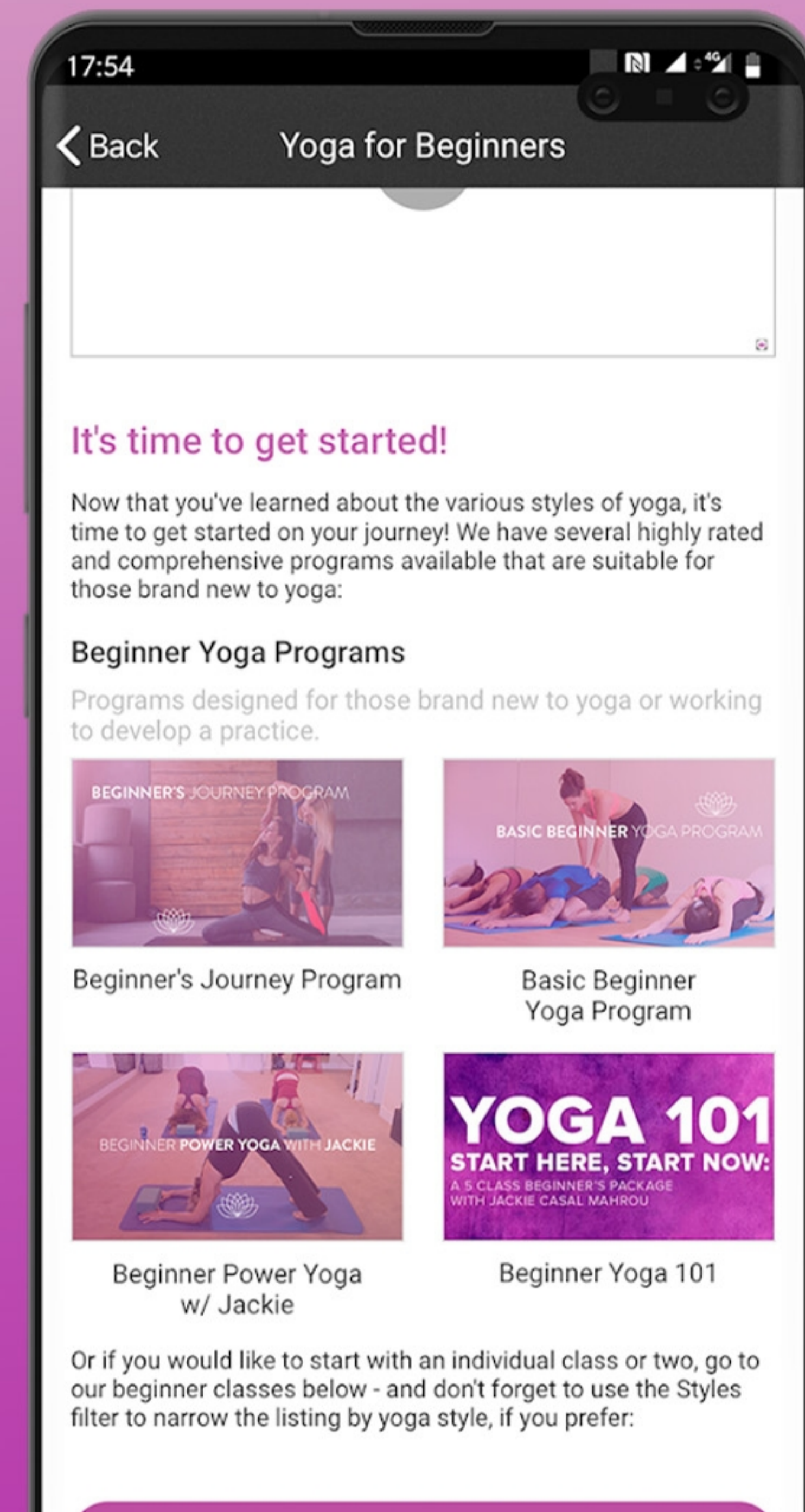




YogaDownload

App Marketing Case Study



INTRODUCTION

YogaDownload is a wellness-focused mobile app designed to bring yoga and meditation to users at their convenience. With over 1700 guided video sessions, the app supports users in building healthy habits through yoga, fitness, Pilates, and mindfulness practices. Whether you're a beginner or an experienced yogi, YogaDownload provides flexible options to practice at your own pace, anytime and anywhere.

CHALLENGES:

YogaDownload aimed to reach a broader audience in the highly competitive health and fitness app space. The app team approached Dot Com Infoway to identify the right target segments and drive measurable results in terms of user engagement and monetization.

Their primary goals included:

- **Attracting a highly relevant user base**

- Increasing in-app purchases
- Enhancing daily active user (DAU) engagement
- Positioning the app more effectively in app stores



PLAN OF ACTION:

- Conducted in-depth market and audience research
- Defined high-intent target personas based on wellness interests and app usage behavior
- Provided strategic recommendations on campaign structuring and user segmentation
- Launched targeted campaigns tailored to fitness, wellness, and meditation audiences
- Performance marketing campaigns across channels to optimize ROI



RESULTS ACHIEVED:

- **30% increase in in-app purchases**, contributing directly to revenue growth
- **20% rise in daily active users**, showing stronger user engagement and content interaction
- Enhanced app visibility and reach among yoga and wellness-focused user communities
- More efficient targeting led to higher ROI and lower customer acquisition costs

Through data-backed strategies and targeted marketing, Dot Com Infoway successfully positioned YogaDownload as a go-to platform for yoga enthusiasts looking for personalized and flexible wellness routines.