





During the last 7 months of our collaboration, AdQuantum has generated over 17,000 subscriptions on Web2Web landings for the Walking by Slimkit app.

We've been working with AdQuantum for over 5 years now on different products in the H&F vertical, and they have proven to be an outstanding partner in digital marketing. Their strategic approach, deep expertise, and data-driven mindset have helped us scale our campaigns efficiently while optimizing performance. The team is proactive, flexible, and always focused on achieving the best possible results. Thanks to their dedication and professionalism, we've been able to grow our business and maximize our marketing efforts

— Head of User Acquisition, Montibus LTD

### Background

**2,115**\* DAU



\*according to Sensor Tower

Walking by Slimkit is a special app, which helps to lose weight by walking. It has walking programs, a tracker, meal plans. The main issue of the project is that you can lose weight easily by simple walking without gyms, hard cardio classes, etc.



# Goals

- Scale the number of subscribers
- **Keep predicted ROI positive**
- Acquire new paying users worldwide, but mostly in the US
- **O** Produce well-performing creatives

# Strategy

- 1. Work with the most relevant traffic on Meta, TikTok, Google UAC
- 2. Analyze CPA and eROI
- **3.** Scale results gradually
- **4.** Having predictive analytics at the client's BI is very helpful in analyzing our traffic and evaluating the performance of live campaigns
- 5. One of the difficulties in working with almost every social media source is creative fatigue. Together with the client, we used different landing pages, designed specifically for best-performing creatives, which helped to prolong the life of these creatives

