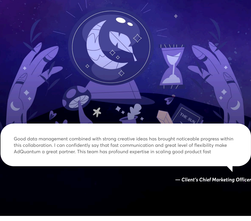
AdQuantum

Over 97,000

purchases

During the last 12 months of our collaboration, AdQuantum generated 97,000 purchases for Esoteric & Tarot App on Web2web funnels.



Good data management combined with strong creative ideas has brought noticeable progress within this collaboration. I can confidently say that fast communication and great level of flexibility make AdQuantum a great partner. This team has profound expertise in scaling post product fast

— Client's Chief Marketing Officer

Background

600,000
MAU

62,000
DAU

Esoteric & Tarot App is a mobile application that helps users explore their life experiences, emotional states, and challenges through esoteric practices and expert consultations, including tarot readers and psychologists. The app initially relied solely on Meta for user acquisition, but as market conditions evolved, a multi-channel approach was introduced to scale traffic efficiently.

Users start with paid trial (week or month) then there are upsells: users can buy subscription renewal or some additional services (personal advice, tarot reading etc.)

Goals

- Expand the active community within the app
- Run advertising campaigns globally
- Test and focus on the most effective traffic sources
- Generate high-quality traffic at the lowest possible cost

Strategy

1. Work with the most relevant traffic on Meta, Pinterest, Google GDN
2. Analyze CPA, CR, predicted ROMI
3. Having predictive analytics at the client's BI is very helpful in analyzing our traffic and evaluating the performance of live campaigns
4. The product's flexibility allowed for continuous expansion of acquisition funnels. Together with the client, we launched different landing pages and produced performing creatives, which helped to prolong the life of each funnel

User Acquisition

Each new funnel significantly boosted audience growth. Original funnels burned out quickly, and launching new strategies helped maintain steady growth.

Case Study period: January 2024 — January 2025

Traffic sources:

Meta, Google, Pinterest

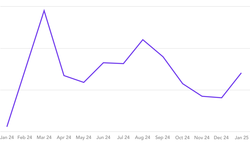
GEO: T1, T2, short list of T3 countries

Platform: Web

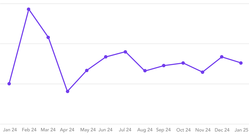
Purchasers' volume dynamics by months

Launching new funnels and successful creative strategies resulted in exponential traffic growth. The graph below illustrates how the number of purchases evolved over time.

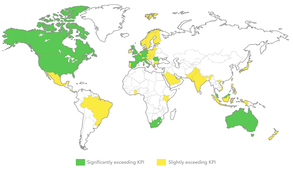
Purchases volume trend



CR (Click-to-Purchase) trend

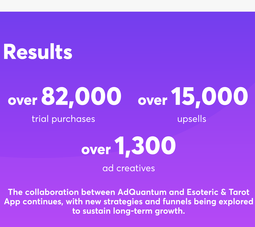


Top-performing GEOs



Creatives

Our creative team produced 1300+ ad creatives in different formats: UGC, video creatives, static banners, and AI-generated banners and videos.



Results

over 82,000
trial purchases

over 15,000
upsells

over 1,300
ad creatives

The collaboration between AdQuantum and Esoteric & Tarot App continues, with new strategies and funnels being explored to sustain long-term growth.

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