Home Fitness for Weight Loss

AdQuantum

x40 subscriptions in 6 months (SKAN)

During the last 6 months of collaboration, AdQuantum generated x40 subscription growth on SKAN traffic for Home Fitness for Weight Loss fitness app.

We've been working with AdQuantum's team for more than a year now. At first we started our collaboration with Web2App and achieved great results. Since then we also decided to transfer all SKAN campaigns to AQ and never regretted it. In just a couple of months we managed to achieve great results and raise the app rating in the App Store.

—Home Fitness for Weight Loss, Artemiy Proskuryakov, CMO

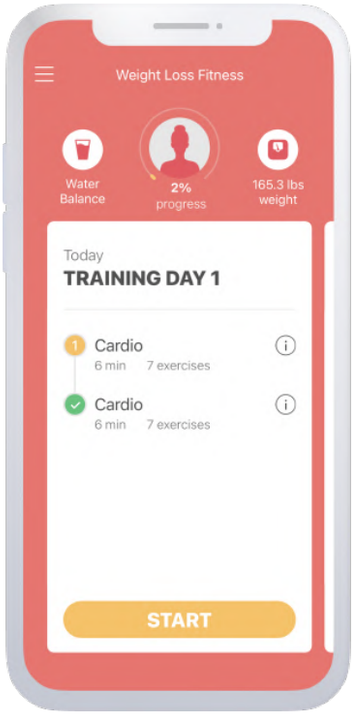
Background

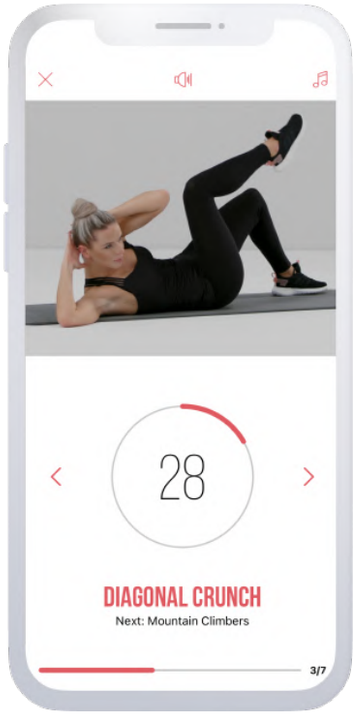
677,475*
MAU

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
- Raise the app rating in App Store

Strategy

AdQuantum started driving SKAN traffic for the Home Fitness Weight Loss app since February 2022 till today. Since we started driving traffic for SKAN we managed to increase our marketing spend and amount of subscriptions x40 in the last 6 months.

1. We started with moderate spend test campaigns on social media. In just 6 months we received x40 budget share and the same increase in subscriptions. It also increased App Store ranking from #443 to #26*.

2. Our creative team produced 200+ ad creatives and tested dozens of new approaches.

3. Ad creatives were tested on w2a campaigns so we could keep more SKAN slots free.

4. For successful SKAN campaigns performance we worked on 3 main parameters - optimization, GEO and creatives. As we were limited by 9 slots and time of postbacks we had to find the most effective approaches in the shortest possible time.

   We were constantly facing the trouble of creative burnout alongside with limited information in the BI system so we had to base our decisions on the stats from the top of the marketing funnel. Eventually we came to the conclusion that CBO and AAA with all 5 ad sets worked best for us as we could split high volumes between ad campaigns and quickly change creatives. This strategy helped to get the audience with different creative approaches at the same time and improve our performance.

