Gravity Fit: Workout Challenge

AdQuantum

20,000 trial subscriptions in 6 months (SKAN)

During the first 6 months of collaboration, AdQuantum generated 20,000 trial subscriptions and 10,000 paying users for Gravity Fit app.

AdQuantum proved to be a reliable partner, helping us increase the number of paying users, scaling profitable campaigns and generating lots of creatives for Gravity Fit. When we started cooperation with AdQuantum, we got more time to focus on another project.

— Sergey Lyalenkov, CMO at Gravity Fit

Background

100,000*

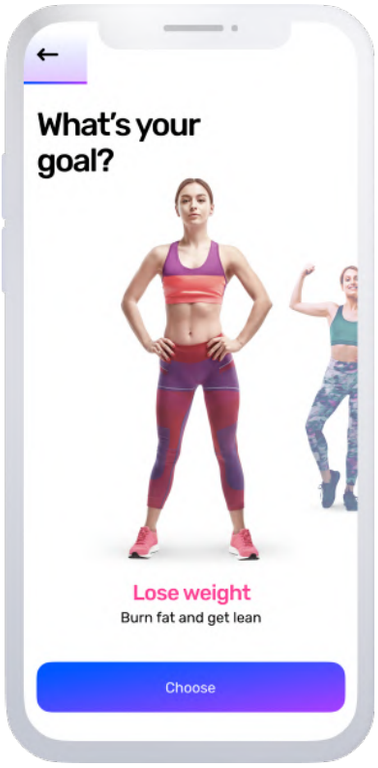
MAU

WorldWide

GEO

*According to Sensor Tower

Dreaming of a flat belly, lean legs, and toned glutes? Get desired results in 30 days with Gravity Fit: choose workouts for your trouble zones or train your entire body using a ready-made program designed for your needs and parameters.



