

100,000 trial subscriptions

During the first 5 months of collaboration, AdQuantum generated 100,000 new trial subscriptions for BetterMe fitness apps. AQ acquires over 50% of all partner traffic. Additionally, excluding in-house media-buying, AQ is responsible for 85% of all Facebook traffic.



Our partnership with AdQuantum started in early 2019 and they quickly established themselves 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



Background

Top-2

on all english-speaking Tier 1 markets
(SensorTower's rating for 2018)

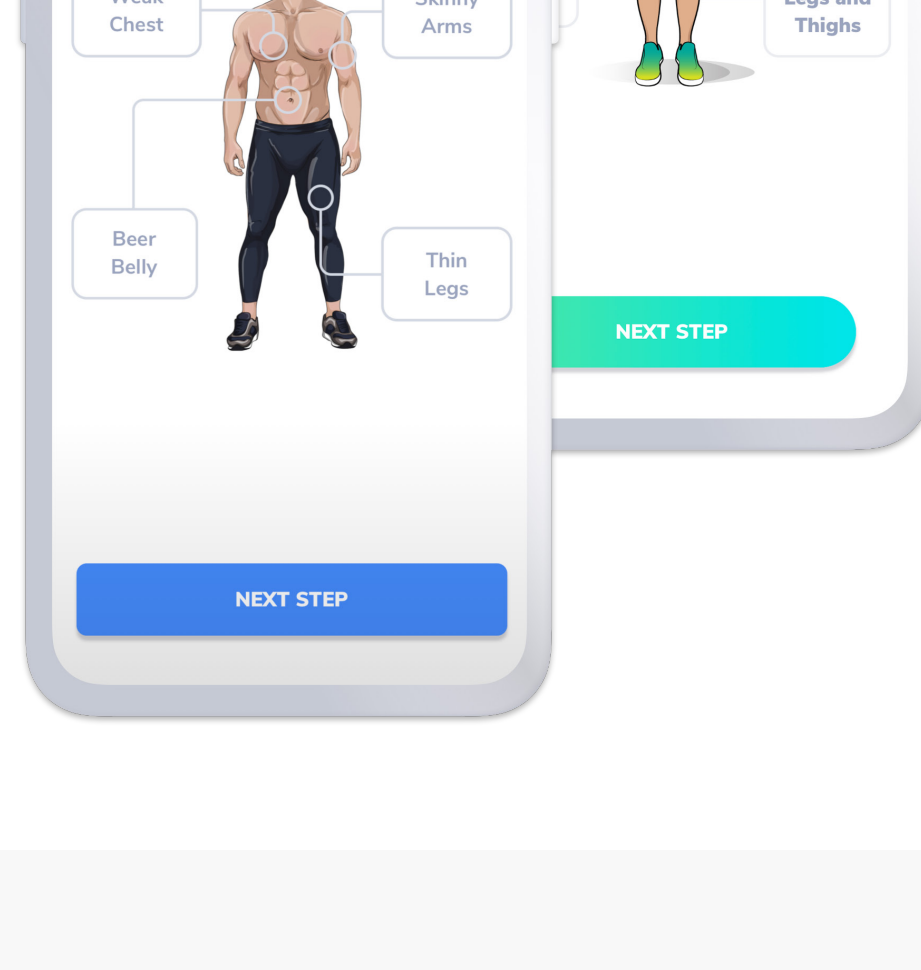
35 000 000+

total installs

BetterMe has 7 apps

on iOS and Android

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. BetterMe is moving toward helping as many people as possible to create their happiness and promote their own healthy lifestyle choices. BetterMe was the second most downloaded Health & Fitness category app in the U.S. for June 2019 with more than 743,000 installs, which represented 52 percent year-over-year growth from June 2018.



Goals

🎯 **Increase the number of trial subscriptions across several different GEOs.**

🎯 **Once achieved an increased level of trial subscriptions, to increase the number of paying users.**

