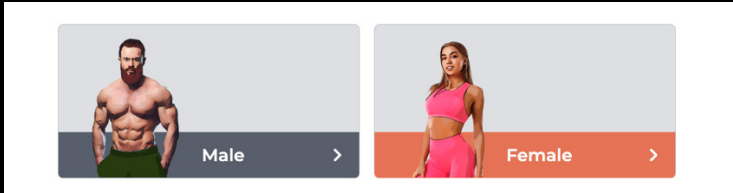




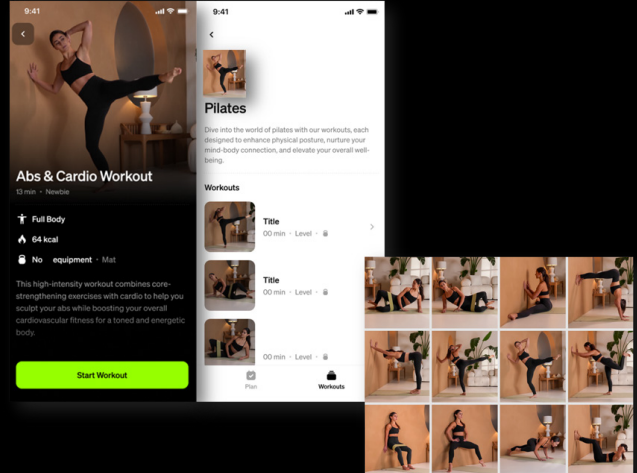
# FITFLOW app is a fitness app with multiple workouts and fitness angles within (Walking, Wall Pilates, Chair Yoga, etc.)

## PRODUCT OVERVIEW

We have been working on the re-design of the FitFlow app and improving the quality of the content (videos and instruction of different categories like: Walking, Wall Pilates, Chair Yoga etc.).



For the past months we have been busy with an in-house production, taking UGC content, creation of the landing pages and efficiently improving ads.



## THE CHALLENGE

We created an amazing product but needed it to **reach our target group**. That's why we created dynamic creatives and landing pages. Creatives generated a lot of visitors but **80% of page visitors dropped of in the first few seconds**.

### POINT ZERO

- We **improved** the ads quality (Google Search)
- We **optimised** our website and landing pages
- We **limited** the number of high-volume keywords

Everything looked great on the media buying side but the customers were still **dropping** of the landing page.

### RE-DESIGN 101

That's when we decided to look at the **small** details. At the beginning we analyzed fitness products landscape, checked competitors funnels, and designed a **3 questions** quiz.

### GOOGLE DISPLAY

We saw low improvement even with new creatives and optimisation of the website. So, we decided to go out on a limb and design a **26 questionnaire** and test it out. We noticed that the biggest drop in funnel appeared after 20th question. So, we decided to test a shortened quiz to **17 questions**.

That's how we reduced the **drop-out from 80% to 30% overnight**.

### 3 MONTHS LATER

- We had **1.2% CR increase** thanks to:
  - **Payment page optimizations**
  - **Campaign assets testing** (at least 1 new ad with brand new extensions, callouts and copies every 2 weeks).



# BEATING THE BIGGEST PLAYERS ON THE MARKET WITH A 14% MARKET SHARE.

WHAT'S NEXT? **YOUTUBE** and more.