Prime: Intermittent Fasting

union apps

MRR from $17,000 to $83,000
ARR from $205,000 to $1,000,000

During our first 3 months of collaboration, Union Apps managed to achieve 5x revenue growth, generating over 90,000 installs and 12,000 subscriptions from acquired traffic for Prime: Intermittent Fasting from three traffic sources.

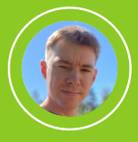
"Since the Prime app foundation, we were seeking for a reliable partner that would help us with the app scaling and paid traffic sources to reach positive unit economics. Union Apps turned out to be the right partner for us.

They made an offer to cooperate using a profit share model with the possibility to keep the app on our account in stores and retain possession of our IP. Union Apps' team helped our business grow by constantly finding fresh revenue streams.

Prime's metrics have increased significantly in just a few months. During the period of cooperation, we generated a 2.5 times increase in ARPU with our product hypotheses. Our MMR has grown 10 times since the start of cooperation with Union Apps. Moreover, we have been maintaining our positions in the App Store's Top 100 free apps in our category in the US for several months now.

Union Apps remains our publisher to this day. We thank them for their productive work and are looking forward to long-term mutually beneficial cooperation and to a rise in joint profit."

—Sergey Sharov - Co-founder



—Sergey Kopanev - Co-founder

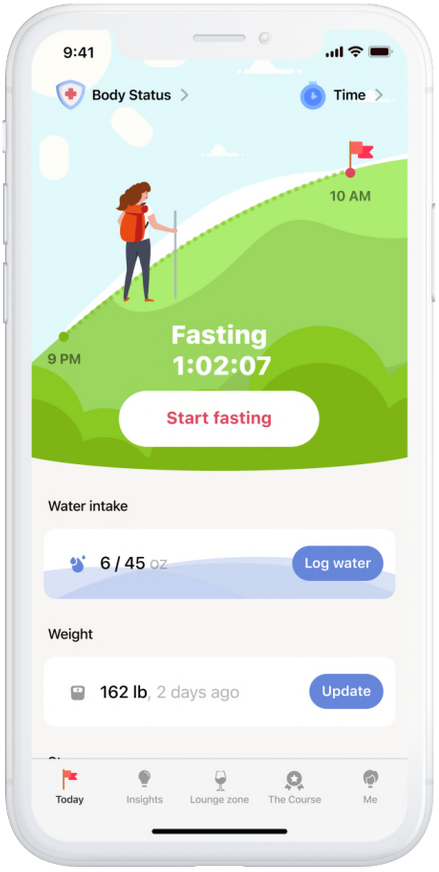
Background

67,000*
MAU

150,000**
USER BASE

*January 2022
**According to Sensor Tower

Prime: Intermittent Fasting App is the first fasting app tailored exclusively to women. Designed with an extremely effective fasting protocol, a simple weight tracker, fasting stats, and all the answers to your burning questions.



Goals

- Become the best app for fasting
- Top priority - revenue growth
- Preliminary goal - make the economy break even and become ROI positive

Strategy

Collaboration between Union Apps and Otion inc started in November 2021 and continues today. During 3 months of our collaboration, we managed to deliver 5X growth of ARR.

User acquisition strategy for Prime: **Intermittent Fasting**

1. Setting the SKAN Conversion Value

We use Appsflyer and a custom mapping scheme, where we pass the event of the direct subscription purchase (subscription_started)

2. Facebook

A/B tests are using a structure of one-one-one (one ad campaign - one ad set - one ad), winning combos then used to scale the ad spend. SKAN does a pretty good job, but when it comes to budget splitting using different ad sets with the best efficiency we do it manually, therefore we run BAU and AAA campaigns on AEO. Due to Facebook being the main media source we're focusing on Appsflyer overview results without waiting for SKAN events to trigger, then analyze previous days by GEO.

3. Google

We are analyzing results using Google's own attribution as it provides the most accurate data. Since conversion modeling cannibalizes traffic from Facebook, we calculate the cannibalization rate and subtract it from the data to get a true CPA.