Strategy

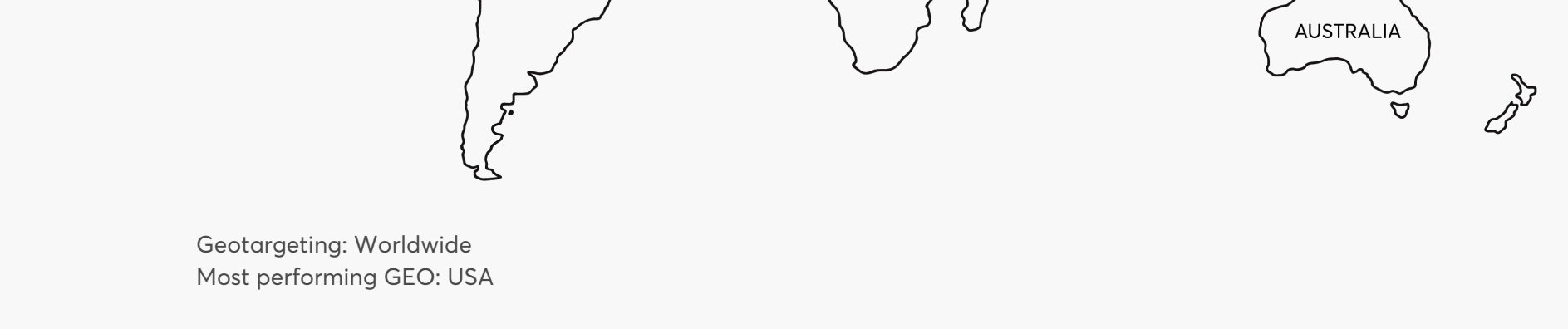
1. Model of collaboration

AdQuantum and BetterMe began to partner at the end of January 2019 with a CPA model (per trial) on an unlimited budget. At first, our goal was to determine the average cost per trial in GEOs worldwide.



