Home Fitness for Weight Loss

AdQuantum

15,000 subscriptions in 6 months (Web2App)

During the last 6 months of collaboration, AdQuantum generated 15,000+ subscriptions on Web2App landings for Home Fitness for Weight Loss fitness app.

We've been working with AdQuantum's team for more than a year now. This agency proved itself as a very reliable partner, with great potential for solving advertising and marketing challenges. AdQuantum has always been eager to achieve success, striving for maximum efficiency to reach our goals. Thanks to their professionalism, flexibility and open-mindedness we become closer and closer to achieving our marketing mission.

—Home Fitness for Weight Loss, Yulia Reznik Chief Marketing Officer

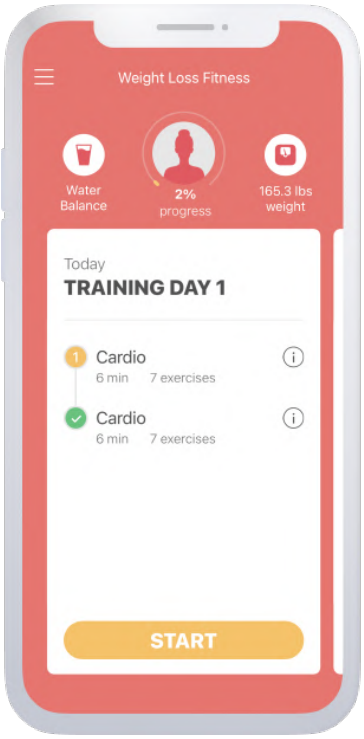
Background

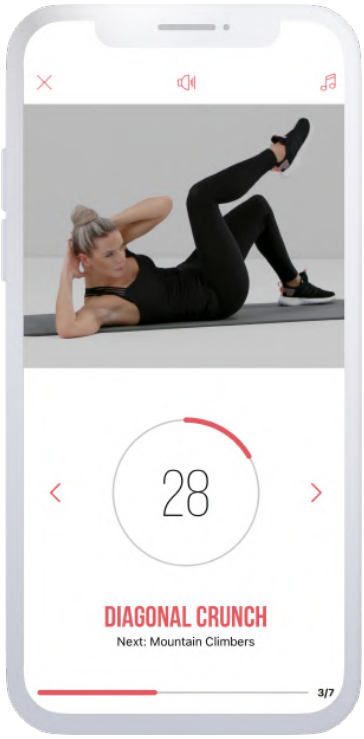
677,475*
MAU

52,053
DAU

WorldWide
GEO

*According to Sensor Tower





Home Fitness for Weight loss is a fitness app that allows users to train and get in shape at home without any equipment. The app creates a personalized program of workouts and training schedule so once you tell the app what you want to achieve, you get the plan based on your personal parameters and goals and work out to videos in the app.

Goals

- Increase the number of new users
- Increase the number of subscriptions
- Target specific geographic locations

Strategy

AdQuantum started driving traffic for the Home Fitness Weight Loss app since March 2021 and this beautiful collaboration lasts till today. After some time we also started to drive traffic for Web2App and managed to increase our marketing spend and amount of subscriptions x10 in the last 6 months.

1. **We started with test spending on Facebook traffic source. In just 6 months we reached x10 in marketing budget.**

2. **With the help of our creative team we produced 200+ new creatives and tested dozens of different approaches.**

3. **Due to win-win cooperation with the client there were constant changes and improvements in product. As a result it helped us both to grow and get common benefit by taking a reciprocal approach**