# User Acquisition

**Case Study period:** February 2024 — September 2024

**Traffic sources:** 

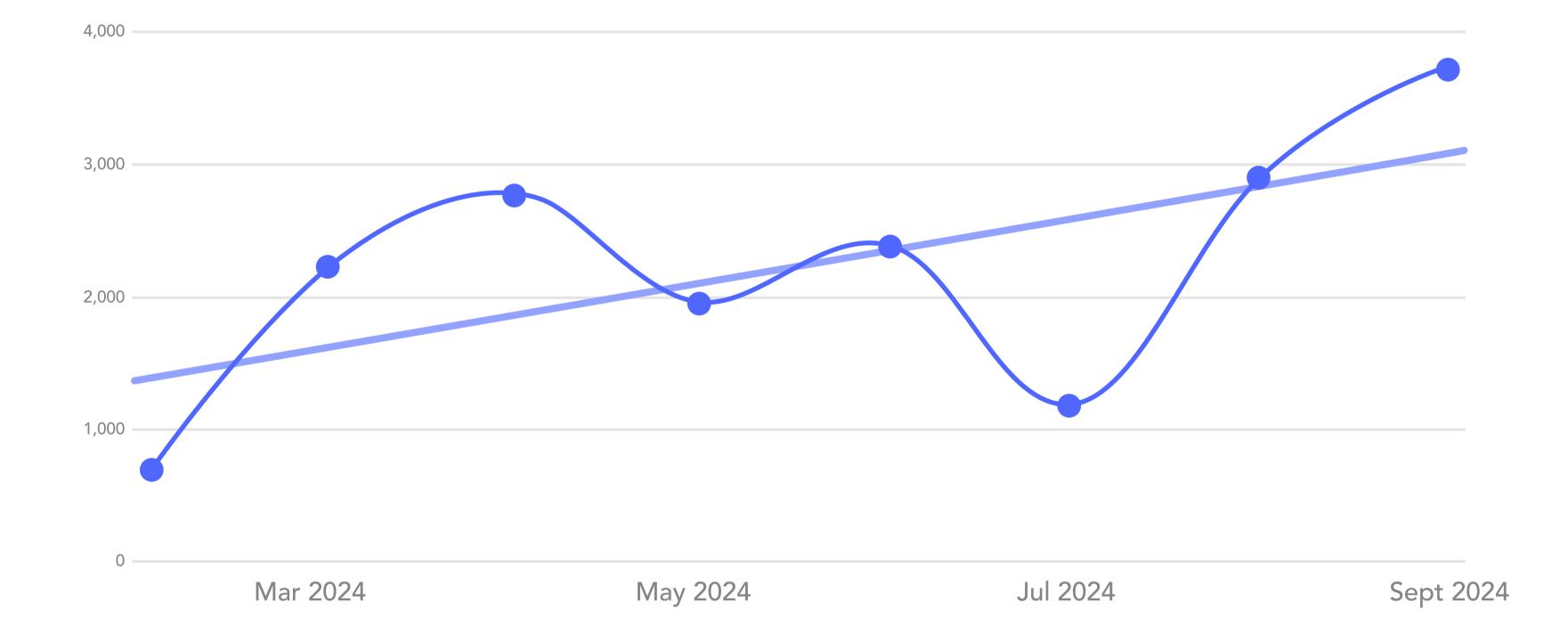
Meta **TikTok** A Google Ads UAC

**GEO:** Worldwide

Platform: Web

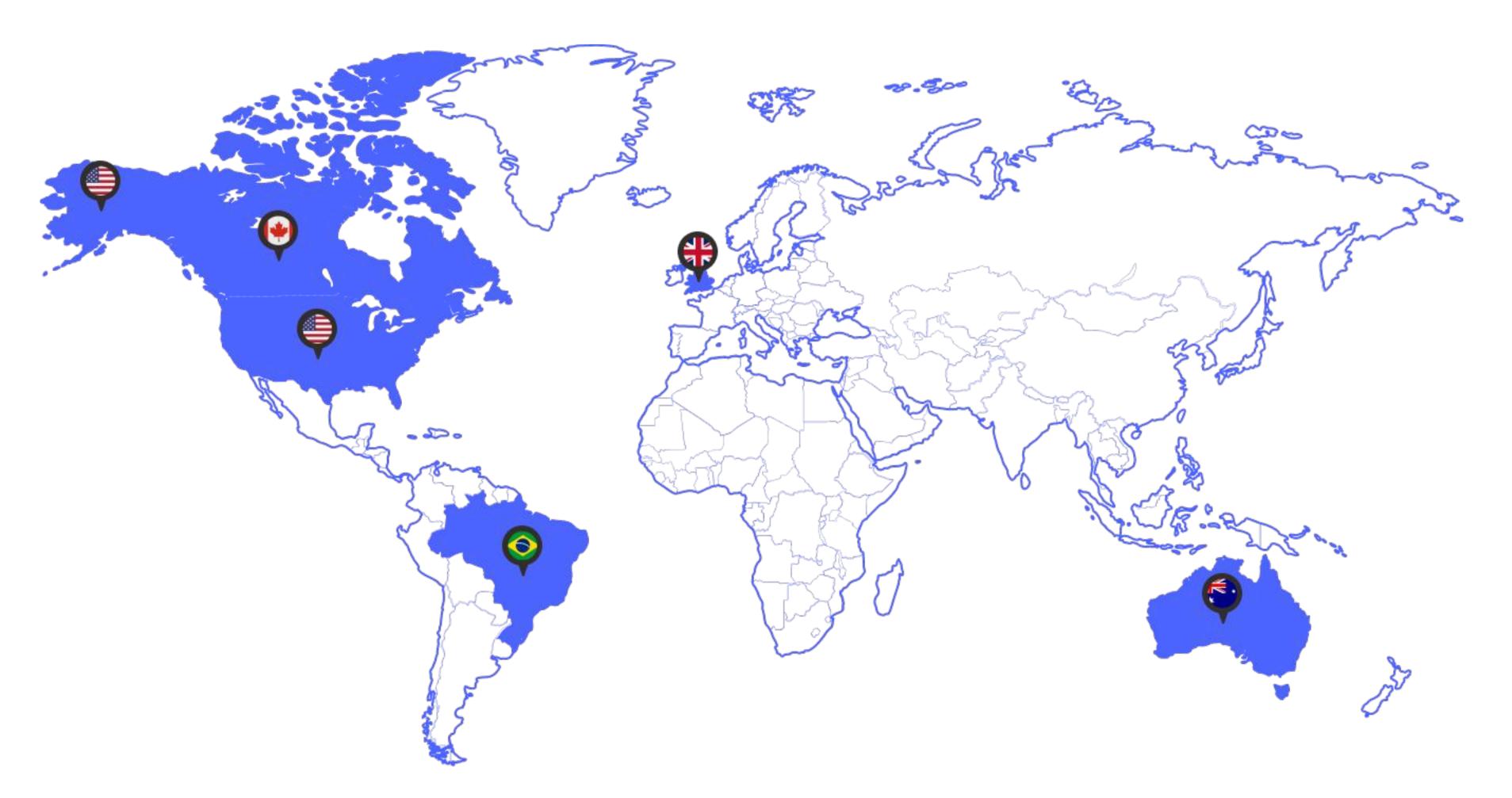
Target audience: Female, 21-55

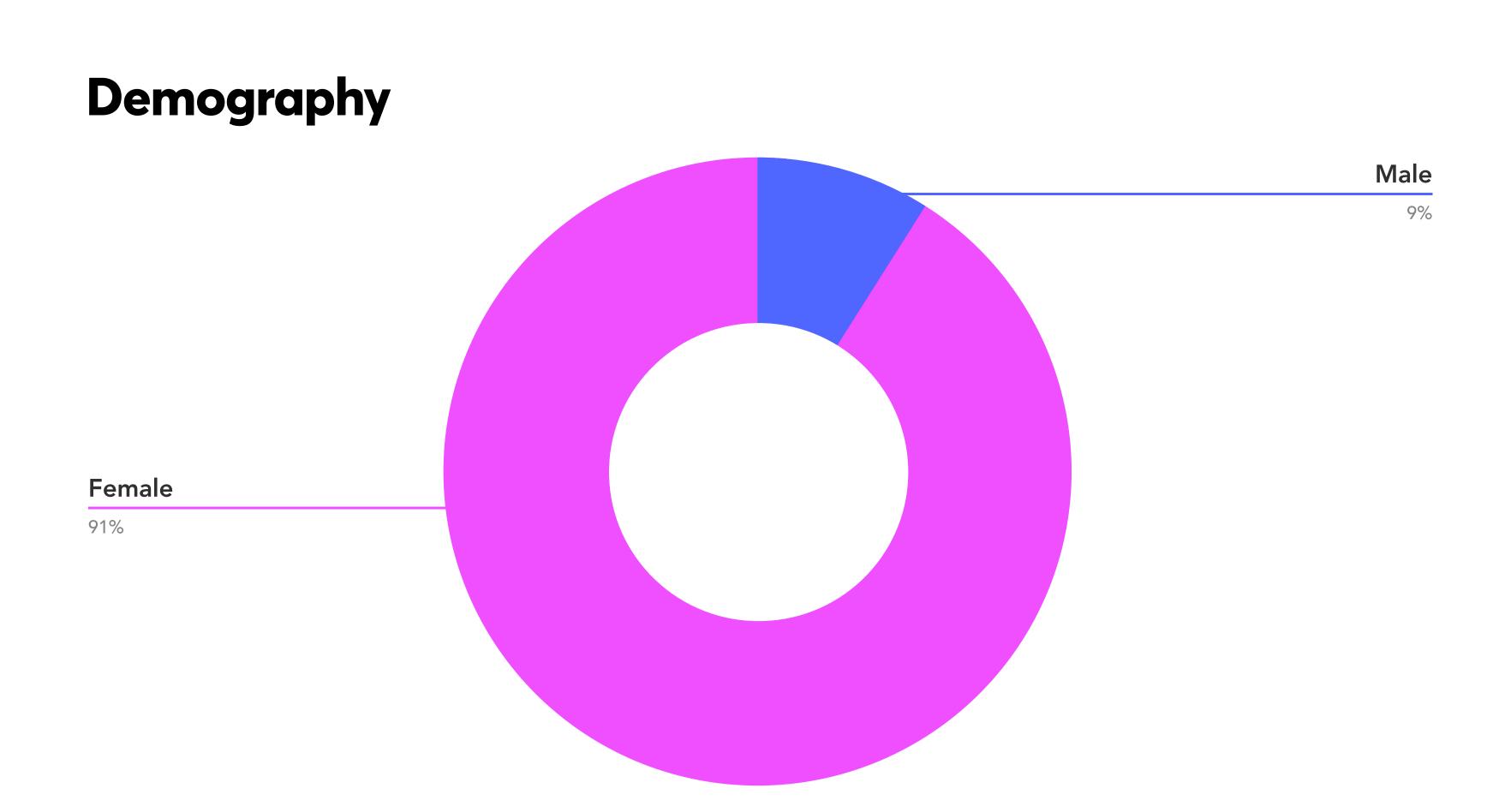
#### Subscribers' dynamics by months



#### **Top-performing GEOs**

Scaling these results so quickly wouldn't have been possible without targeting multiple GEOs and identifying the best-performing ones.







Our creative team produced 500+ ad creatives in different formats: UGC, video creatives, static banners and AI-generated banners and videos.

#### HOW MUCH TO WAL WALKING WEIGHT FOR WEIGHT LOSS LOSS CALCULATOR HEIGHT **HEIGHT:** 5'4" 5'2" 5'3" 5'5" 5'0" 5'1" 5'1" WEIGHT 5'0" 5'2" 298 276 188 200 222 256 WEIGHT: GOAL WEIGH 252 110 118 144 158 170 136 276 222 INTERMEDIATE ADVANCED BEGINNER GOAL: WEIGHT 136 118 200 256 276 298 Reply to 145 comment 188 222 200 288 YEP!! I WENT FROM 186 TO 47 43 5'0" 29 33 37 41 132 LBS IN THE LAST FOUR MONTHS, AND THIS IS HOW 5'1" 32 39 42 45 29 36 LOSING WEIGHT WITH 0 WALKING LOOKS LIKE 40 44 5'2" 27 31 35 38 OLL 5'3" 43 ш 27 30 34 37 39 38 5'4" 26 29 33 36 41 28 32 35 37 40 5'5" 25 298 0 00 5 TAKE THE TEST

#### **Top-performing ad creatives**

Results

# 0ver 17,000

subscriptions



subscriptions and maintained eROI positive

\* on Web2web landings in 7 months

## 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.



www.adquantum.com