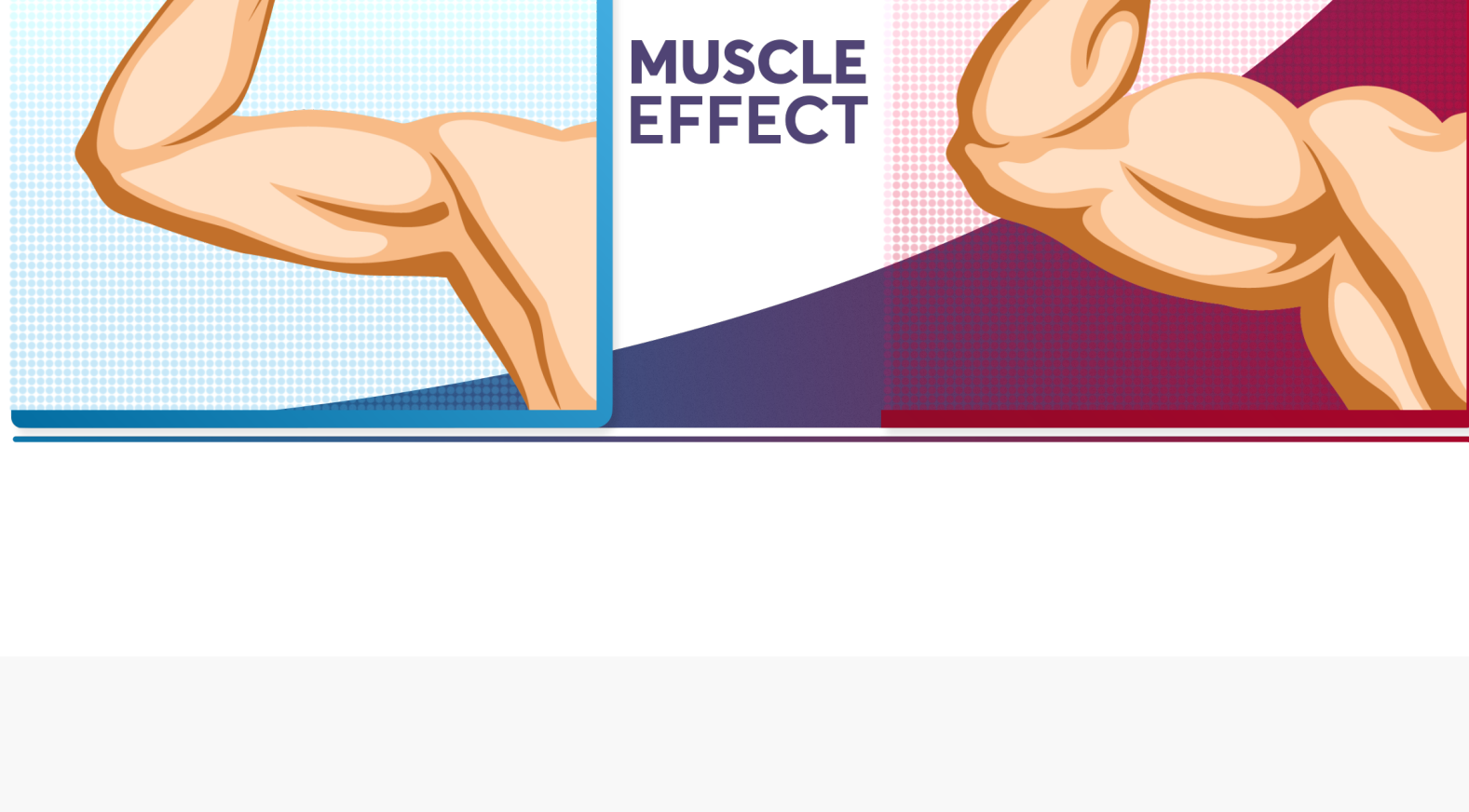
2. Geotargeting

BetterMe's primary geo targets at the end of January 2019 were the Tier 1 countries. During the worldwide test, we defined the countries that generated the most revenue for the client and scaled accordingly.

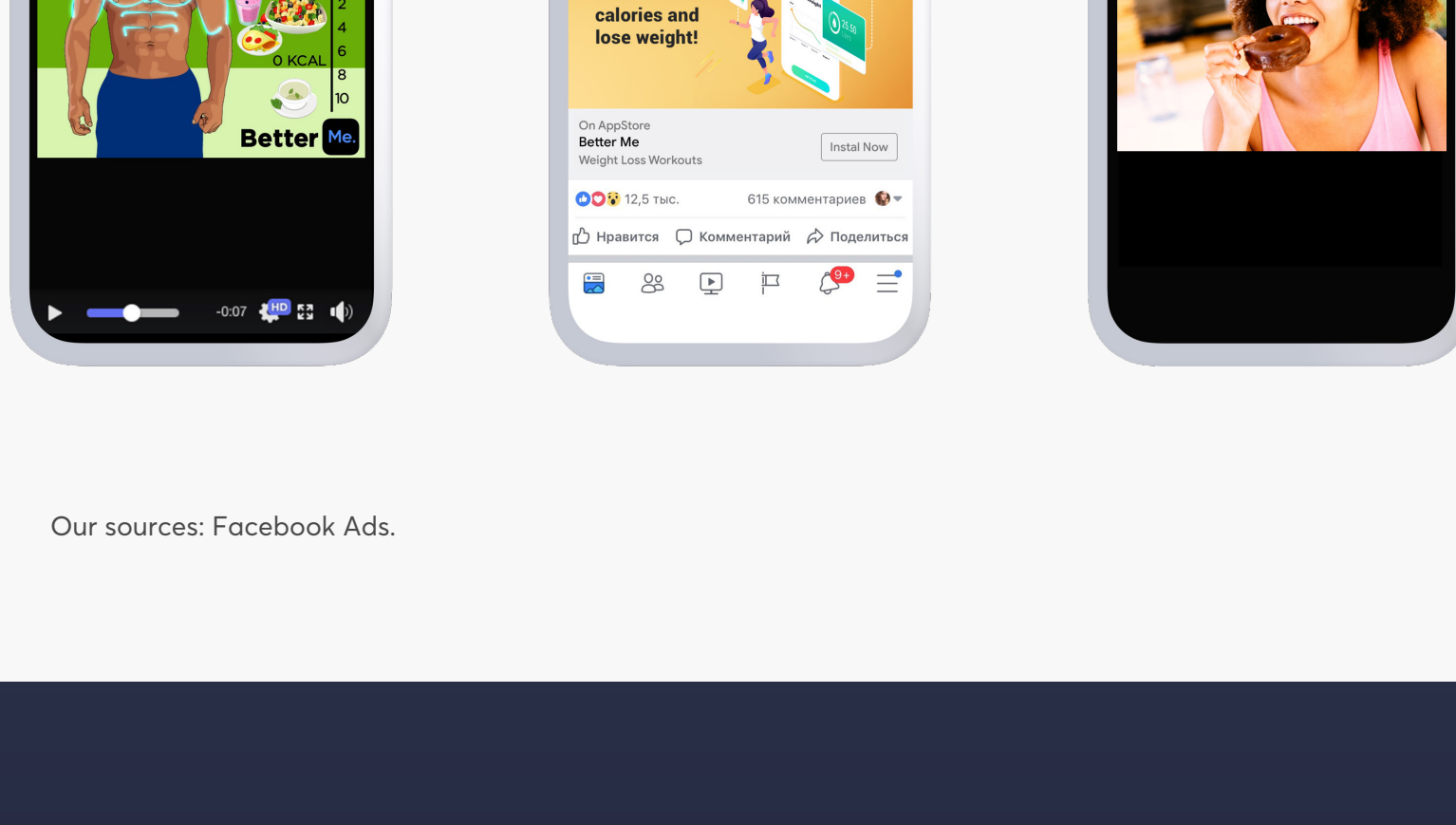


3. Creative strategy

AdQuantum launched the first marketing campaigns for BetterMen in early February 2019. Having wide experience advertising fitness apps, AdQuantum developed a new creative strategy for BetterMe which, through AQ-produced creatives, focused on highlighting specifically which muscle groups are targeted with each different exercise and the results.



