BetterMen: Workout Trainer
BetterMe: Weight Loss Workouts

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

BetterMe has more than 10 external partners of all Facebook traffic, excluding in-house media-buying. 85% of all partner traffic is generated by AQ. 50% of all partner traffic are 100,000 trial subscriptions from AQ.

BetterMen'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.

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

Background — Rustam Kurbanov, CMO BetterMe

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.

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.

BetterMe is the fastest-growing family of Health & Fitness apps on the US market. With over 35 million installs and a 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.

All iOS and Android results measured by independent external partner Appsflyer.

Contact us!