STRETCHIT
SKAN+Web-to-Web

AdQuantum
Union apps

110,000 trial subscriptions and 11,000 web purchases in 12 months

During the 12 months of collaboration, AdQuantum generated 110,000 trial subscriptions on SKAN traffic and 11,000 web purchases for the STRETCHIT app.

We've had a long-standing partnership with AdQuantum, and we couldn't be happier with it. They handle advertising for our Stretchit project across all the major traffic sources, covering both mobile apps and our web funnel.

AdQuantum consistently provides a steady stream of creatives, always in line with our brand policy. They are fully in charge of the results of ad campaigns and constantly test new hypotheses, often leading to fresh successes. Their attentive account managers are always ready to assist and swiftly resolve any questions, ensuring complete transparency in the process. We're confident that even greater achievements lie ahead!

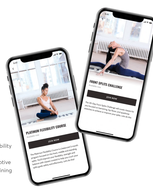
— CEO/Co-founder of STRETCHIT – Natasha Nikolaeva

Background

74,000* AVG. DAU

1,070,000* AVG. MAU

**According to Sensor Tower



STRETCHIT is a direct method for improving flexibility through goal-oriented video classes. World-class flexibility instruction, beautiful videos with descriptive voice cues, flexibility challenges, personalized training recommendations, progress tracking, and more!

Goals

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

Strategy

Between July 2022 and August 2023, AdQuantum drove both web-to-web and SKAN traffic for the STRETCHIT app. This resulted in 110,000 trial subscriptions from SKAN traffic and 11,000 web purchases for the STRETCHIT app over the course of 12 months.

SKAN campaigns come with certain limitations:
- the number of slots for compaigns
- the time taken to receive postbacks
- incomplete results in the SKAN report due to the null conversion value rate.

With these considerations in mind, when working with SKAN campaigns, we adhere to the following principles:

1. **Creatives are tested on the web version**

   We primarily conduct creative testing on the web version. This enables us to filter out 70-80% of creatives that exhibit poor metrics at the initial funnel stage. The remaining creatives are utilized in SKAD campaign setups, and their results are analyzed further.

2. **A UA hypothesis is tested on the US GEO**

   A UA hypothesis is typically tested in the US GEO. We conduct UA hypothesis testing in the working GEO, typically the US. Evaluation is based on the SKAN report for CPA regarding the target event. While this doesn't provide a 100% measurement of campaign results, it allows us to fairly quickly determine whether there is potential in the current setup.

3. **The initial assessment of results takes place at the overview level, with a more detailed evaluation in the SKAN report once all postbacks come in.**

4. **A comprehensive retest of the main settings is conducted on a monthly basis**

   We continuously test placements, interests, and AAA/CBO/ABO. We consistently segment campaigns between English-speaking countries (Tenga) and the rest of the world (WW).

   Additionally, working hypotheses that initially performed well but gradually declined are shifted from the lowest cost to a higher bid cap, which we then gradually decrease. This approach breathes new life into our setup.

5. **Exploiting server-to-server integration**

   In terms of ad campaign management, the web funnel is becoming more transparent than the iOS app version. We've set up server-to-server integration, allowing for precise campaign attribution and quick optimization decisions.

6. **Using automated rules**

   Automated rules, configured through Revealbot, play a significant role in campaign optimization. However, it's crucial to remember that setting up automated rules correctly requires a solid understanding of how to optimize and scale without relying on them.

User Acquisition

Case Study period for Stretchit App: July 2022 — August 2023

GEO: WorldWide

Platform: iOS (SKAN) + Web-to-Web

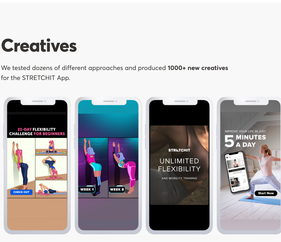
Traffic Sources

and other paid social

Top-performing GEOs by trial subscriptions

Creatives

We tested dozens of different approaches and produced **1000+ new creatives** for the STRETCHIT App.



Results

110,000 trial subscriptions* (iOS, SKAN)

11,000 web purchases*

1000+ creatives*

* July 2022 — August 2023

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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