5. Client's BI with a predict system was a substantial aid and saved us time on calculation.

*Screen from Sensor Tower in Results

User Acquisition

Case Study period for HFWL App: February 2022 — July 2022

GEO: WorldWide

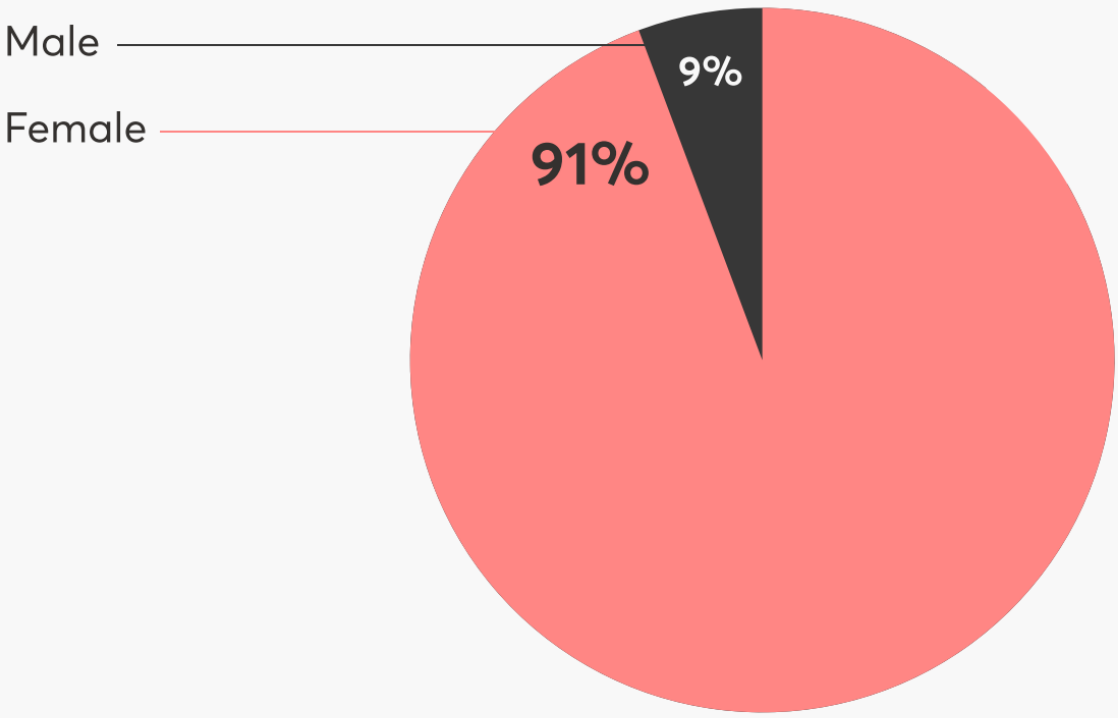
Platform: iOS (SKAN)

