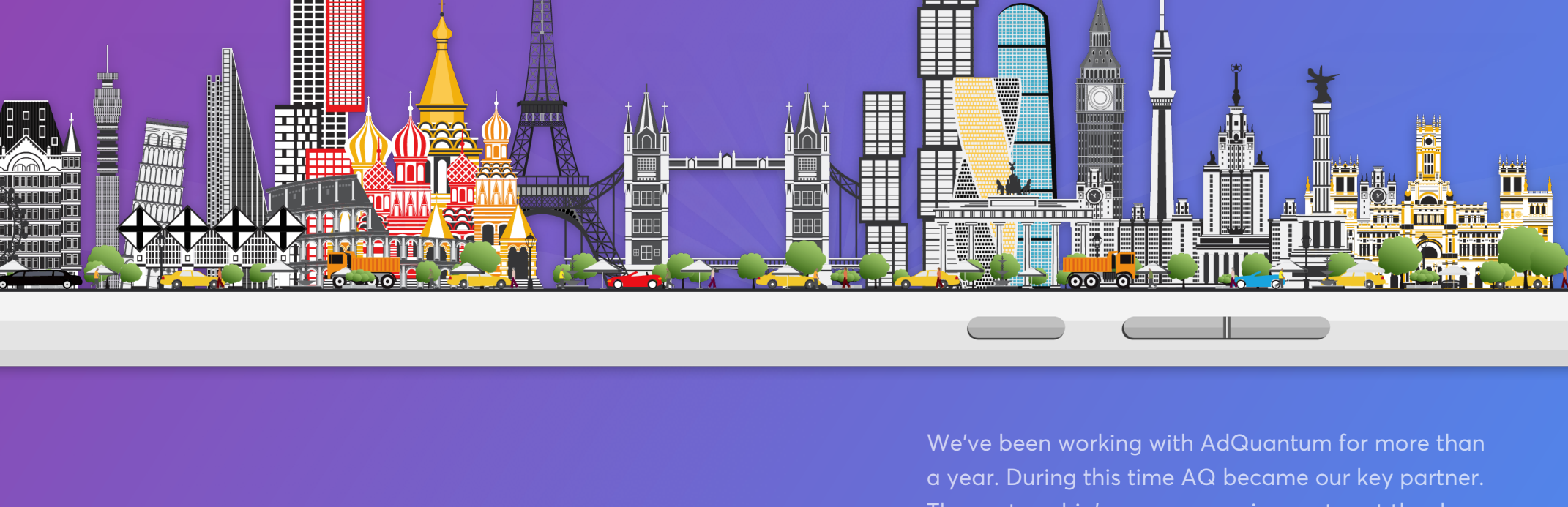




# Trial subscriptions × 9

Since launching with AdQuantum the language-learning app Easy Ten has boosted the number of trial subscriptions over 9x



We've been working with AdQuantum for more than a year. During this time AQ became our key partner. The partnership's success was in great part thanks to their great efficiency, professionalism and their personalized approach to each case.

— Dmitry Zaryuta, Founder & CEO Easy Ten



## Background

**14K+**

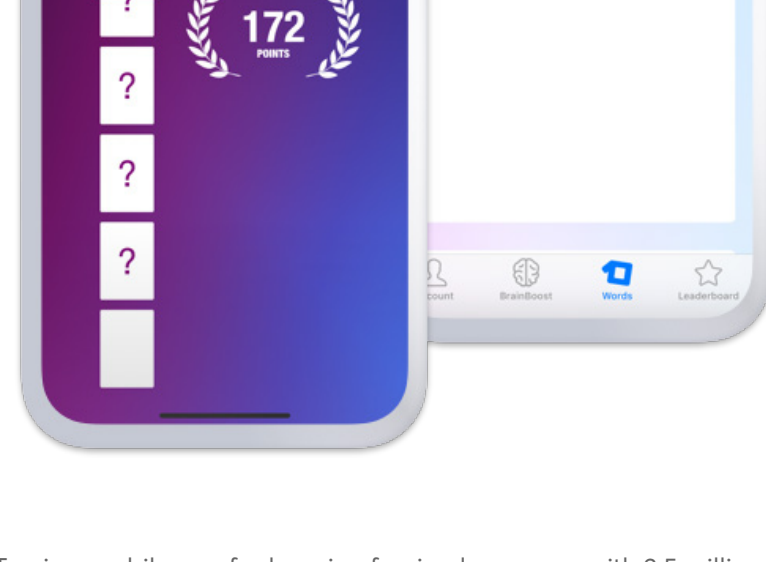
daily active users

**#17 Education**

on App Store

**6M+**

downloads worldwide



Easy Ten is a mobile app for learning foreign languages with 2.5 million users worldwide. The key markets currently are Russia and Brazil. The app can be used to learn 7 different languages: English, German, French, Spanish, Italian, Russian and Portuguese. Although it is simple at first glance it is packed with modern learning methods and memorizing techniques. The user must learn only 10 new words a day! It's as easy as that, the Easy Ten way!

