

## CASE STUDY:

# HOW 8FIT SIGNIFICANTLY INCREASED APP DOWNLOADS AND REGISTRATIONS USING OUTBRAIN.



### Product:

Outbrain Amplify

### Vertical:

- Fitness
- Health
- Nutrition
- Lifestyle

### Key Themes:

- Increase in app downloads and registrations
- Distribution of relevant health and fitness topics

**Overview:** 8fit gets you in shape by helping you work out from home. Launched in 2014, the fitness app offers personalised workout and nutrition plans to help people stay active. Unlike other fitness apps, 8fit uses step-by-step instructions to explain how users can achieve their fitness goals.



Our partnership with Outbrain exceeded our expectations by far. We were able to distribute our content in a scalable manner and achieve superior results compared to other marketing channels. With the help of Outbrain's recommendation technology, our mobile user base grew by up to 80% as they got inspired by the content and downloaded our app or subscribed to our service."

SAMAN HASHEMIAN, CMO 8FIT



**Objectives:** 8fit worked with Outbrain, the leading content discovery platform, to promote interesting articles about health and fitness across its network of premium publishers. The campaign's objective was to engage mobile users through 8fit's content and ultimately drive app downloads and most importantly sign-ups for subscription.

**Solution:** Through engaging health and fitness content, 8fit was able to attract potential users to its online magazine and ultimately to the app. Specific call-to-actions were placed across the content to motivate users to install the fitness app and sign-up for a subscription. Using Outbrain, 8fit's content was distributed in the United States, specifically to mobile users, and the campaign was optimised with the objective of converting app installations into subscriptions.

## RESULTS

1 IN 3 READERS INSTALLED THE APP

MORE THAN  
**30,000**  
APP DOWNLOADS PER MONTH

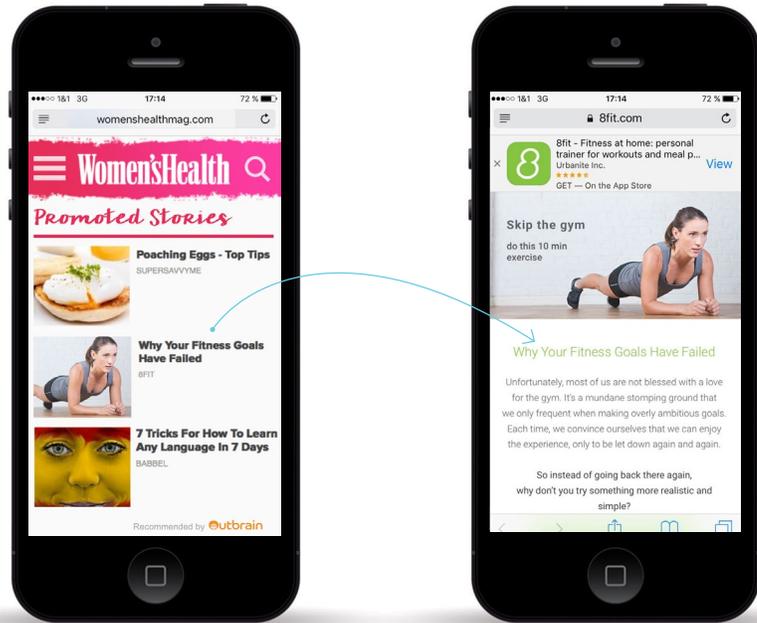
COST PER INSTALL UNDER  
**€ 2**

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### The content strategy:

8fit used interesting and relevant content to attract mobile users, and in particular iPhone users. To captivate the interest of this target group, an internal content team created a range of articles about health and fitness, addressed to a broad audience, from beginners to active users. 8fit's evergreen content includes instructions for workouts, information about weight loss and healthy recipes highlighting how easy it is to get fit.



**Results:** The distribution of health and fitness content across Outbrain's premium publisher network enabled 8fit to reach a new audience and to significantly increase its app downloads and subsequent registrations. Within a period of 4 months, starting in October 2015, the fitness app was downloaded several hundred thousand times. A large part of that growth was a result of the Outbrain campaign where the acquired conversions were well above average.

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“The strategic partnership with 8fit came with an extremely open attitude where testing and learning was welcome, and which ultimately led us to show a strong ROI. Despite the high granularity of the targeting - which we applied with the aim of attracting only mobile users as the new target group - we managed to achieve success that was scalable.”

MAGDALENA FLICK  
Senior Account Strategist DACH Outbrain