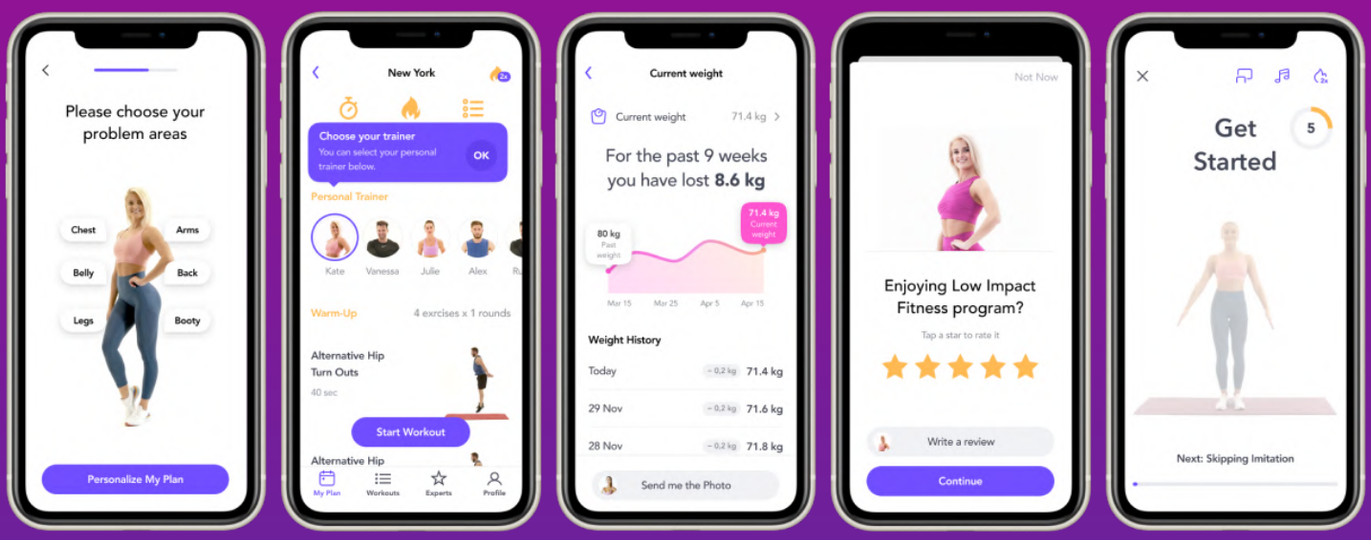
Fitingo

union apps

1,700,000 new users
92,000 subscribers

During the 9 months of collaboration, Union Apps generated 1,700,000 new users and 92,000 subscribers for fitness app Fitingo.



Since Fitingo's inception, we have been constantly looking for ways to grow and scale to an international company. From the very beginning of communication with Union Apps, we were certain that we should cooperate with them. Union Apps producers helped our business grow by constantly finding fresh revenue streams.

Fitingo's metrics have increased significantly in just a few months. The active audience of the app has extended hundreds of times. Union Apps UA specialists helped our product take the top positions in UK and US top grossing apps.

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 rise in joint profit.

— Martin Aminov, COO, Fitingo

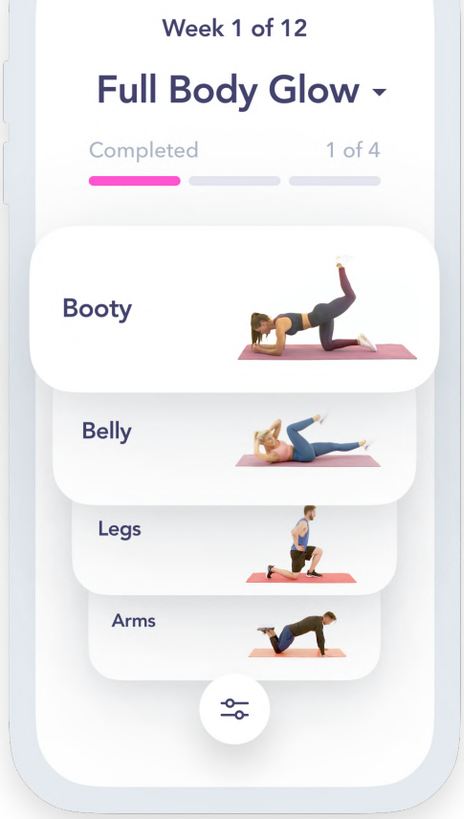
Background

1,7M+
User Base

150,000
MAU

Worldwide
GEO

Fitingo® was developed based on the results of over 20,000 people who followed the 8-week fitness plan in 2014-2020 and submitted their weight and measurements on a weekly basis. You'll be challenged daily by your personal Fitingo® trainer while you lose weight! Choose between easy beginner weight loss workouts or advanced HIIT training.