User Acquisition

Case Study period for HFWL App: October 2021 — March 2022

GEO: WorldWide

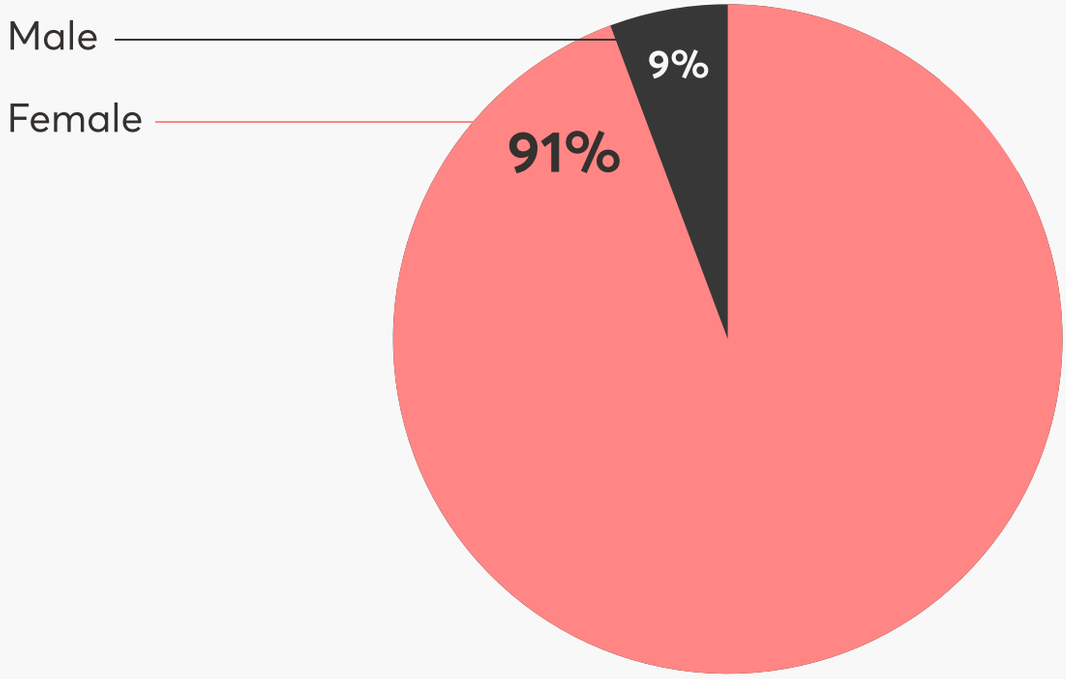
Platform: iOS (Web2App)