4. Creatives

Ad creatives reflect the essence of the app and aimed to target female audiences only. In terms of creative approaches we used the market's best practices with a proven record of effectiveness. We've made over 700 creatives so far.

5. Onboarding and Paywall

The developer was responsible for onboarding and paywall metrics improvement. They've made three major updates of both, which led to a 2.5X increase of the APRU.

User Acquisition

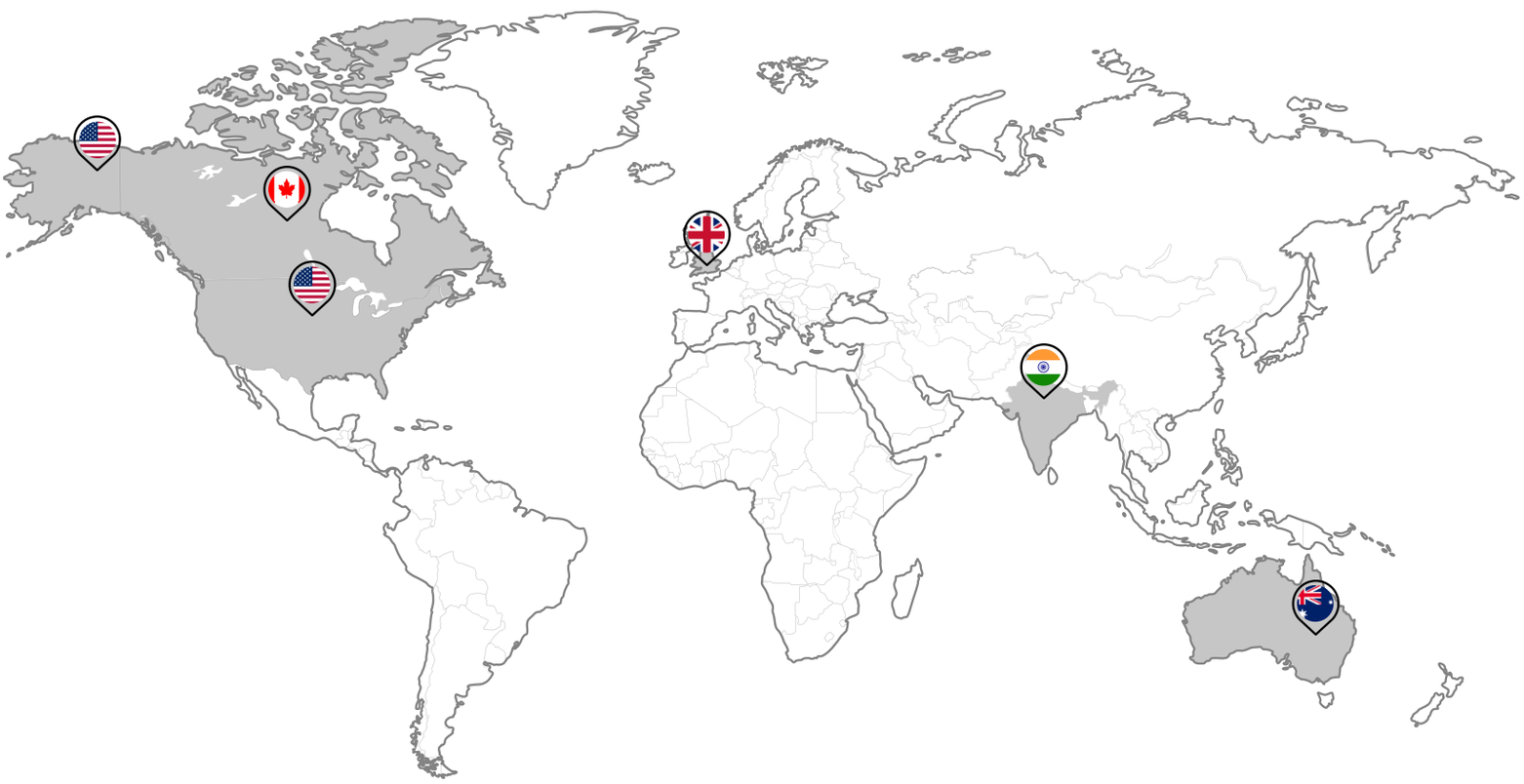
Case Study period for Prime: November 2021 - January 2022

