Revenue Acquisition for Mobile Apps
Who We Are

AdQuantum is an established and highly experienced marketing agency of more than 30 in-house UA managers combined with a proprietary marketplace for creatives production, with over 300 engaged designers.

Since launching in 2015, AdQuantum has successfully executed over $400M in media spend with strict ROI benchmarks, enabling us to offer risk-free revenue and profit share models.
Why Us

1. **Interests alignment**
   
   Our own profit model is based on generating a new revenue stream for our clients.

2. **Creatives generation service included**
   
   Our marketing assets design team produces over 2000 new creatives on a monthly basis.

3. **New Revenue Stream**
   
   Adding AdQuantum as a marketing resource to the clients’ UA portfolio, allows our partners to explore new revenue sources with minimal investment.

4. **Transparent terms with no obligations**
   
   Revenue/Profit Share models guarantee that any overspend is fully insured and covered by us. In any scenario, you will always have the ability to unilaterally terminate the contract with just 48 hours notice.
Revenue Acquisition

- We’re focused on one simple and transparent goal — **pursuing fresh revenue streams** for your business

- Since we’re highly confident in our success, our own profit is strictly tied to the ability to reach your goals
What we offer:

- Financing guarantees and revenue flow coverage
- Full transparency on all sources and spendings
- We take on the risks of testing new business hypotheses for you
- We take care of all marketing assets
- Our payout only comes after we have actually acquired new revenue for you

What we expect of you:

- Integrated attribution platform and in-app events analysis
- Possessing an in-depth unit economy understanding and paying users profile
- Full understanding of your LTV and retention metrics
Evil Clicker

$3,000,000 in net revenue
Dec 2018 vs May 2019

Background

Idle Evil Clicker by Red Machine Group is a simulation clicker game. The player builds torture machines, hires demons and collects souls.

Results

AdQuantum generated $3,000,000 in net revenue for Idle Evil Clicker during the first 6 months of collaboration.

GEO

USA, Germany, UK, FR, Canada, Australia, Netherlands, Sweden, Austria +12 other countries

16,000,000 installs worldwide
BetterMe is the fastest-growing family of Health & Fitness apps on the US market. With over 35 million installs and social media community of over 6 million.

Background

BetterMe

GEO

Tier 1 countries
Most performing
GEO: USA

Results

AdQuantum and BetterMe continue to cooperate since the end of January 2019.

100k

50%

85%

trial subscriptions
of all partner traffic
of all Facebook traffic
(Feb 2019 - June 2019, iOS & Android)
(BetterMe has more than 10 external partners)
(excluding in-house media-buying)
Hustle Castle is a game about castle management combined with real-time battles, that allow the use of skills with the use of on-screen buttons.

**Background**

*Hustle Castle* is a game about castle management combined with real-time battles, that allow the use of skills with the use of on-screen buttons.

**Results**

*AdQuantum* is still a preferred outsourced app marketing partner to My.com in 2019.

- Paying users: $7.5x$
- Revenue growth: $10.8x$
- Lifetime value: $5.5x$

Apr 2018 vs July 2018
Joom is a worldwide online marketplace with a wide selection of products from China.

Results

In June 2018 AdQuantum delivered a 50% increase in installs compared with the previous month across the iOS & Android platforms combined.

Revenue x5

Sep 2017 vs June 2018

Background

Joom

GEO

RU, BY, UA, UK, US, GB, PL +15 more

640K

29%

installs
conversion rate
May 2018 — Jan 2019
(from click to install for Facebook)
PlayKot is one of Russia’s leading mobile game developers. Games like SuperCity, Warzone, and Age of Magic are undeniable hits, but there’s still enormous opportunity for continued growth.

Between September 2018 and January 2019, Age of Magic was generating $15,000 of revenue a day from traffic acquired by AdQuantum.

**Background**

PlayKot is one of Russia’s leading mobile game developers. Games like SuperCity, Warzone, and Age of Magic are undeniable hits, but there’s still enormous opportunity for continued growth.

**GEO**

Tier 1 countries, Asia + rest of world.

**Results**

Between September 2018 and January 2019, Age of Magic was generating $15,000 of revenue a day from traffic acquired by AdQuantum.

**200K installs**

**$15K revenue per day**
Delivery Club is the leader of the food-tech industry in Russia. The service is available in 120 Russian cities.

AdQuantum generated 23,000 first orders for the food-delivery app Delivery Club during our 6 months of collaboration, beating the target by 24%.

**Background**

**GEO**

Moscow, Saint-Petersburg

**Results**

**Delivery Club**

23,000 first orders

**Conversion rate**

19%

(from installing to the first order for Facebook ads)

**AVG CTR**

1.97%

(within 6 months on traffic acquired by AQ)
Testimonials

“Really impressive conversion rates”

AdQuantum high qualified team and their extensive experience in acquiring good quality traffic helped us to increase our customer base and sustain growth. Their creative approach and constantly strive to find new ways to boost our campaigns ended up in really impressive conversion rates and we managed to reach incredible results. We hope for long-term cooperation with AdQuantum in the future!

Oleg Khaustov,
Marketing Director,
Delivery Club

“#1 user acquisition partner”

Our partnership with AdQuantum started in early 2019 and they quickly established as our #1 user acquisition partner. Out of 100+ agencies and Facebook partners we’ve tested in our journey, AdQuantum outperformed all of them by providing a unique level of commitment and focus on results on par with our in-house team. Their professionalism embraces the culture of mutual transparency and trust which helps them amass an in-depth understanding of our products and identify scaling opportunities.

Rustam Kurbanov,
CMO, BetterMe

“Exceptionally proficient”

AdQuantum has really proven to be exceptionally proficient in driving large volumes of high quality traffic and paying users with a high retention rate to our apps. They have demonstrated strong and efficient capabilities in the fields of UA and marketing assets design. We consider that cooperation with AdQuantum is effective and fruitful.

Yana Morozova,
Media Buying Director,
Mail.Ru Group
“Keep growing our revenue every month”

JOOM started to work with AdQuantum on a CPI basis. After getting familiar with our product AdQuantum offered us to work on a CPO model. That involves less risk for us and helped to increase our revenue by almost 5 times. Now we have switched to a LTV-based model and keep growing our revenue every month. They are driving a significant amount of traffic from Facebook, Adwords and DBM and have a leading position at the top of our traffic providers.

Yuri Ivanov, Co-Founder, Joom

“Sky-high traffic quality”

Our company has been collaborating with AdQuantum for a few months, we really enjoy the sky-high traffic quality they provide us. AdQuantum has a good team of high-level professionals, who can launch any campaign in the shortest terms with immense volumes. Just in a couple of months AdQuantum became our top partner. I can definitely say that AdQuantum is a partner who you can rely on. They really care about your business and do all their best to help your business grow. Thank you friends!

Ekaterina Ionova, Global External Vendors Manager, Binomo

“High level of responsibility”

Verv (form. RedRockApps) and AdQuantum have been partners since March 2017. We admire the partner’s ability to meet our goals, work independently and take a minimum amount of our time. AdQuantum shows a high level of responsibility and absolute readiness to solve any problems.

Maryia Kapshul, Agencies Manager, Verv
Certified partners of

Ad platforms

Iron Source  Google  myTarget  Vungle  TikTok
Snapchat  Facebook Ads  AppLovin  Unity  Pinterest

We are based at

London  Moscow  Nikosia  Hong Kong
More of our clients

Adsetica  My.com  BetterMe  AppQuantum  IQ Option
Fither  Breethe  Game Insight  Radish  Socialpoint

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Let’s make money together!