Top performing GEOs: USA, Tier 1 countries

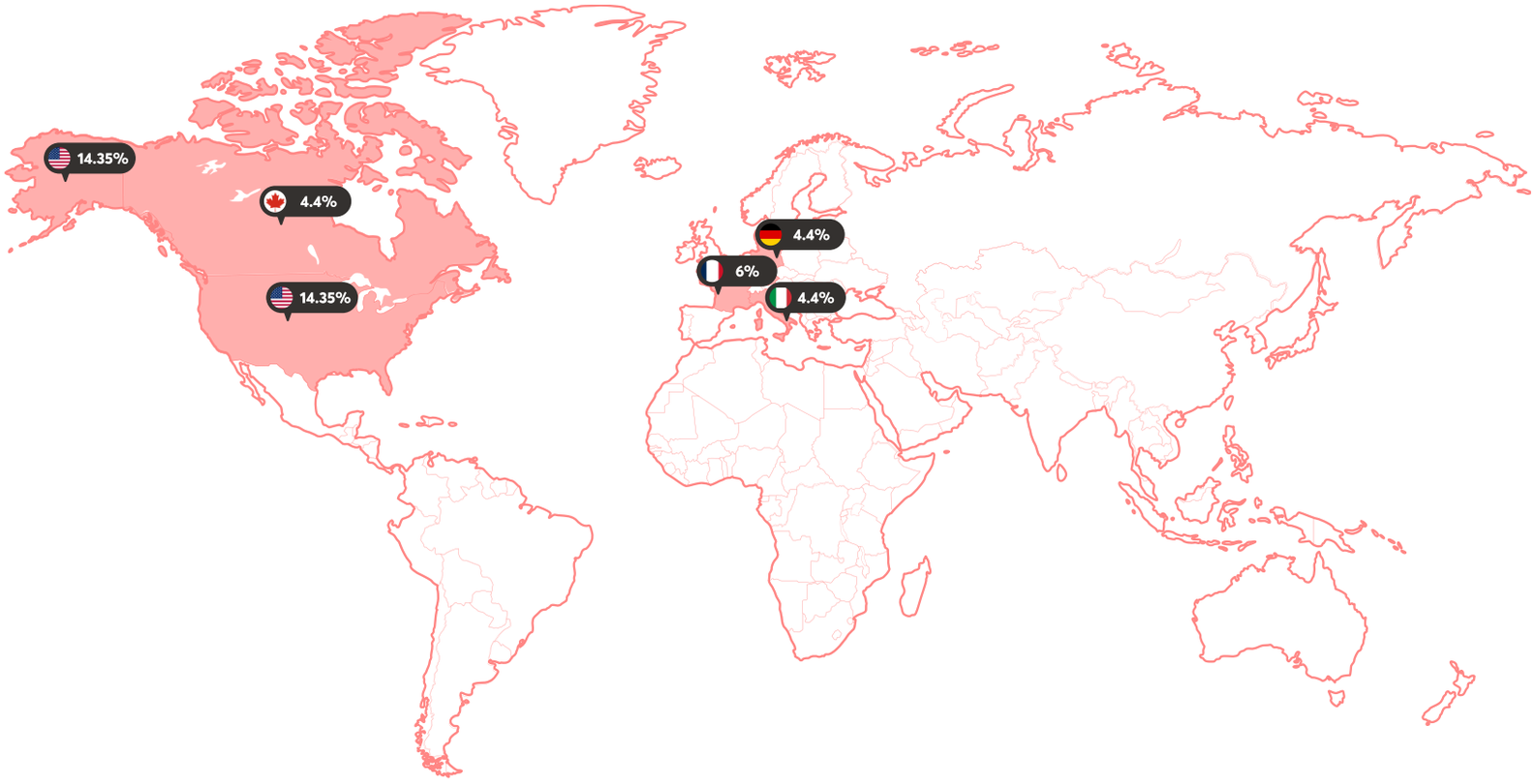
Target audience: Female, 21-55

Traffic Sources

Demography

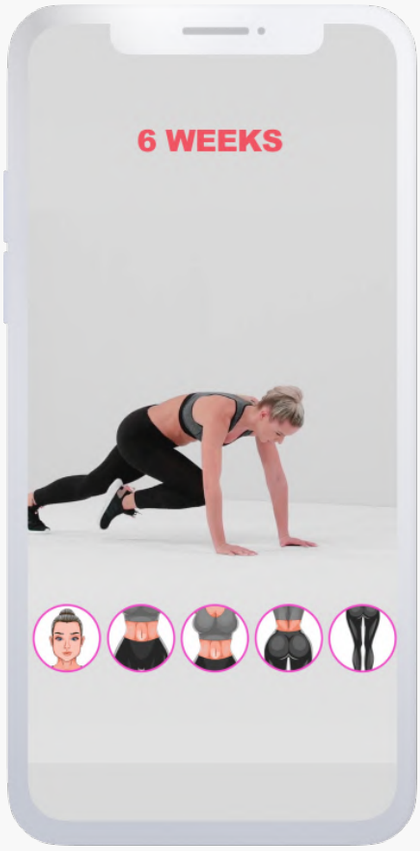


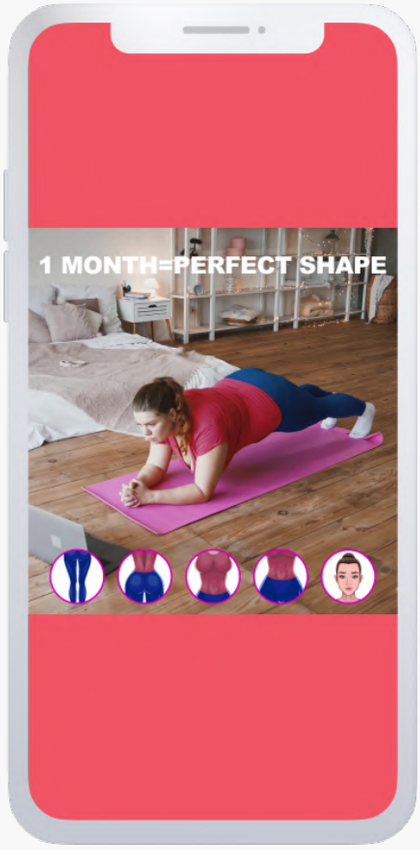
Top 5 GEOs by subsriptions



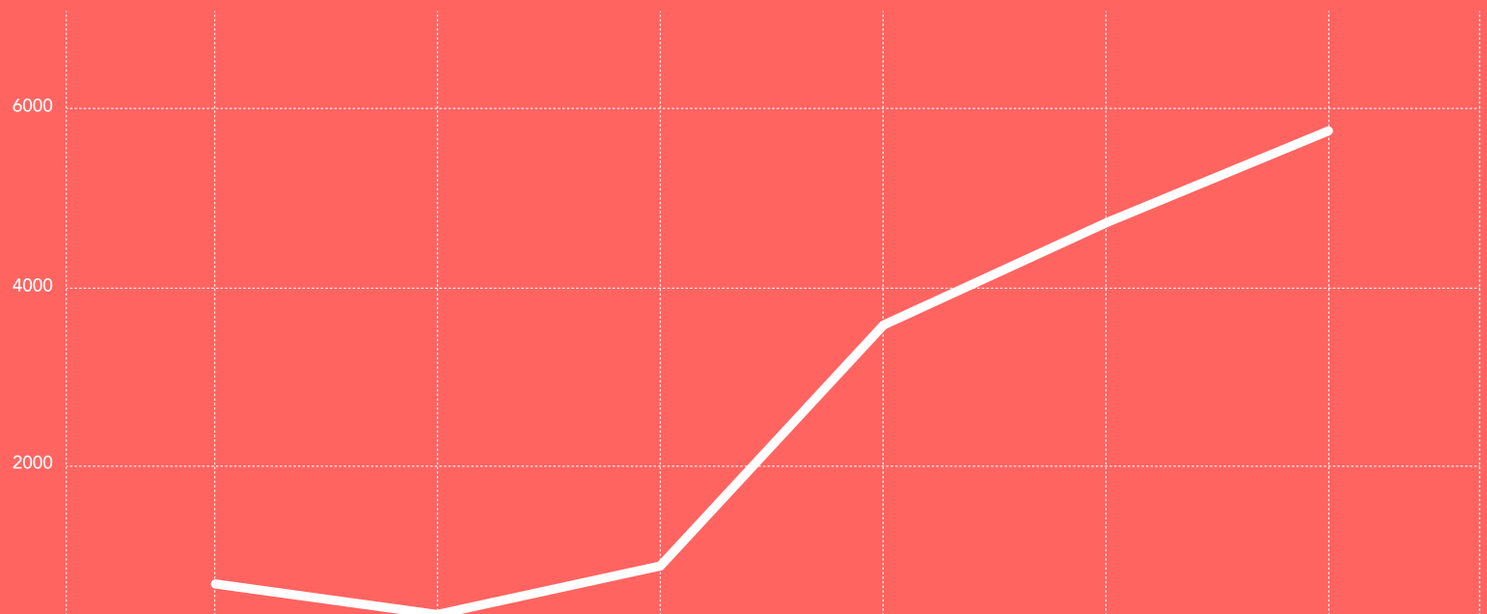
Creatives

We tested dozens of different approaches and produced **200+ new creatives** for Home Fitness for Weight Loss app.





Results



15,000
subscriptions (iOS, Web2App)*

200+
creatives

* October 2021 — March 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.

Get started

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