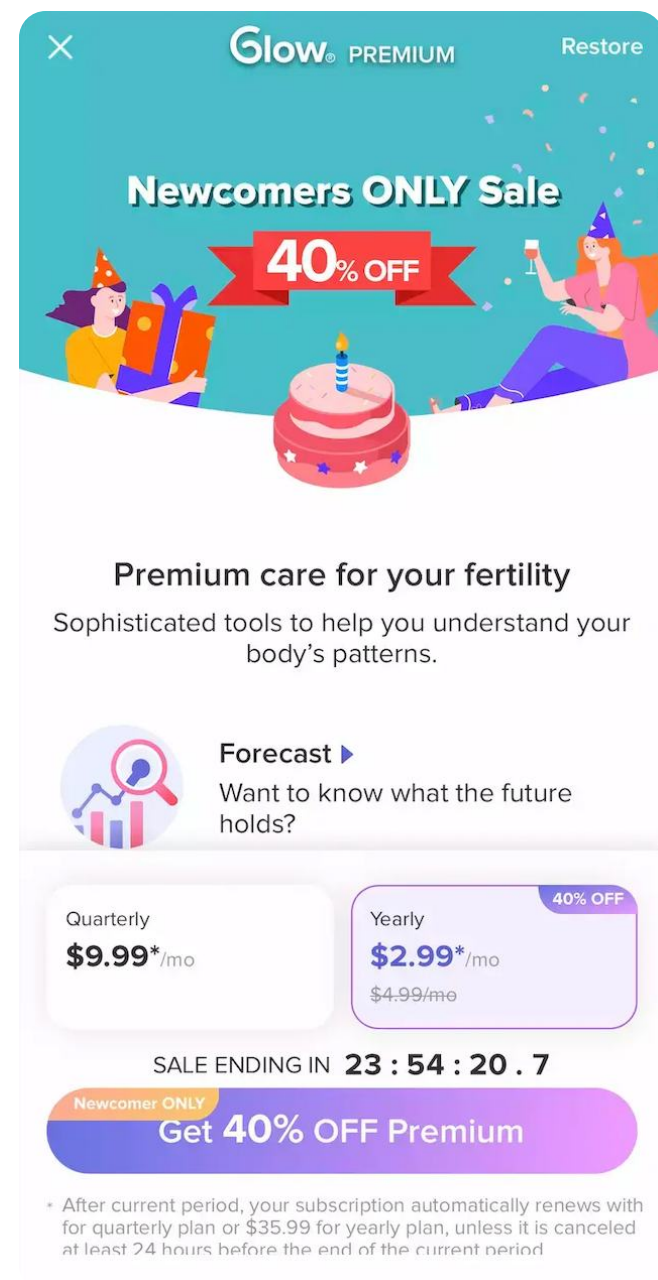
Setting a timer for purchase creates a sense of urgency, encouraging users to make a decision quickly before the timer runs out. This can lead to increased conversions as users are motivated to take action.

Timers can help prevent decision fatigue by simplifying the decision-making process. When users know they have a limited time to make a purchase, they are less likely to procrastinate or overthink their choices.

Additionally, timers can be used strategically to offer limited-time discounts or promotions, further incentivizing users to complete their purchase before the timer expires.

PAYWALLS

How to assist users in making quick purchasing decisions?

● Offering a money-back guarantee

Money-Back Guarantee

We believe that our plan may work for you and you'll get visible results in 4 weeks! We are even ready to completely refund you within 30 days after purchase if you don't get visible results and can demonstrate that you have followed our plan.

Find out more about the applicable limitations in our money-back policy

30-Day Money-Back Guarantee

We believe that our plan may work for you and you'll get visible results in 4 weeks! We even are ready to return your money back if you don't see visible results and can demonstrate that you followed our plan.

Find more about applicable limitations in our money-back policy.

30-Day Money-Back Guarantee Without Questions

We believe that our plan may work for you, and you'll get visible results in a few weeks! And we are so confident that we are even ready to **return your money without any questions**. All you have to do is send an email to contact@kegel.men **within 30 days and ask for a refund**. But we are sure that the plan will show its effectiveness and there will be no need for a refund. Find more about the refund process in our refund policy.

Firstly, offering a money-back guarantee instills confidence and trust in potential subscribers. Knowing that they can get their money back if they are not satisfied with the app's performance or features encourages users to try the app without fear of financial risk.

Secondly, a money-back guarantee demonstrates the app provider's commitment to customer satisfaction. It shows that the provider stands behind their product and is willing to refund users if they are not happy with their experience, which can enhance the app's reputation and credibility.