Goals

- Make Fitingo #1-3 app in the Fitness category in the US, UK
- Increase the number of new subscribers
- Produce hundreds of different creatives

Strategy

Fitingo suggested Union Apps cooperation in August 2019. Our main goal was to launch user acquisition campaigns, check the funnel (user's path from a click on an ad to the 3rd rebill) on weak spots — and work on improving it and increasing LTV.

1. Event-based UA

During the first 3 months, we were driving traffic through Facebook and Snapchat sources optimising for trial subscriptions.

At the same time, we tested buying traffic for a custom event. That event consisted of 4 smaller events:
- trial_started
- trial_converted
- subscription_started
- subscription_renewed

As a result, optimisation for this complex event gave us a pretty cheap CPA without losing LTV. We continued running UA campaigns only for that event.

2. Facebook

As Union Apps employees have extensive expertise in buying Facebook traffic, we know which strategies to implement in order for the traffic to pay off. We started with spending $20,000-$30,000 per month on Facebook traffic source. In just 5 months we reached $100,000 in marketing budget. In January 2021, we spent $750,000 on Facebook traffic. At that point, Fitingo made it to the Top 2 UK and Top 3 US grossing apps.

3. Snapchat

In Snapchat, we targeted the largest GEOs: US, FR, DE and MENA region. We transferred the best Facebook ad creatives to Snapchat campaigns, but realised that those creatives did not provide high performance. Therefore, in Snapchat we switched to native live action creatives. This approach gave us the highest

LTV.

4. TikTok

For TikTok, at the beginning, we also used the creatives made for Facebook. Those were motion videos that did not allow us to achieve the desired CPA. So, we switched to running ads with real people as well, which brought us a great outcome.

5. ASO

After we have set up UA for the project, we moved on to the app store optimization process starting with finding proper keywords. As a result, 600+ US keywords were indexed in the store.

6. Apple Search Ads

In Apple Search Ads, we first used branded keywords. They showed excellent ROAS in almost all GEOs.

7. Ad creatives

We know how to correctly match the audience of the traffic source with the ad creative that would be catchy for them. This allows us to produce various performing ad creatives. For all the time, we have produced 1500+ of them.

8. Paywall

When developing a paywall, we tested 30 different ones. We used Firebase for testing various options, such as “trial + week/month/quarter”, “month/quarter/year of direct subscription” and a combination of these options. As a result, we chose the most effective paywall assessed by LTV, not by paywall conversion.

9. Special offer

We implemented a special offer that helped raise LTV up to 20%.

10. App’s content

The product team worked on increasing the Retention Rate and renewed subscriptions on their side. What has been done while working with Fitingo:

- chats have been added to the app
- the exercise library has been redesigned
- activities for pregnant women, mothers with children and exercises with animals have been developed and implemented
- the onboarding, tutorial and workout selection has been redone based on the onboarding data.

User Acquisition

Model of collaboration: Publishing

UA managers: 5+ creative department

Traffic Sources

GEO: Worldwide (with exceptions)
New users: 1,046,934
Unique payers 75,538
CR: 7.21%

GEO: Worldwide (with exceptions)
New users: 84,221
Unique payers 3,080
CR: 3.66%

GEO: Worldwide (with exceptions)
New users: 217,138
Unique payers 3,124
CR: 1.44%