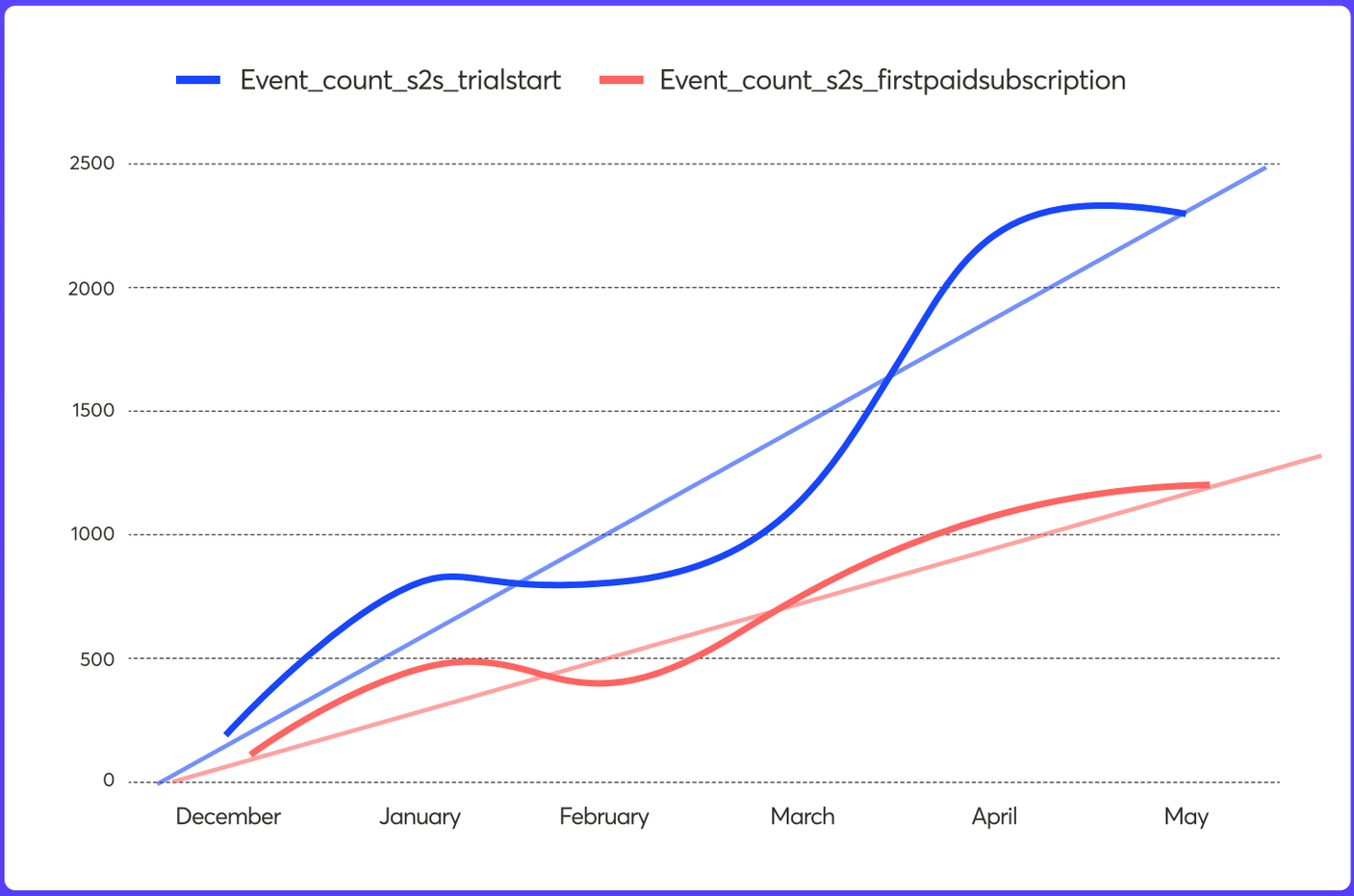
Goals

- Target specific geographic locations (Tier 1)
- Increase the number of trial subscriptions
- Increase the number of paying users
- Find the best performing creative approach

Strategy

AdQuantum started driving traffic for Gravity Fit in December 2021, and cooperation continues till today. AdQuantum found the first performing creative approach within the first month of cooperation.

When AdQuantum started cooperation with Gravity Fit, the goal was to increase the number of trial subscriptions and paying users for the TIER-1 countries AdQuantum managed to generate 7,000+ trial subcriptions and 4,000+ paying users for Tier 1 within the first five months of cooperation.



Since March it was decided to set higher goals for cooperation and target more countries with ROAS KPI

Goals since the end of March 2022:

1. Expand the number of target locations
2. Hit ROAS goals
3. Increase the number of paying users and trial subscriptions

Strategy

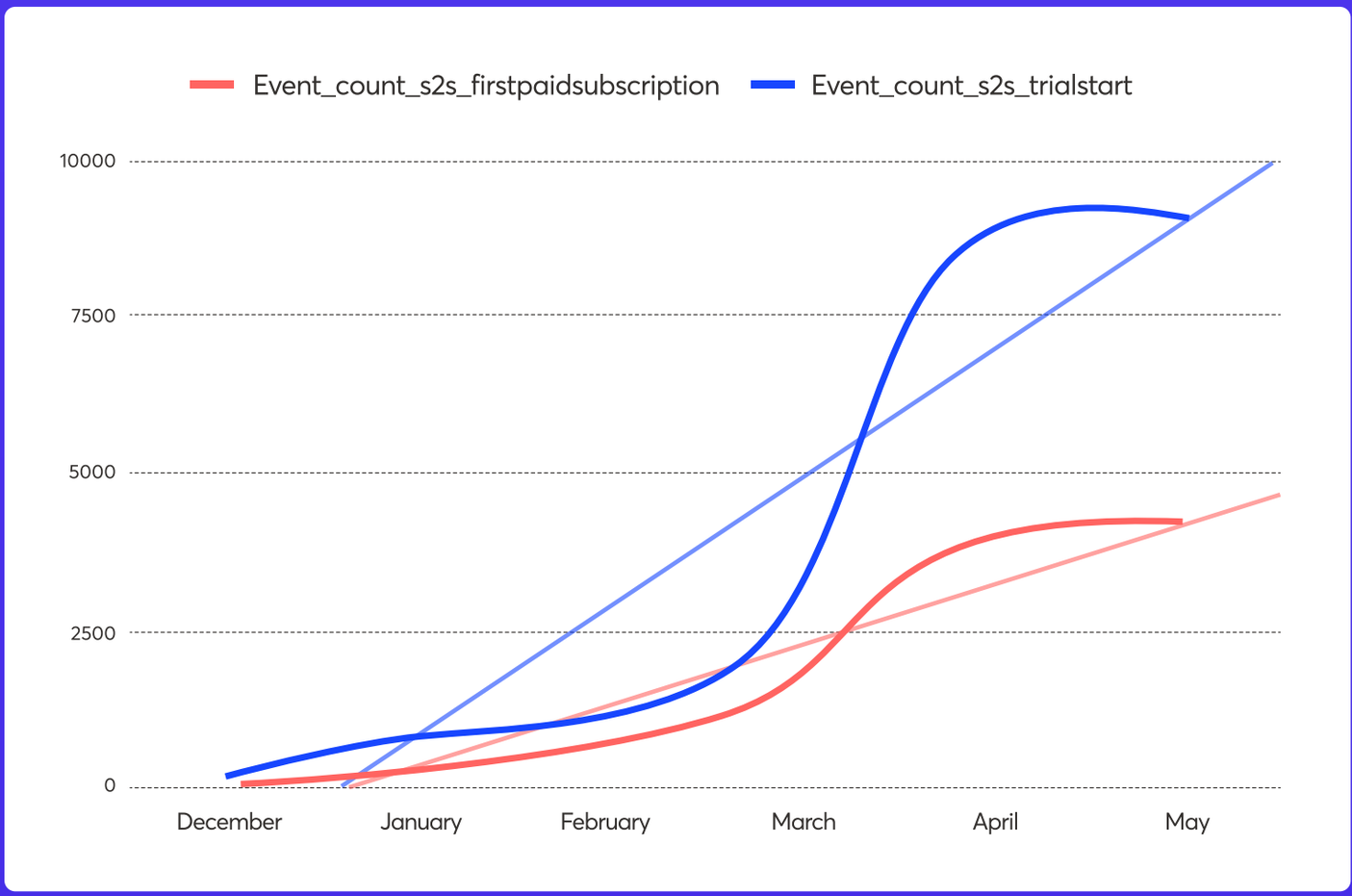
AdQuantum counted the payment profile for all the target locations and went on to hitting blended tCPT and ROAS KPI.

