

# 86,000 trial subscriptions

During the 15 months of win-win collaboration, AdQuantum generated more than 70,000 purchases and 86,000 trial subscriptions from acquired traffic for Patephone from 3 traffic sources.



It goes without saying that the digital market constantly changes. Although it challenged us pretty often, we were always able to adapt and solve any problems together with the AdQuantum team. The most valuable point in this cooperation for us has been their proactive approach and brand new ideas. As a bonus we got more than 600+ creative solutions without any extra costs, and their managers were always in touch and never hesitated to draw our attention to problems in our product. Our collaboration with AdQuantum has already lasted more than 1 year: we highly appreciate this partnership and are sure that there will be many many triumphs coming ahead.

—Sergey Belousov, Chief Marketing Officer, Business Challenge UAB



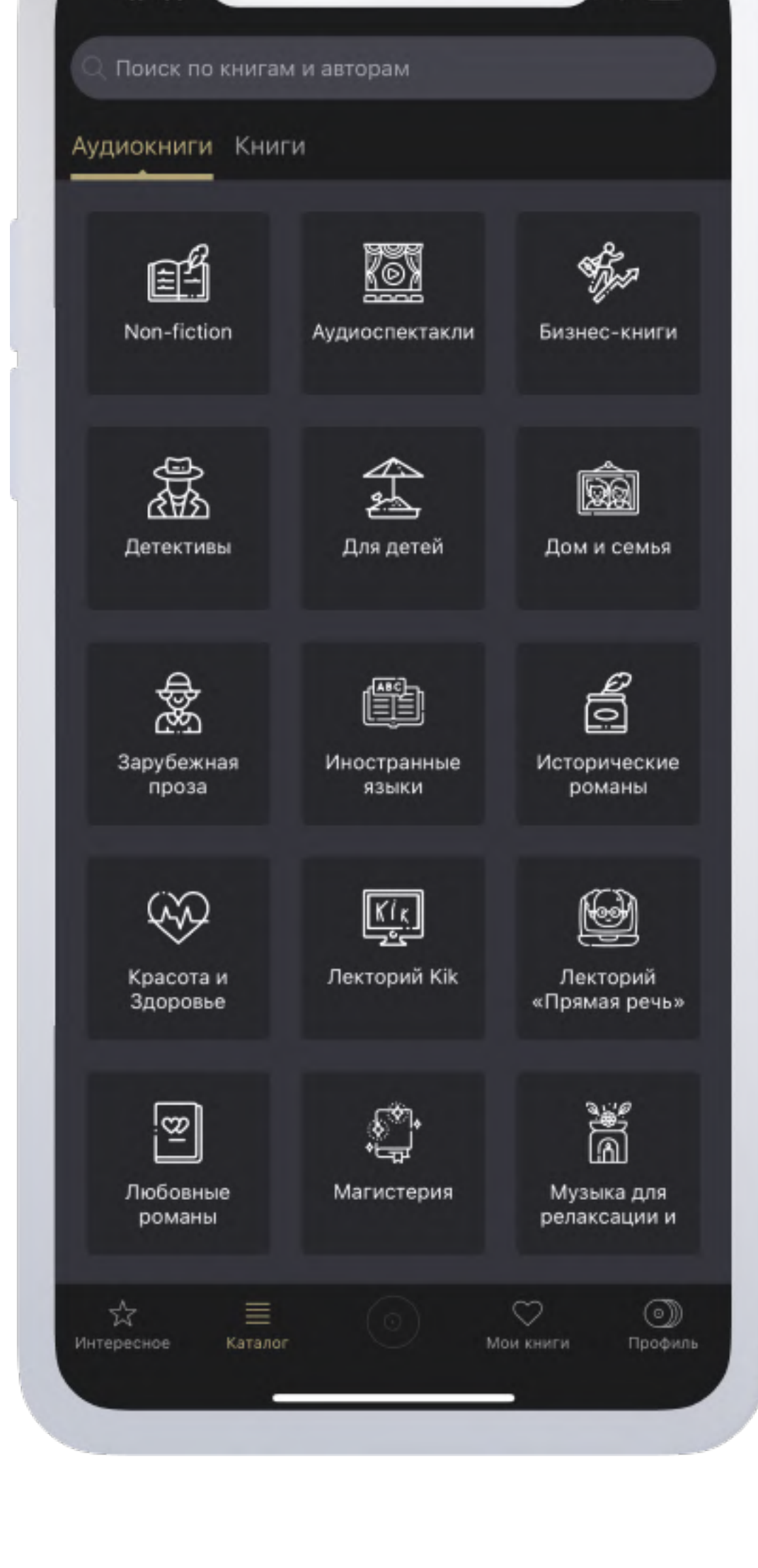
## Background

1,700,000+ MAU

2,500,000+\* USER BASE

\*According to Sensor Tower

Patephone is an audiobooks app that allows users to read and listen to audiobooks online. There are more than 15,000 classical and foreign audiobooks and audio performances, on different topics and of different genres for every taste.



## Goals

- Target specific Russian-speaking geographic locations
- Increase the number of trial subscriptions
- Increase the number of payments

# Strategy

Collaboration of AdQuantum and European Business Challenge UAB mobile publisher started in August 2020 and lasts until today. AdQuantum started driving traffic for the Patephone app with the CPA model. After some time, we also started driving traffic for Patephone Web.