GEO: USA, Tier 1

Platform: iOS

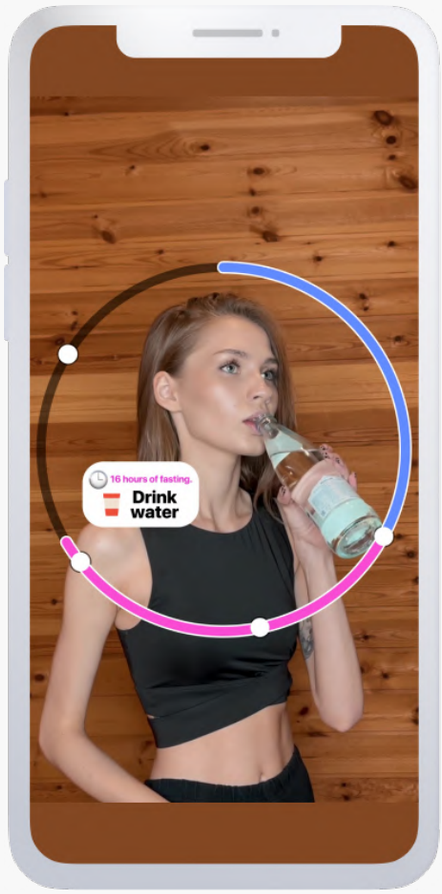
Traffic Source

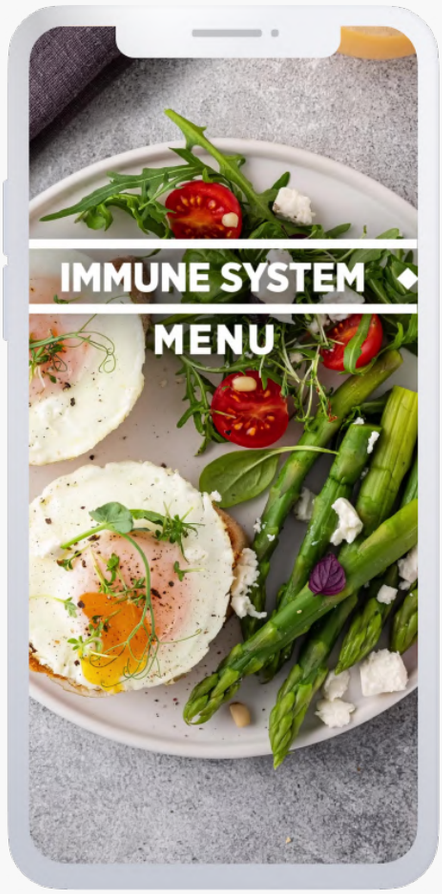
Top performing GEOs

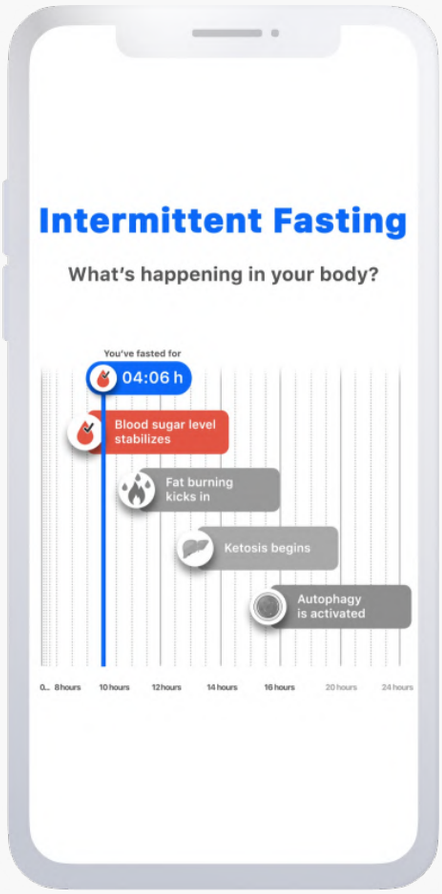


Creatives

We tested dozens of different approaches and produced **700+ new creatives**.