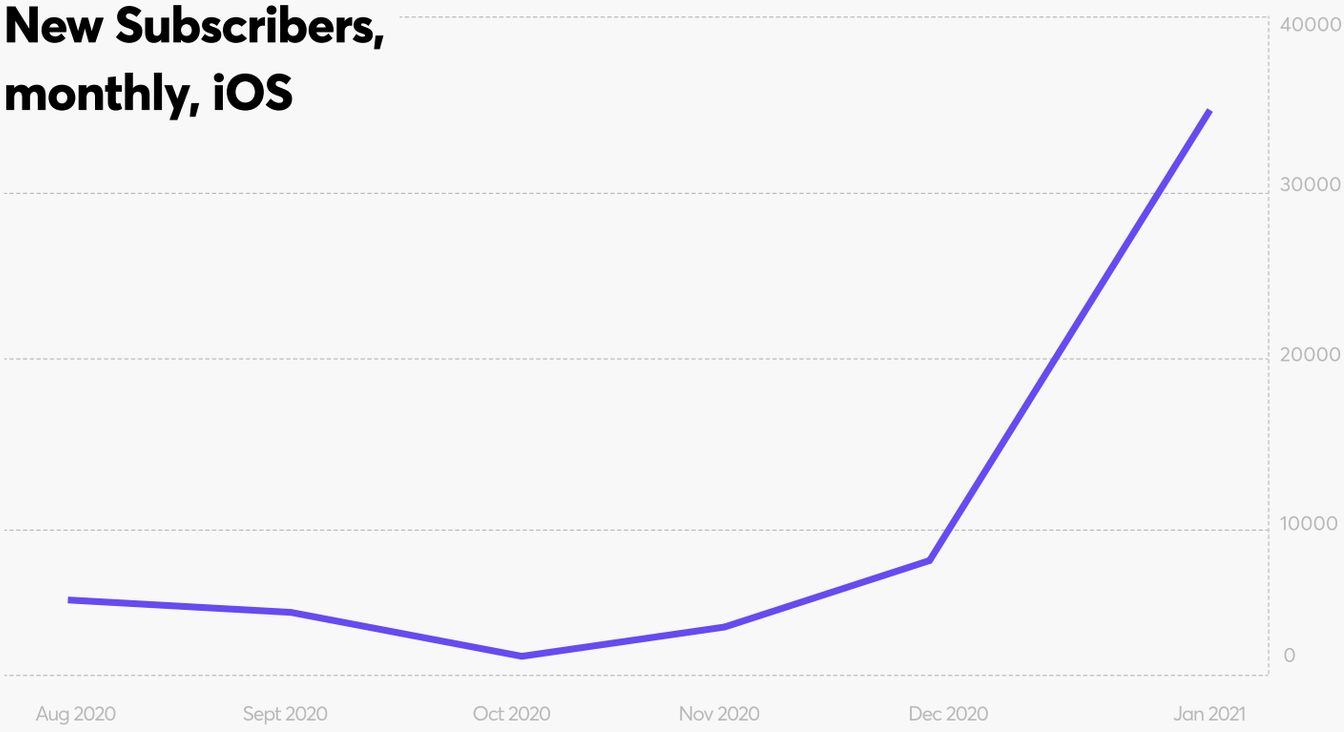
Search Ads

GEO: Worldwide (with exceptions)
New users: 20,945
Unique payers 4,397
CR: 5.45%

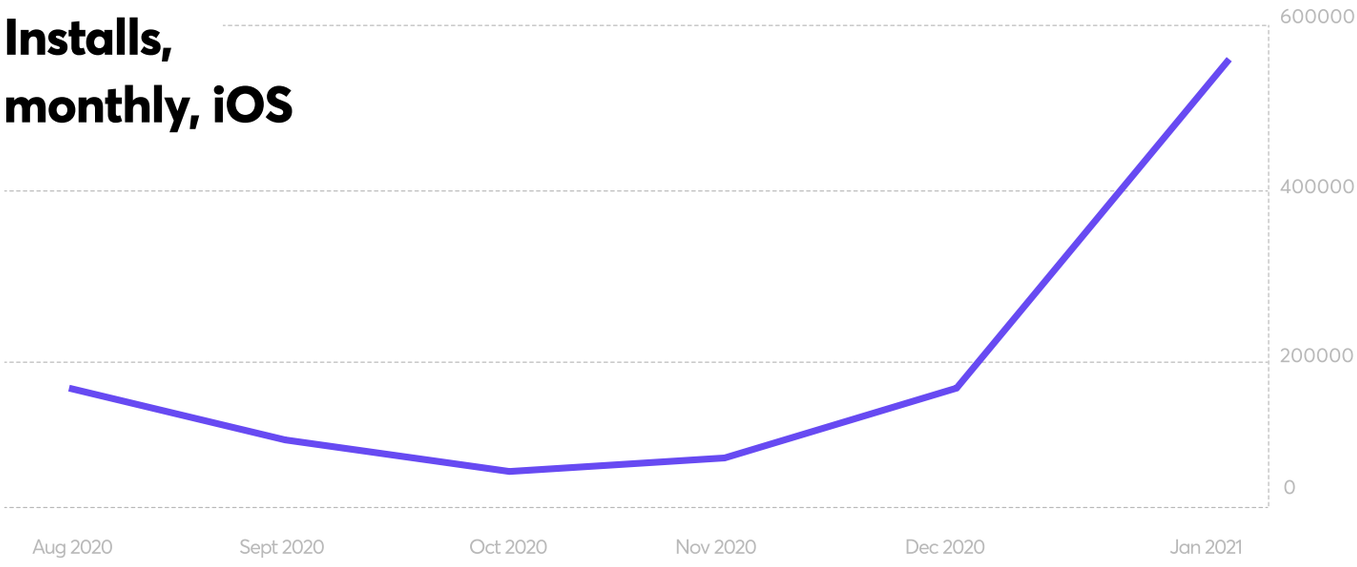
Target audience

25-45 **Female, over 85%**

New Subscribers, monthly, iOS