## Goals

✓ **Increase the number of trial users across several different GEOs.\***

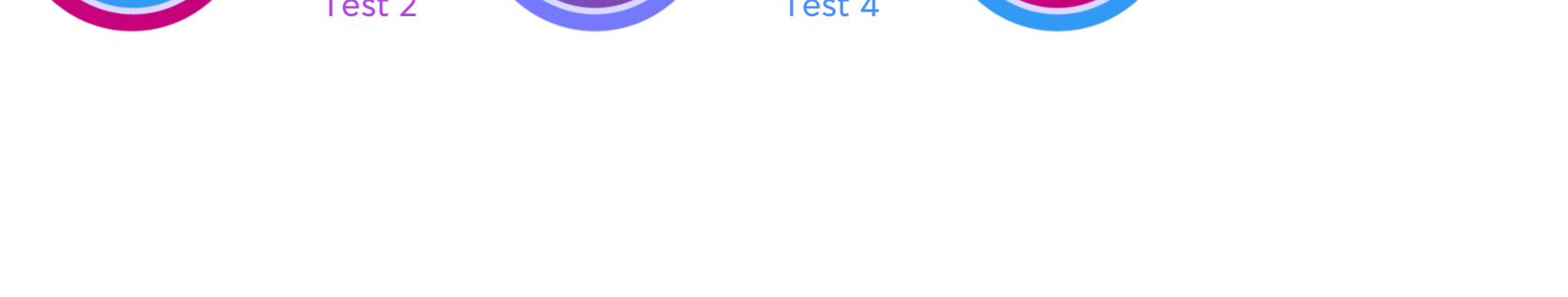
✓ **Once achieved an increased level of trial users, to increase the number of paying users.**

\*Easy Ten's primary targets in November 2017 were: the United States, Brazil, Russia and Turkey with other countries across Europe and Latin America to follow in the future.

# Strategy

## 1. CPA model per trial

We started working in November 2017 with the CPA model on a limited test budget. At first, our goal was to estimate the average cost per trial.



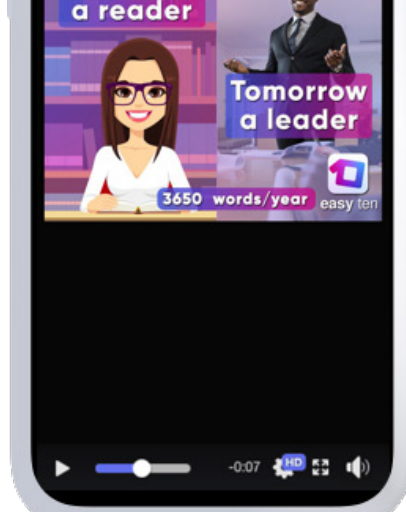
## 2. Geotargeting

While testing we defined the GEOs that generated the most revenue for the client, and we continued to increase volume in these GEOs.

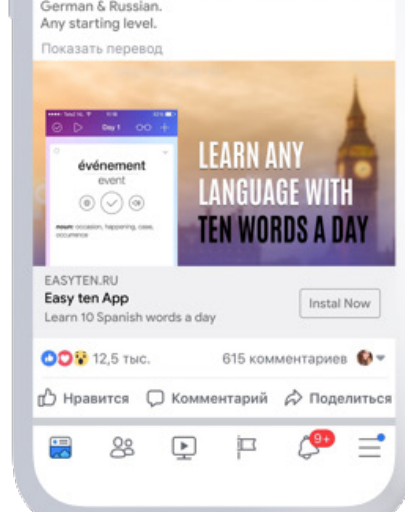


## 3. Creatives A/B testing

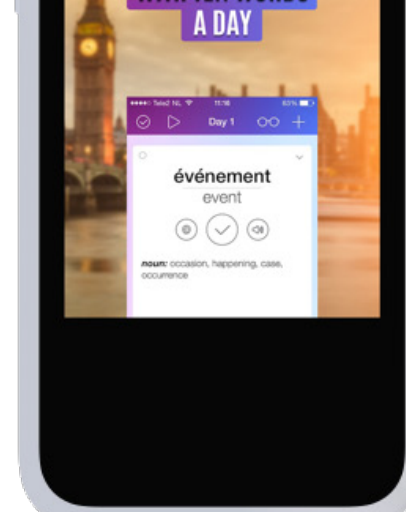
During this period we tested more than 50 different creatives and discovered the top-performing ones.



Video Ad



Native Ad



End Card

## 4. CPA model per subscription

Having achieved positive results working on a CPA model per trial, we switched the collaboration model to a CPA model per subscription, with a predominant focus on generating larger revenue for the client.



## Results

AdQuantum started working with Easy Ten in November 2017 on a CPA model per trial.

**9×**

Trial subscriptions

**30%**

Conversion rate

\* From November '17 to April '18

\*\* From trial subscriptions to purchases, in April '18

Contact us!

You too can increase your app revenue by partnering with AdQuantum for traffic.

Talk to one of our specialists today!

Get started