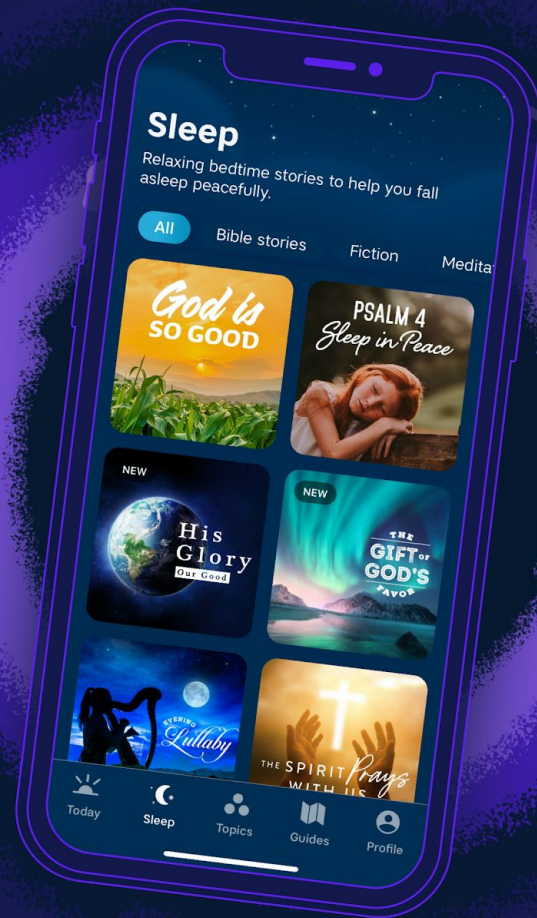




abide

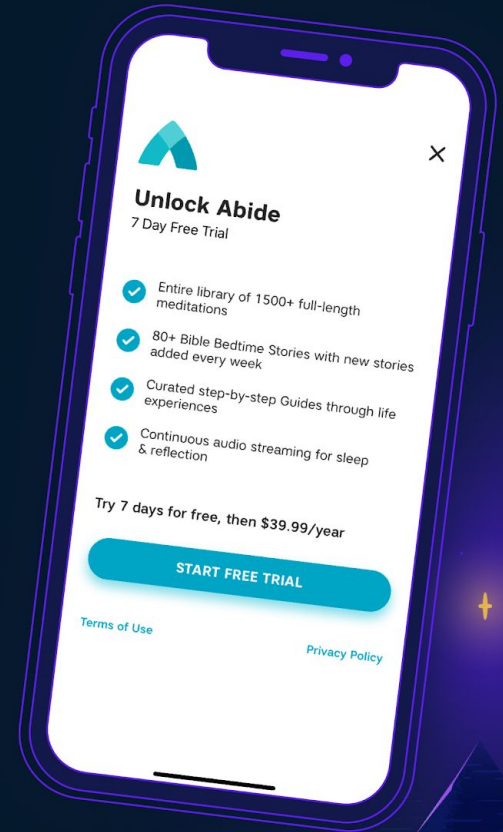
HOW WORTHY HELPED ABIDE
LOWER COST PER SUBSCRIPTION
WHILE INCREASING SCALE



ABIDE'S SUBSCRIPTION LATENCY PROBLEM

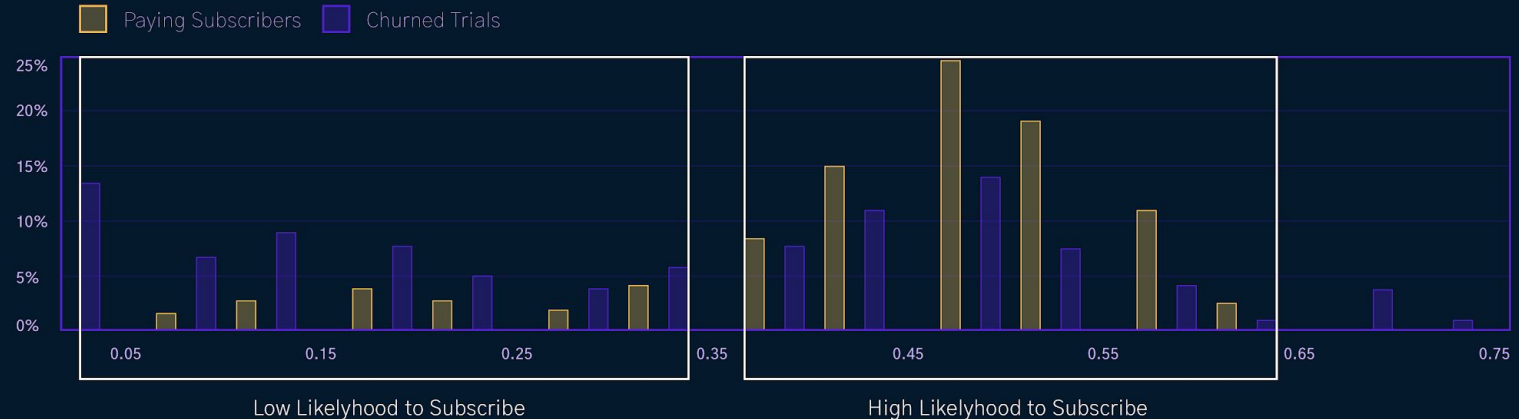
- ① Abide is the #1 Christian meditation app in the world
- ① While Abide's paid acquisition was successful, Abide was unable to scale further without exceeding cost per subscriber targets
- ① Given Abide's 7-Day Free Trial and Facebook's limited 7-Day conversion optimization window, Abide was forced to optimize for free trials instead of paying subscribers
- ① A significant percentage of these free trials were churning before subscription. This was a direct result of training Facebook to drive the lowest cost per free trial instead of the lowest cost per paying subscriber.
- ① How could Abide train Facebook to optimize toward paying subscribers instead of free trials?