Additionally, a money-back guarantee can reduce user churn. If users feel that they have a safety net and can easily get a refund if the app doesn't meet their expectations, they are more likely to continue using the app and explore its full potential before making a final decision.

PAYWALLS

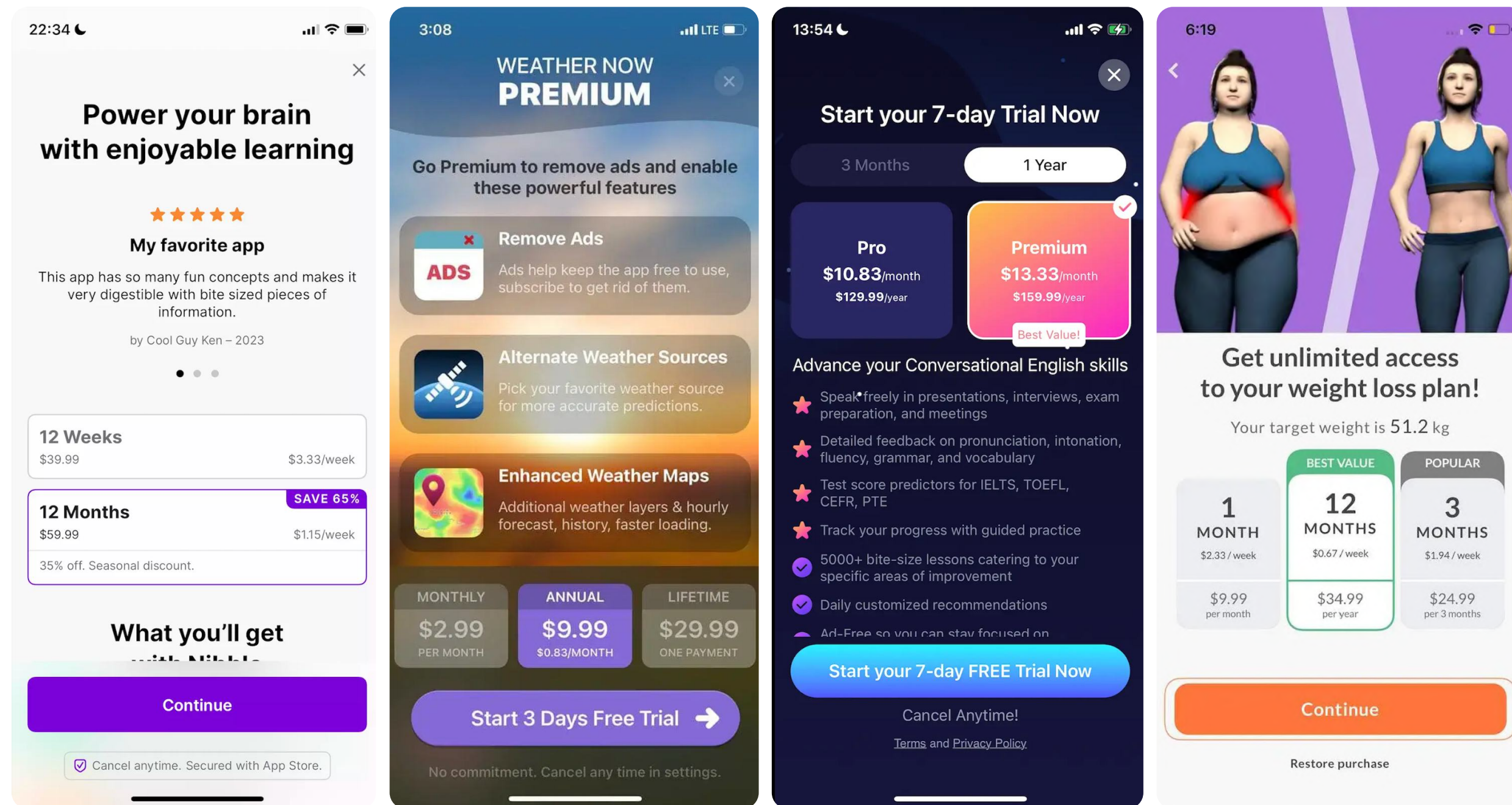## How to assist users in making quick purchasing decisions?