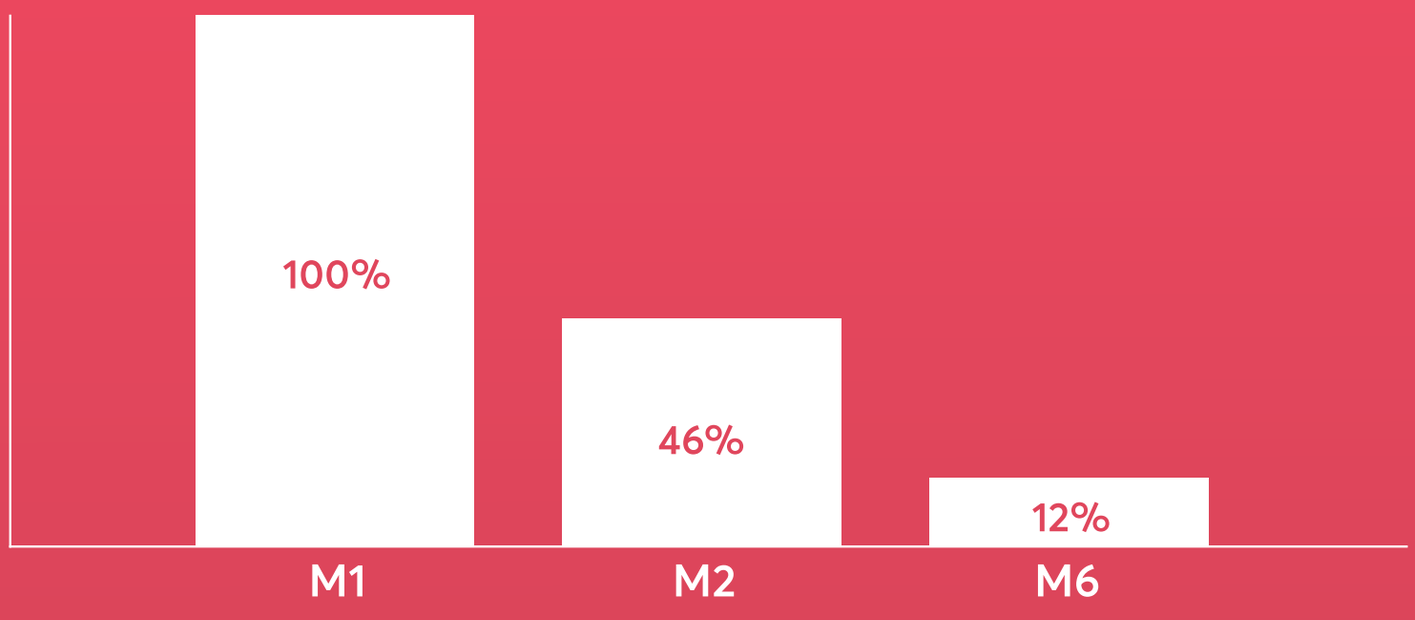






Results

RETENTION RATE



90,000* installs

12,000+* subscriptions

x20* growth of active user base

MRR from $17,000* to $83,000

BREAK EVEN POINT OCCURS ON DAY 0

* in 3 months (November 2021 - January 2022)

Contact us!

Do you have a mobile app?
We have investments, marketing resources and extensive expertise in app promotion. You too can increase your profit. Talk to one of our specialists at Union Apps.

Get started

www.unionapps.com hello@unionapps.com