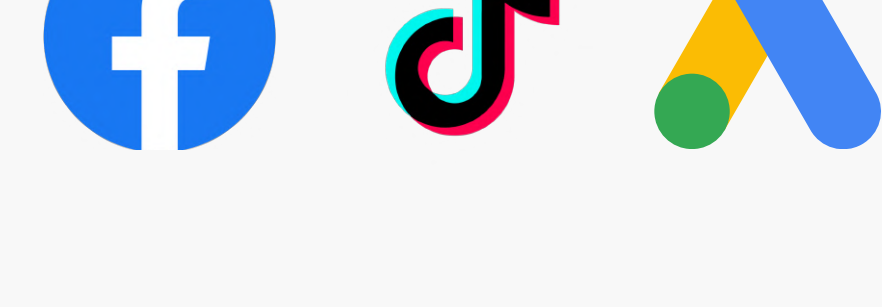
- We tested dozens of different approaches and produced 600+ new creatives.
- After defining the best approaches, we moved on to optimising and increasing volumes of traffic for the top GEOs, which are Russia and Ukraine.
- For the first 6 months, we have been working on increasing the number of payments. As a result, we managed to reach 70,000+ purchases on both Android and iOS.
- We were expecting iOS 14.5 release and thus, started preparing for working mainly with web traffic. Therefore, we managed to adapt to the new circumstances and generated 86,000 trial subscriptions.

## User Acquisition

Case Study period for Patephone App: August 2020 - November 2021

Case Study period for Patephone Web: May 2021 - November 2021

### Traffic Sources



### Platform

Android, iOS, Web

### GEO

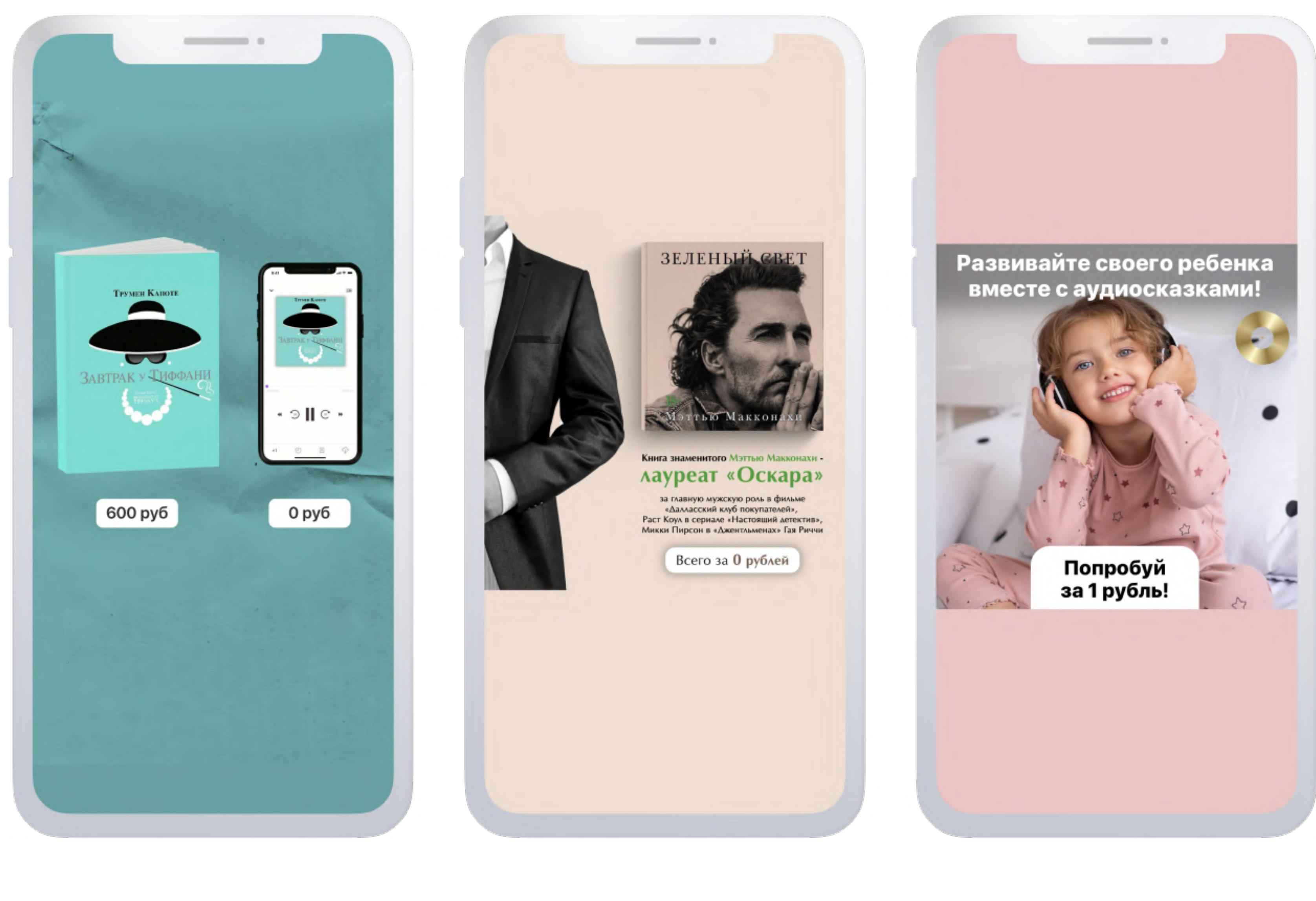
Russian speakers around the world

### Top performing GEOs



## Creatives

We tested dozens of different approaches and produced 600+ new creatives.



## Results

70,000\* Purchases through app

86,000\*\* Trial subscriptions through web

\* August 2020 — November 2021

\*\* May 2021 — November 2021

## 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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