Since March the number of campaigns for AdQuantum increased from 2 -> **9***, so AdQuantum managed to split spent between geos, campaigns and creatives more effectively.

Also, AdQuantum split test and performance campaigns, thus increasing the speed and gaining more space for decision making.

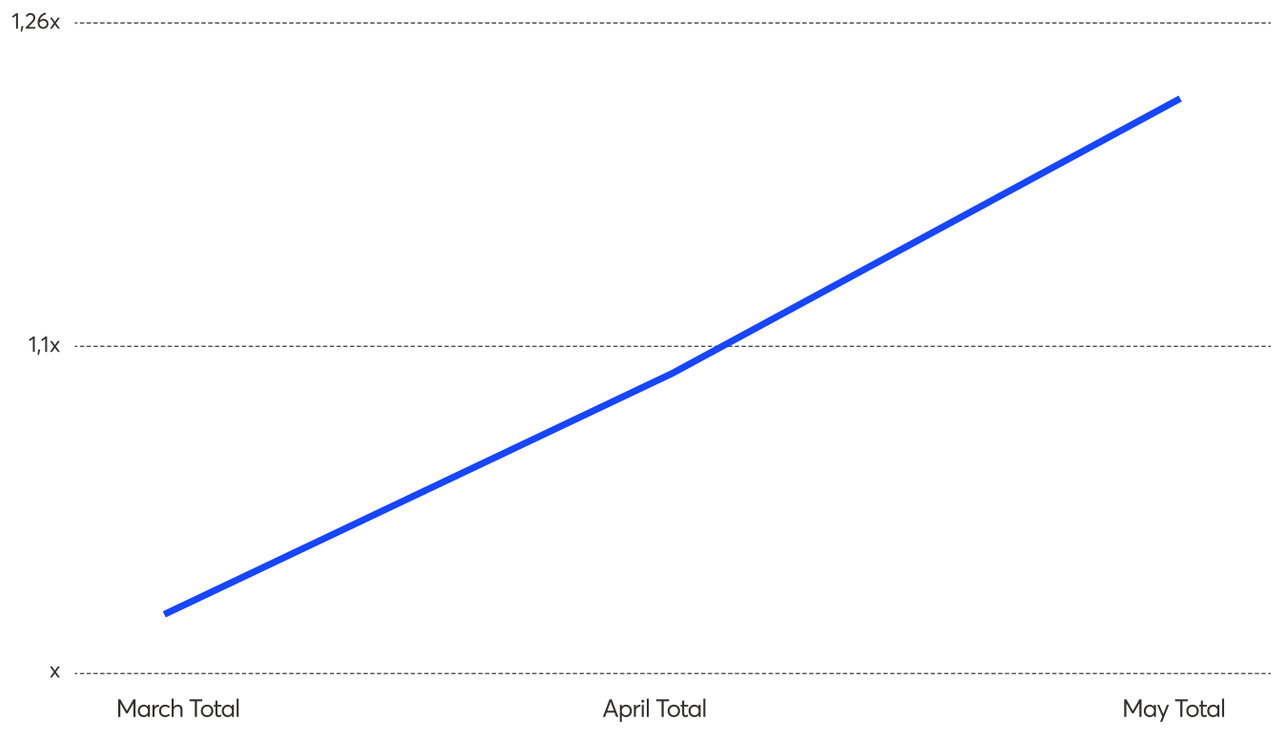
*The number of SKAN campaigns on Facebook is limited to 9 for an app.