- Testing and setting the right pricing

- Trial and Non-trial
- 2 or 3 subscription options
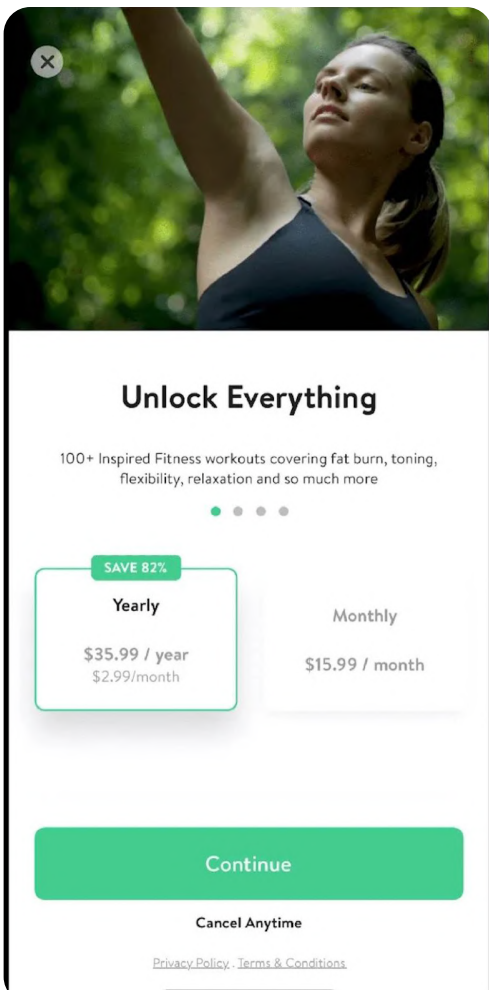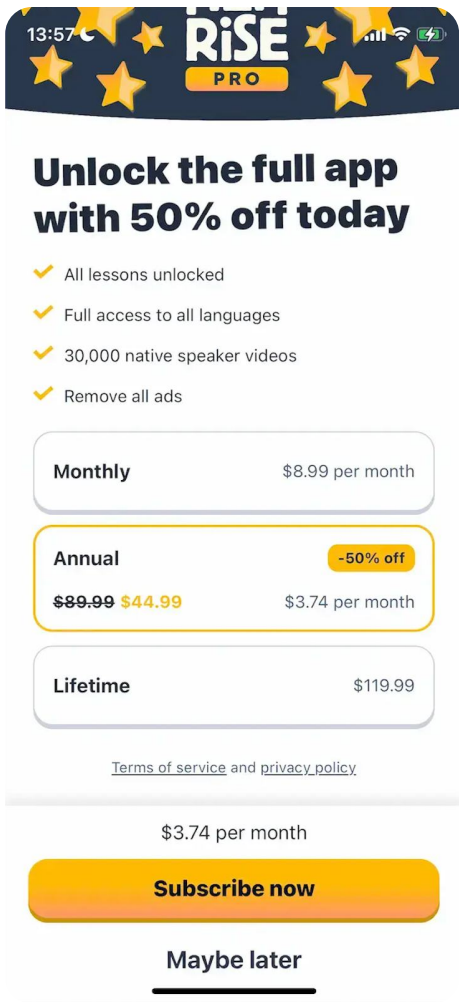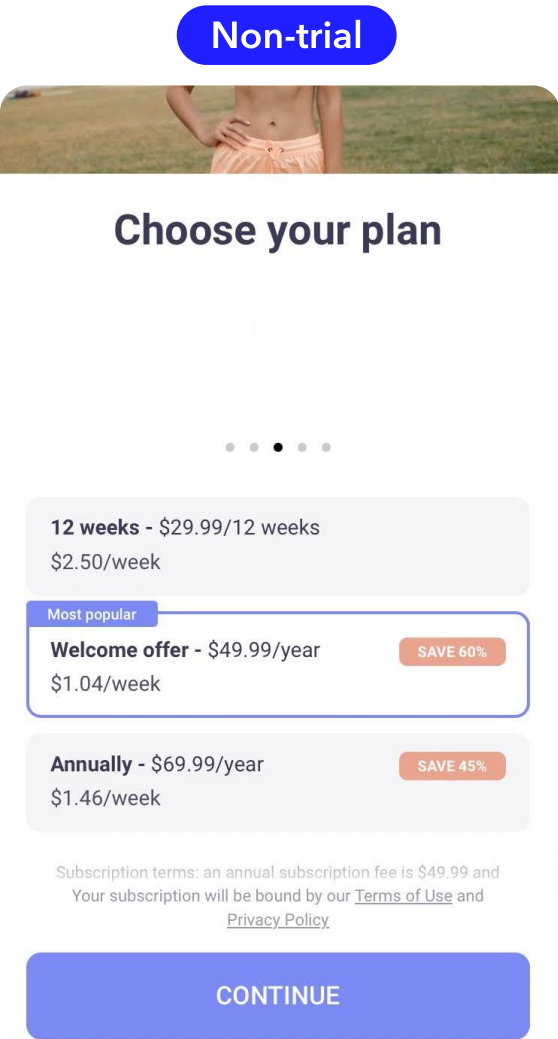
PAYWALLS

How to assist users in making quick purchasing decisions?