Top performing GEOs: USA, Tier 1 countries

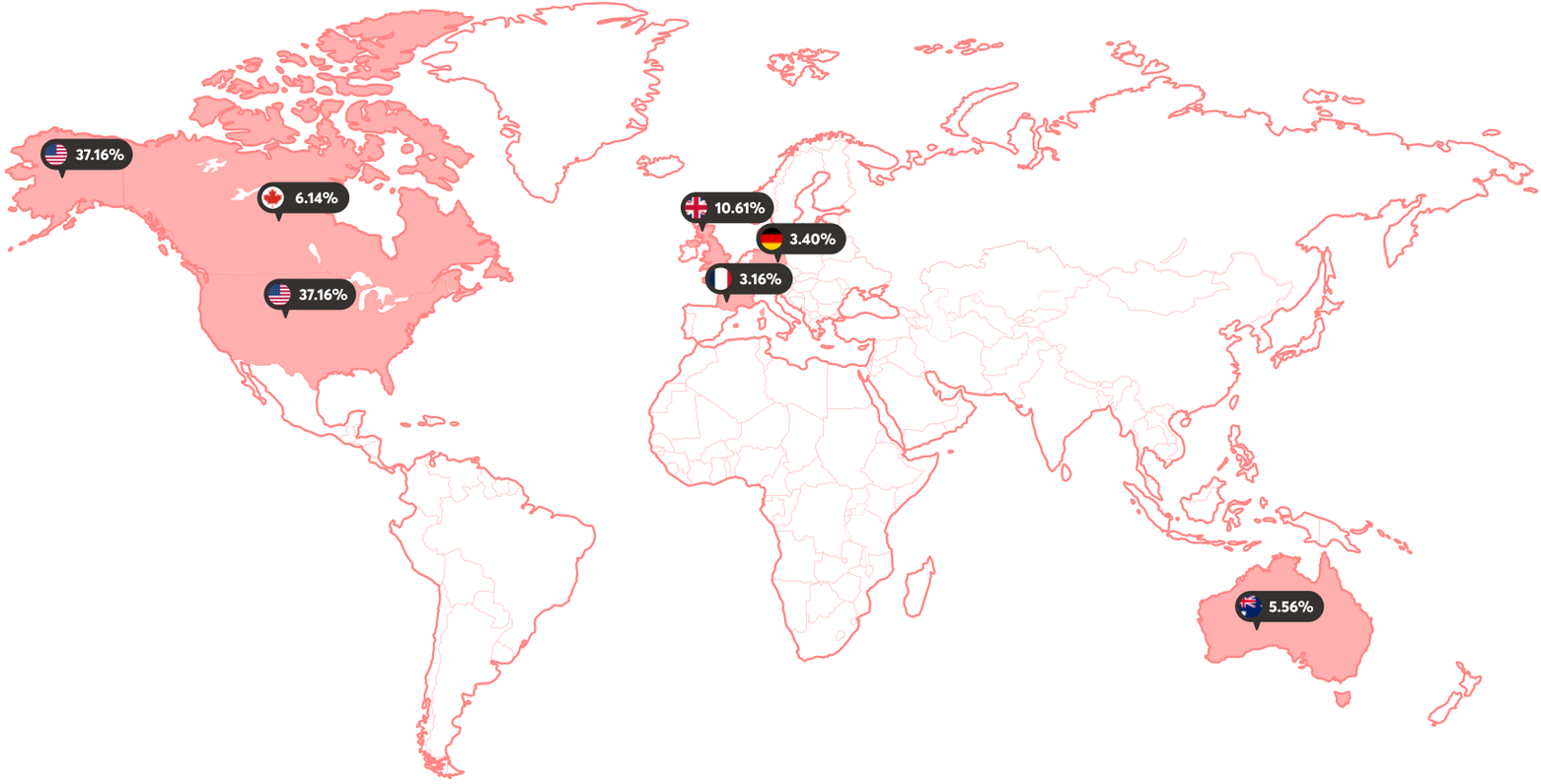
Target audience: Female, 21-55

Traffic Source: social media

Demography

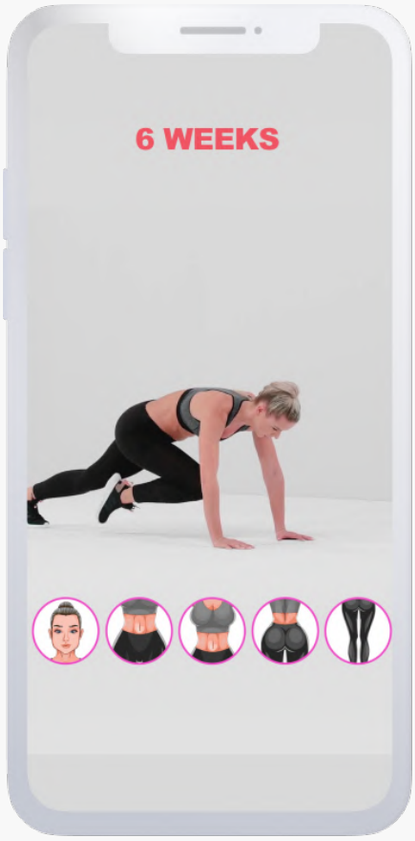


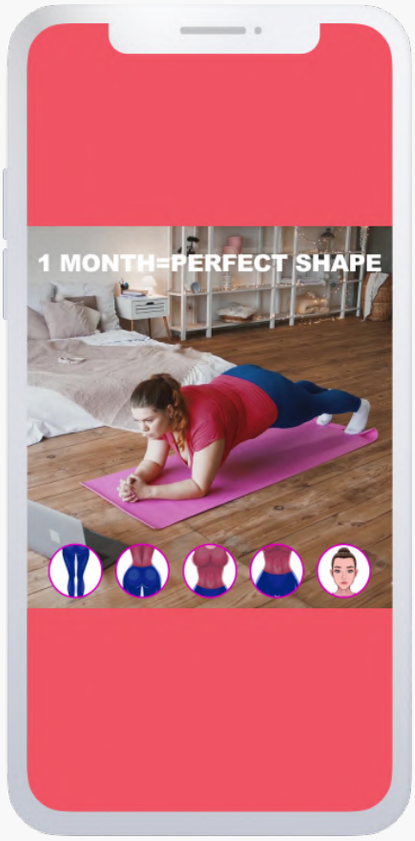
Top 5 GEOs by subsriptions



Creatives

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