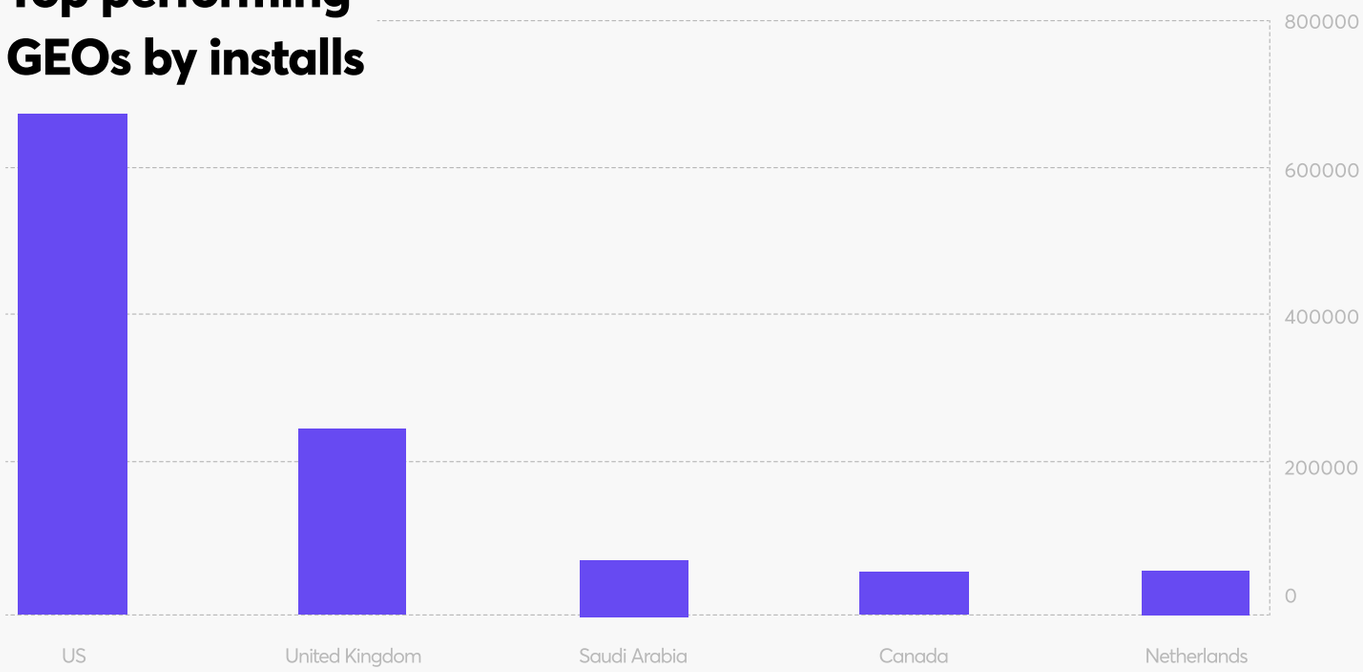


Installs, monthly, iOS

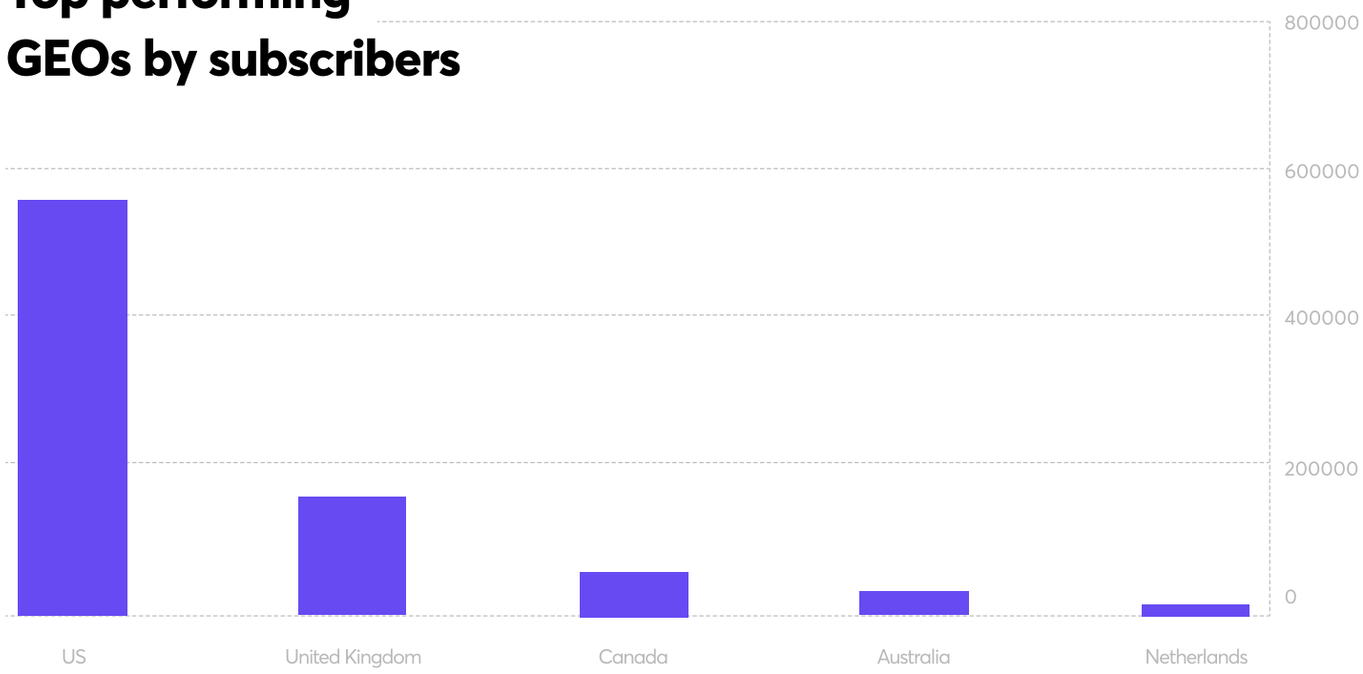


Geotargeting: Worldwide with exceptions

Top performing GEOs by installs

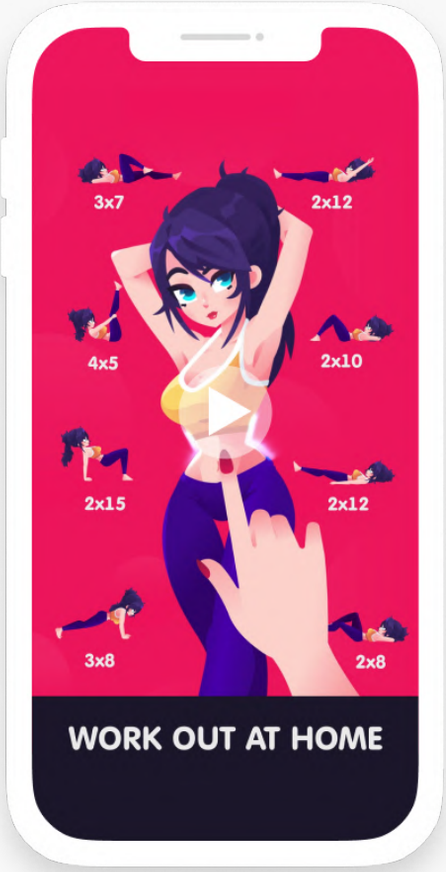


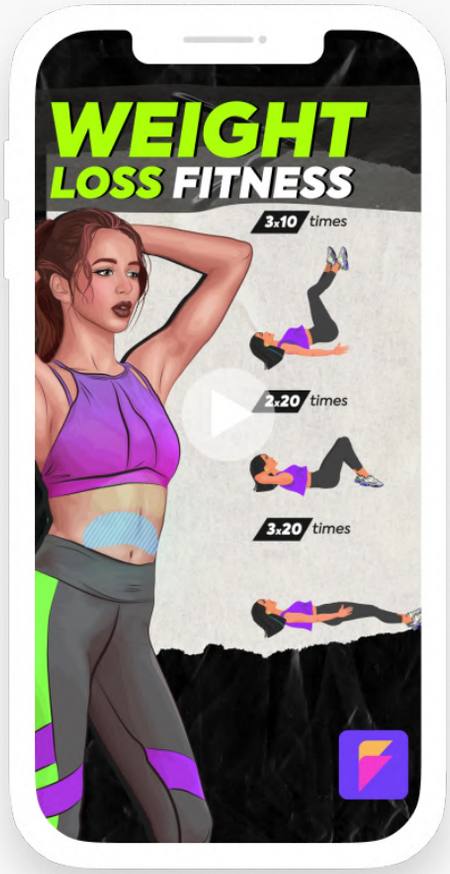
