

Growth marketing that increases product traction & boosts sales for subscription apps

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How we achieved positive ROAS & doubled the LTV for a reading app in 1 year



a case study



Overall Performance

January - December 2020

Advertising

- 1** **Cost per install (US): \$0.60**
target CPA \$1.5 - \$2
- 2** **Cost per purchase: \$11**
target KPI - \$13-\$15/purchase
- 3** **CTR: between 0.70 - 2.3%**
average CTR across all industries 0.90%
- 4** **ROAS: between 2 and 5** depending on the channel

Product metrics

- 1** **LTV increase: 78%**
we almost **doubled** the lifetime value in the past 12 months
- 2** **Leads increase: +1841%**
7376 leads generated in 2021 compared to 380 in 2019
- 3** **Monthly active users: +37.5%**
- 4** **Social media engagement: 20-50% increase on all channels**



Tactics & Strategies

1

Low CPA & Cost Per Purchase

- constantly testing new audiences & regions
- experimenting with various interests
- experimenting with different USPs & key marketing messages to find the best positioning
- experimenting with new graphics on a regular basis
- experimenting with different user onboarding options

2

Positive ROAS

- find the payback period
- optimal budget increase
- keep campaigns ongoing long enough before jumping to conclusions

3

LTV Increase

- experimenting with multiple pricing options
- experimenting with multiple pricing screens
- experimenting with gamification tactics
- converting users from free to paid as soon as possible
- developing and implement the best performing experiments

4

Increase leads, MAU & social engagement

- experiment with reading challenges & competitions
- implement the best performing experiments
- key result: new product feature to be developed in 2021 and monetized extra

in a nutshell

Global strategy

Product mindset on every level

- we invested a lot of time in audience research & customer development interviews
- we iterated and optimised advertising many times
- we focused on channels that could generate the best ROI
- quality & results versus quantity
- we worked closely with the product development team
- we tested everything, but implemented or continued with just a few tactics that worked

For 2021

- we dropped half the channels tested in 2020 and added new tests in the pipeline
- focus on main KPIs:
 - increase LTV
 - increase conversion rate from free to paid users
 - decrease the number of canceled subscriptions
 - increase viral coefficient

Want to work with us or learn more about our
growth marketing approach?

Let's jump in a quick call!

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Thank you!



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