● Highlighting the most beneficial subscription option

By clearly showcasing the most beneficial subscription option, users can quickly understand which plan offers the best value for their needs, reducing confusion and increasing the likelihood of conversion. It also helps maximize revenue for the app provider. Users who see the value and benefits of the top-tier subscription plan are more likely to choose that option, leading to higher ARPU and increased profitability.

PAYWALLS

How to assist users in making quick purchasing decisions?

● Giving a discount for the first subscription period

To increase your purchase conversion rates, think about being strategic with how you display prices. Paywalls, for instance, can be crafted in numerous ways. You might advertise, "Only $7 for a subscription," followed by the finer detail in small print: "per week, with an annual plan costing $100."

This approach is also worth considering if you're working on improving a landing page that's underperforming. Highlighting large sums, like $70.99, can intimidate potential customers. It's more effective to present prices in smaller, more appealing portions, such as weekly or monthly rates, making them seem more manageable.

💡 When seeking inspiration for designing paywalls, a good approach is to observe what competitors are doing on the web. Another valuable resource is exploring blogs that feature galleries of paywall designs. For example, you can dive into the Adapty Mobile paywall screen collection of paywall designs, a great resource for exploring variations of paywall designs and pricings you might want to implement. Just remember, the visual design of a paywall on a website will differ from its mobile counterpart. The Adapty paywall gallery is tailored specifically for mobile experiences, offering insights and ideas geared towards that platform.

Get up to 50% off When you start your SIMPLE journey today

Take our Weight Loss Quiz now so we can build your personalized blueprint — and lock-in savings of up to 50% off.

START NOW

Questions? Contact our helpful support team at **care@simple.life**

You received this email as a registered user of Simple App.

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8 The Green STE A, Dover, DE, 19901, US

Hi Olivia,

Your **personalized results are prepared** along with an amazing offer!

Get ready for a special deal: **50% off our premier 3-month plan!** For just $0.33 per day, you can kickstart your wellness journey.

Act fast - this exclusive offer won't last! Don't miss out on unlocking **your personalized results** and initiating genuine progress.

Here's what's waiting for you:
🧠 **Personalized fasting plan:** Tailored to suit your unique goals and lifestyle.
💪 **Tangible results:** Join our community of success stories and feel the difference.
📱 **Expert support:** Access our app and AI coach, Avo, for guidance at every step.

Ready to seize the moment and revolutionize your health?
Take the quiz now and secure your discounted plan now!

We're excited to witness your goal-crushing journey!

Best regards,
The SIMPLE Fasting Team 💜

HOW TO START: TIPS AND TRICKS

Effective preparation of the product, considering both marketing and product perspectives, is crucial for the success of a web-to-web campaign. A well-prepared product facilitates a smooth transition from ad to landing page and helps to increase conversion rates.

*What has to be set up **on the traffic source side**? We'll use Facebook as an example:*

- First and foremost, you should have a traffic source pixel installed on your landing page. In most cases, the primary traffic source for a project is Meta, so a Facebook pixel should be in place. Ideally, this pixel should have at least one Purchase event configured, where we track purchases or trials made by users after completing onboarding, seeing the paywall, and making a purchase. It's crucial to track these events specifically as Purchase events, rather than any other type, because, for example, if you plan to optimize for Value, the ROAS optimization involves Value as the revenue value passed only from the Purchase event. If we pass events as Subscriptions, they won't be included in the optimization for value and ROAS events.

Next, we need to implement three more steps that we usually mark.

1. The pixel itself triggers on the event of the landing page opening when the first page has loaded. Typically, 30-50% of users drop off at this event. That means out of those who clicked, only 50-70% of users load the first page or reach the second one.

2. The next event we usually mark is the completion of onboarding, meaning the quiz part. We typically pass this event to the lead for convenience – but it can be passed anywhere, to any standard event.

3. Then we mark the "Checkouts – Initiated" event which is the opening of the payment window when the user on the paywall clicks the "Get my plan" button or continues. That means he has chosen a subscription and wants to buy it – that is, we mark the action of pressing this button or opening the payment window itself, Checkout, and the actual purchasing event itself.

Accordingly, the Purchase event should be sent to Facebook via the Conversion API because Facebook itself states that this helps optimize advertising campaigns better. The event should be sent through server-side conversion, not tracked by the pixel. From our experience, this indeed helps to reduce the Cost Per Action on Facebook.