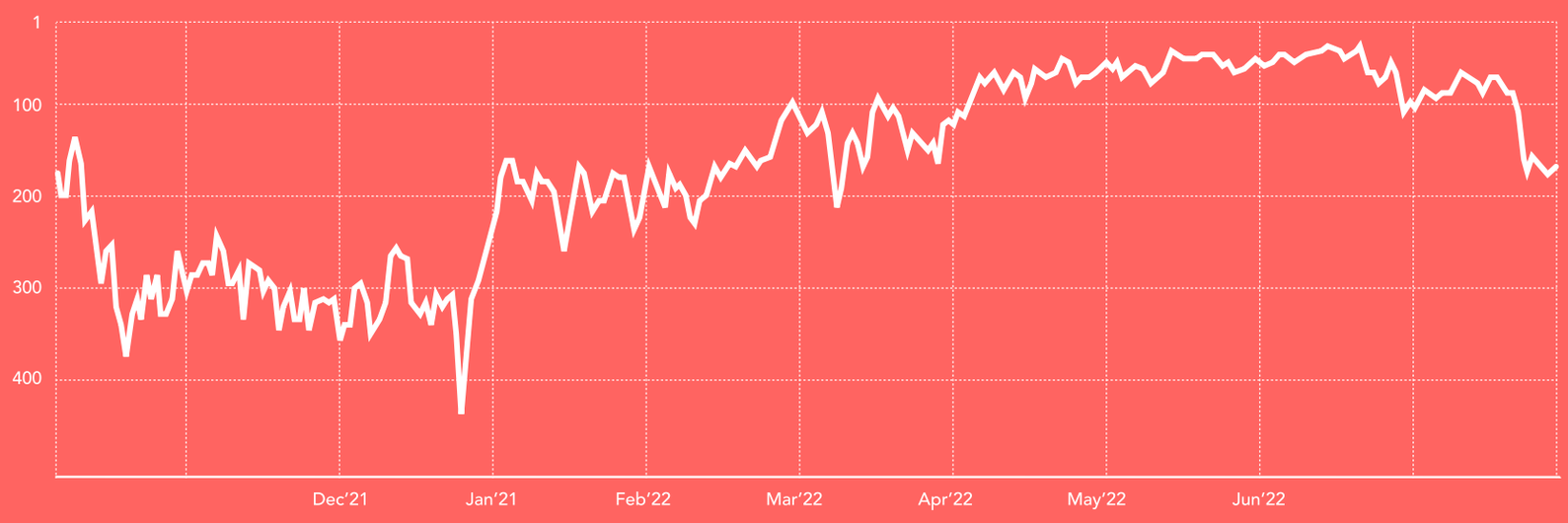




Results

Daily Category Rankings

App Store - Oct 5, 2021 - Jul 29, 2022 - iPhone - Health & Fitness - US - Free



From 443rd to 26th
in App Store ranking

x40
subscriptions (iOS, SKAN)*

200+
creatives

* February 2022 — July 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

www.adquantum.com sales@adquantum.com