

Health & Fitness App Case Study

Scaling profitably on Snapchat with 8fit



250k+

Installs



-36%

CPI



#2

Scaled Channel

App

As one of the leading **health and fitness** apps, 8fit helps users become healthier and happier through personalised workouts and meal plans.

Context & Goals

8fit wanted to rapidly test Snapchat as a **new channel** for user acquisition. Knowing they needed to achieve similar goals as on other networks, they reached out to Miri to run the test, whom they knew had experience with Snapchat. 8fit remained in control of the creative generation.

Approach

Miri and 8fit worked closely to test creatives and explore scalable audiences that hit CPA targets. Upon learning that **native influencer content** drove higher ROIs, Miri considerably scaled female audiences. After testing and iterating on similar concepts for male audiences, incremental scale was achieved. During the collaboration, Snapchat became the **second largest channel** for 8fit.



Thomas Petit

8fit

“Miri are different to what we had previously experienced with external partners. They understood our specific and complex goals in no time.”

“They are very reactive and adapt quickly to both changing objectives and market conditions while providing solid performance.”

Have questions?
contact@mirigrowth.com