ENTER WORTHY...



CRAFTING A CUSTOM WORTHY SIGNAL FOR ABIDE

- Abide integrated Worthy with a one-click AppsFlyer integration and began to send a real-time feed of all in-app behavior into Worthy's systems for analysis
- After collecting sufficient data, Worthy correlated day 1 behavior with day 7+ subscription conversion, training a model to immediately differentiate between trials that were likely to subscribe vs. churn.
- The chart below shows the signal's predictive accuracy for differentiating churners from subscribers. By only firing the Worthy valuable user event for free trials who scored above a .4, Worthy was able to correctly flag 80% of the trial subscribers while ignoring the majority of the churners.



OPERATIONALIZING THE WORTHY SIGNAL

Worthy_subscribe_multimodel_v1_2020_02_22

North Star
Purchasing a subscription (requires starting a trial and converting)

Platforms
iOS

Integrations
Signals will be sent to: AppsFlyer



Worthy analyzes every new user who starts a free trial, lets them engage for two hours post-trial, analyzes the behavior and determine if the user reaches a threshold criteria for a valuable user event (e.g. 0.4 or higher)

If the user meets the criteria, Worthy fires a custom value event to AppsFlyer two hours after trial

In-App Events Postback

Select which events you would like to send to this partner

SDK Event Name **Partner Event Identifier**

Worthy_Sub_DyVal2_P2hd2wk... > fb_mobile_purchase



AppsFlyer then passes the event data to Facebook

Optimization for Ad Delivery App Events

Special App Event Purchase

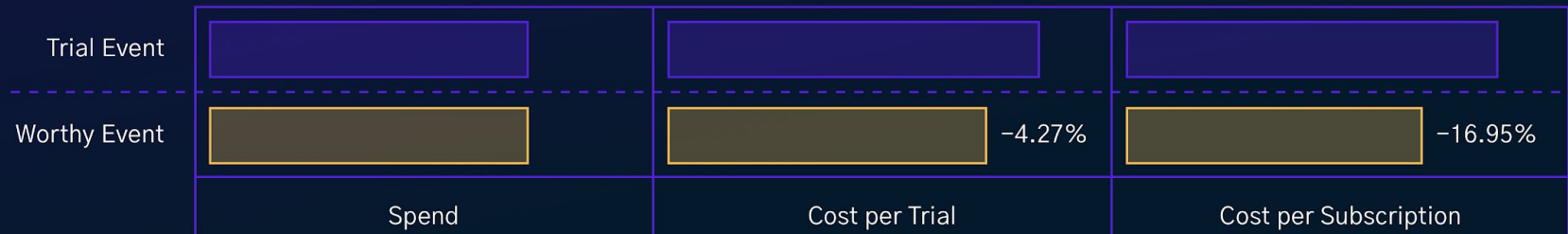
Conversion Window 7 days after clicking



Abide then trains Facebook's algorithm to optimize directly for the custom Worthy value signal.

Initial Split Test Results:
17% LOWER COST PER SUB

- Once Worthy crafted and operationalized the signal, Abide needed to measure the relative performance between Trial Started and the new Worthy Value Signal.
- Abide setup a split test to compare the performance between the existing signal and Worthy's signal.
- The Worthy signal was able to achieve a **4% lower cost per trial**, but more importantly, it was able to reduce cost **per subscription by 17%**





IMPACT OF WORTHY ON SCALE AND PERFORMANCE

- Ⓜ Abide transitioned 90%+ of its campaigns to using the Worthy signal in the first week of February.
- Ⓜ This reduction in cost per subscription enabled Abide to significantly increase its scale on Facebook.
- Ⓜ Comparing February, March and April to the prior 3 months, **Abide was able to increase spend by 27% while reducing cost per subscription!**



TESTIMONIAL

“Worthy has massively grown our paid acquisition! It does an incredible job of predicting which audiences will pay for my product and which ones won’t.”

Neil Ahlsten
CEO & Founder | Abide