The graph below shows how the number of trial subscriptions and paying users increased for all the geographic locations.



AdQuantum managed to generate 20,000+ trial subscriptions and 10,000+ paying users within 6 months of cooperation.

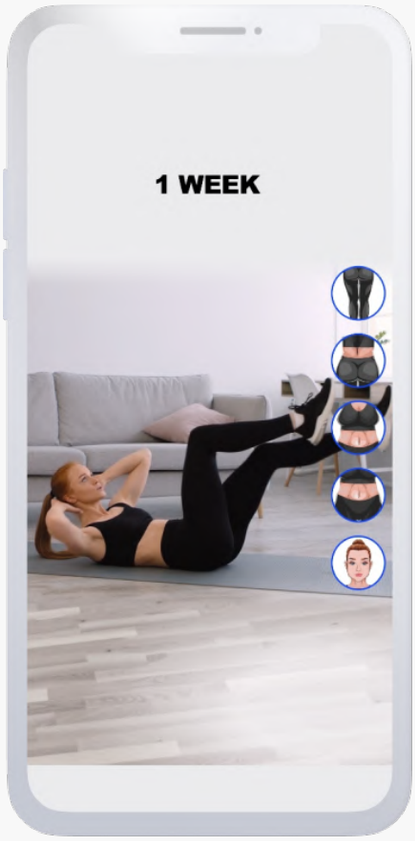
The graph below shows ROAS increase for the first cohort period for the US, which remained the main focus geo.

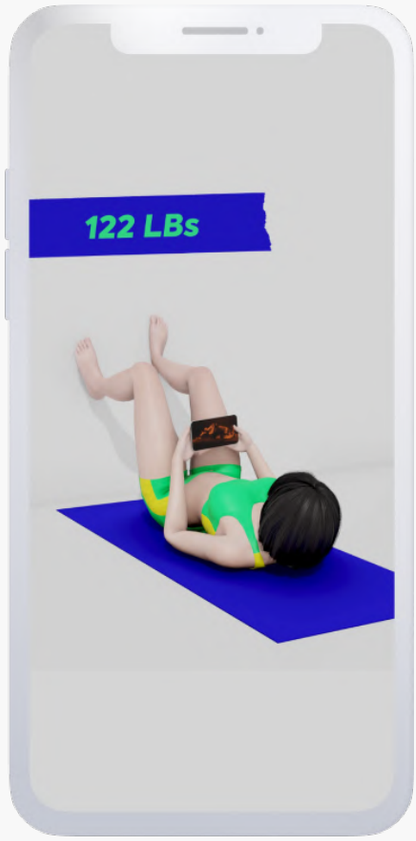


Top 5 GEOs by subsriptions

Creatives

AdQuantum produced more than **200 creatives for Gravity Fit** during the period of cooperation, tackling various creative approaches and highlighting different product advantages. Here are a few examples.





Plans for future cooperation

AdQuantum plans to increase the number of paying users and hit ROAS goals, explore and discover new profitable geographic locations for Gravity Fit, thus increasing profitability of the project.

Results

20,000
trial subscriptions*

10,000
paying users*

200+
different creatives*

* December 2021 - May 2022

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.