Flirtini

AdQuantum

182%
Subscription Growth
in 6 Months with Facebook and TikTok

By month 6, monthly subscriber volume had grown by 182% compared to the first month — showing steady growth and strong scaling potential across all channels

Flirtini

We are actively working with the AdQuantum team on promoting our dating app in the US market on a CPA basis, both on iOS and Android.

From day one, the collaboration feels like working with an extension of our own team — open, hands-on, and always focused on real results. Together, we test ideas, fine-tune creatives, and make quick decisions, which is key in such a competitive space.

AdQuantum brings strong expertise in both TikTok and Facebook buying and consistently delivers creatives that truly connect with the US audience. Thanks to this, we're bringing in high-quality paying users on both platforms while keeping performance on track.

We really appreciate their flexibility, fast communication, and the fact that they genuinely care about the project's success — not just hitting KPIs, but building a partnership that grows stronger over time.

We're now planning to expand into new markets like Canada, Australia, etc. — and we're sure this journey wouldn't be possible without the AdQuantum team by our side.

Happy to recommend them to anyone looking for a smart, proactive, and reliable growth partner.

— Hanna Diadiushka, CMO

Background

APPLICATION RELEASE DATE:
December 22, 2020 (iOS)

Flirtini combines social discovery with AI-powered features like a personal AI dating assistant ("Flirty"), ice-breakers, zodiac compatibility, secure matching, and verification — positioning itself for users looking for flirt and fun connections in a safe, playful environment

Goals

- Increase the number of new subscribers
- Attract subscribers in key GEOs — US, Canada, Australia etc
- Test and optimize various traffic channels
- Create and test high-performing ad creatives

Strategy

1. **Leverage high-performing traffic sources:**
   Focus on Facebook and TikTok as the main acquisition channels, optimizing campaigns to attract high-quality paying subscribers efficiently.
2. **Target priority GEOs:**
   Concentrate efforts on key markets — US, Canada, Australia, GBR, and France — customizing approaches to fit local user behavior and preferences.
3. **Drive CPA-focused campaign optimization:**
   Maintain CPA as the primary metric, ensuring cost-effective acquisition of new subscribers while scaling sustainably.
4. **Localize and test creatives:**
   Develop and continuously test fresh, engaging creatives tailored for each GEO to boost engagement and subscription rates.
5. **Scale and refine based on data:**
   Regularly analyze performance, test new hypotheses, and scale winning campaigns to drive ongoing subscription growth.

User Acquisition

Each new funnel significantly boosted audience growth. Original funnels burned out quickly, and launching new strategies helped maintain steady growth.

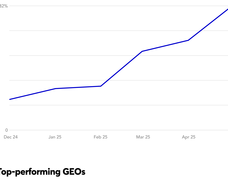
Case Study period: December 2024 – May 2025

Traffic sources:

GEO: US, Australia

Platform:

Subscriptions dynamic, by month



Top-performing GEOs

Our collaboration on Flirtini campaigns demonstrated strong performance in the US market, where we focused our efforts initially to attract high-quality paying subscribers.

Starting with a concentrated push in the US, we optimized campaigns across Facebook and TikTok, which allowed us to build a solid subscriber base and drive consistent growth.

As we continue scaling, our strategy includes expanding into additional key markets — Canada, Australia, GBR, and France — which show great potential for further subscription growth.

While the US remains our core market, we are preparing to tailor campaigns and creatives for these new GEOs to replicate our success and maximize reach.

By focusing on both high-volume markets like the US and upcoming regions, we ensure steady user acquisition growth and set the stage for sustainable expansion.

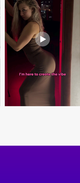
Creatives

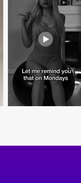
Achieving strong performance in the US market required a tailored creative strategy that resonated with the audience. For Flirtini App, we developed and tested 600+ creatives designed specifically for the US user base across Facebook and TikTok.

Our approach went beyond simple messaging — we carefully crafted visuals, copy, and formats that matched the preferences and behavior of US subscribers, optimizing for engagement and conversion.

As we plan to expand into Canada, Australia, GBR, France we are preparing to localize and adapt creatives for each new market. This includes adjusting language, cultural references, and user expectations to ensure maximum relevance and effectiveness.

By continuously iterating and tailoring creatives to each region's unique characteristics, we aim to sustain high engagement and drive subscription growth as we scale internationally





Results

182% subscription growth
in 6 months*

600+ creatives
tested across Facebook and TikTok*

* December 2024 – May 2025

Contact us!

Do you have the mobile app on alpha or later stage?
We have investments, marketing resources
and extensive expertise in app promotion.
You too can increase your profit.
Talk to one of our specialists at AdQuantum.

Get started

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