Top performing GEOs by subscribers

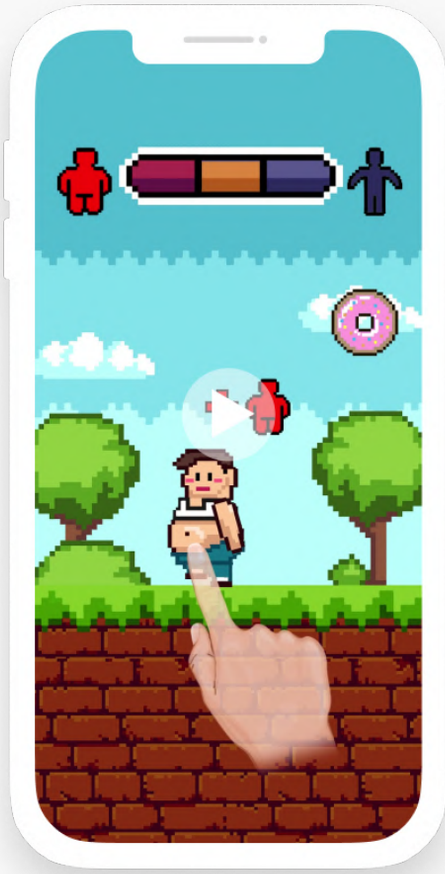


Creatives

Union Apps produced 1500+ new creatives for Fitingo.







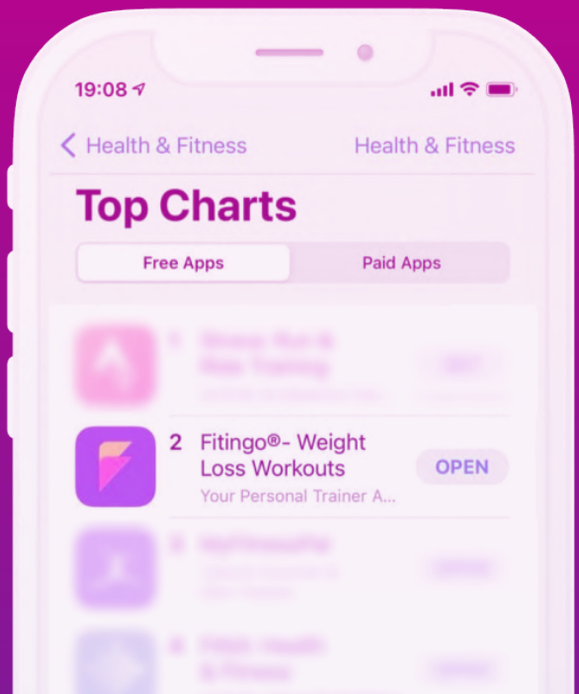
Results

1,700,000*

New users

92,000*

Subscribers

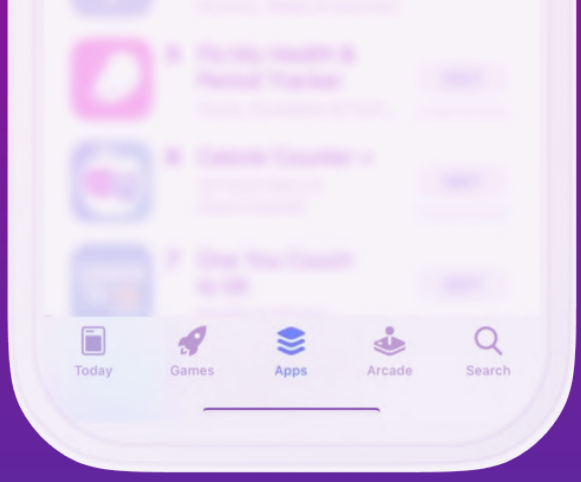


50.45%**

CR

9.66%***

Payers



#2 in UK, #3 in US top grossing in Health & Fitness category in January 2021

* August 2020 - June 2021

** Trial -> Trial Converted, US, Facebook Ads

*** In January 2021

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