4. A/B creatives testing



Our sources: Facebook Ads.

Results

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

100 000

trial subscriptions*

50%

of all partner traffic**

85%

of all Facebook traffic,
excluding in-house
media-buying

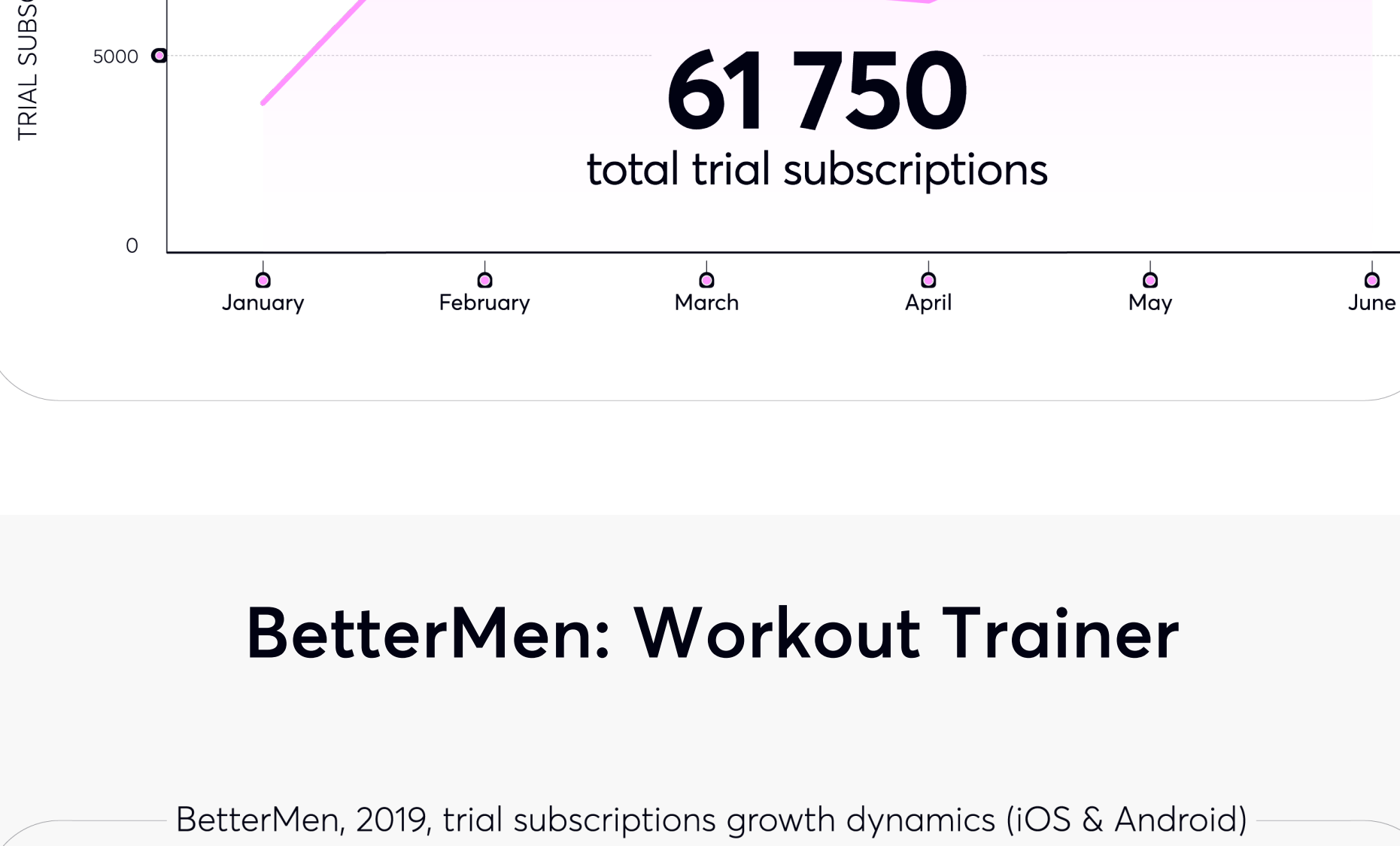
All iOS and Android results measured by independent external partner AppsFlyer