The best practice is tracking the event via the pixel-browser and passing through server-side via the Conversion API, with event ID duplication set up in Facebook. This ensures that the same user who is tracked through the pixel and arrives via server-side is excluded and not duplicated in the results.

HOW TO START: TIPS AND TRICKS

From an analytics perspective, it's crucial to have tools like Google Analytics or Amplitude in place to tag each screen. This is necessary to understand the conversion rates at different stages of the user journey. Each screen opening should be tagged in Google Analytics or Amplitude to gather this data.

Additionally, it's important to tag events more granularly beyond just the paywall screen where prices are displayed. All buttons should be tagged to identify which one the user is purchasing from – whether it's the paywall or timer. If it's from the paywall, it's crucial to find out which button a user is clicking: the first, second, or third? So, each button should be marked as well.

In the checkout process, events like the opening of the checkout window, the start of card data entry, and the selection of payment methods – Apple Pay, PayPal, or other alternatives – should also be tagged. This basic event-tracking setup is essential for conducting thorough analytics and improving conversion funnels based on those insights.

HOW TO START: TIPS AND TRICKS

WEB-TO-WEB CAMPAIGN PREPARATION CHECKLIST

✅ Determine the budget. It's recommended to allocate at least $10,000 for testing on Meta ads (GEO: US) for better transparency.

✅ Identify the pool of GEOs you will be working with.

✅ Prepare creative materials – plan for 3 rounds of tests with 10 unique creatives each, totaling 30 creatives. For testing speed, it's sensible to get inspired by competitive analysis using spy services. A comparison spreadsheet of major ad intelligence services with prices and available traffic sources is compiled here.

✅ Prepare your domain, landing page, and its variations depending on your product. If the product is multilingual, consider localization and their further implementation in the form of a landing page in advance, including the currency of the price at the paywall. Starting with one version is possible, but the likelihood of mistakes is always higher in this case.

✅ Set up the paywall, integrate a payment system, and check its correct functioning.

✅ Choose an advertising platform for the initial tests. Starting with Meta Ads here is optimal.

✅ Prepare the Meta pixel and install it on the landing page.

✅ Configure server-side conversion tracking through Facebook Conversions API to the Meta pixel via s2s.

✅ Set up a list of transmitted parameters for fingerprinting in Meta Events Manager.

✅ Conduct a test launch to check integration.

✅ Set up your analytics and BI systems. While Meta Ads statistics will show the real number of conversions, achieving perfection requires verifying if there are any discrepancies between the server, analytics system, and advertising platform. It's essential to determine whether the ad platform can be trusted in live mode.

✅ Create a Fan Page on Facebook Ads.

✅ Ideally, you should also set up a branded Instagram account, connect it to your Fan Page, and begin advertising from there. This strategy will boost virality. Naturally, a portion of your target audience will be drawn to this page. Over time, it can evolve into an engaging blog that's closely related to your product, attracting even more traffic.

✅ After successful integration, you can proceed with a full-scale test launch.

SERVICES

ESSENTIAL FOR WORKING WITH WEB FUNNELS AND SUBSCRIPTIONS

For Analytics

Google Analytics 4   Amplitude

For A/B testing

convert   heyflow

For Payments

nuvei   Braintree   PAYPRO GLOBAL   paddle

stripe

solidgate   adyen   FastSpring   BlueSnap

**For A/B testing
Payments
Intro offers, upgrades, upsells
Onboardings
Localization**

FunnelFox

WEB-TO-WEB BENCHMARKS FOR HEALTH & FITNESS APP VERTICAL

Flow	Traffic	CPM	CTR	Cost per Sub		
Web direct subscription flow	Web-to-App	15	1.25%	45	Click to Purchase	3%
Trial + Direct subscription flow	SKAdNetwork	5	0.71%	40	Install to Purchase	6%

It's also important to keep in mind that:

- A direct comparison of metrics, in this case, isn't entirely objective. On the web, there's only a direct subscription without a trial, while in the app, there are both direct and trial subscriptions.

- Often on the web, the cost per conversion can be up to 3 times higher than in the mobile app, but the CTR is also higher due to it being a different auction and a different user category.

- On web-to-web campaigns, the conversion rate from trial to paying customers on SKAN is higher than on mobile.

- As a result, we can generally achieve equally favorable economic outcomes, attracting a diverse audience and utilizing different flows and types of interactions.

> The metrics and benchmarks can differ significantly depending on the app's vertical. These particular benchmarks apply to Health & Fitness apps and are specific to 2023.

NEED GUIDANCE

WITH YOUR WEB-TO-WEB STRATEGY?

FEEL FREE TO GET IN TOUCH WITH US

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