* Feb 2019 – June 2019, (iOS & Android)

** BetterMe has more than 10 external partners

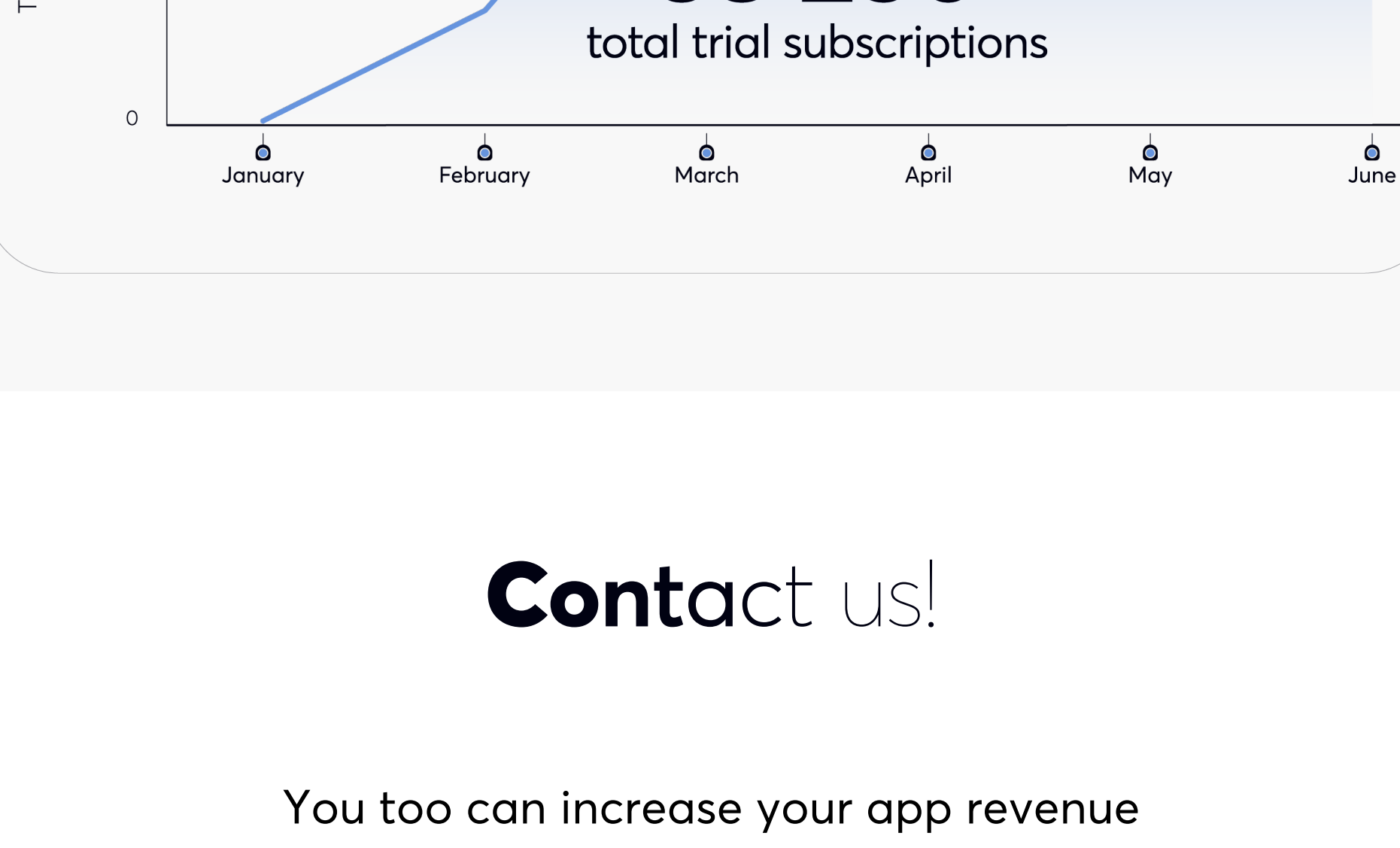
BetterMe: Weight Loss Workouts

BetterMe, 2019, trial subscriptions growth dynamics (iOS & Android)



BetterMen: Workout Trainer

BetterMen, 2019, trial subscriptions growth dynamics (iOS & Android)



Contact us!

You too can increase your app revenue by partnering with AdQuantum for traffic. Talk to one of our specialists today!

Get started