



# State of web2app 2026

The first-ever global report on web2app funnels, payments, and LTV benchmarks.



# Web2App is now **the default growth engine** for top-grossing apps



82% of top-grossing mobile apps now rely on web funnels, nearly double the share from a year ago. Brands that scale these funnels are seeing ~176% YoY revenue growth. This shift is no longer subtle. It's everywhere.

To understand what the fastest-growing teams do differently, we analyzed the patterns behind top-performing apps. This report breaks down what we found: how leading apps approach pricing, refunds, payments, churn, and LTV; how funnels differ by market; and which tactics consistently deliver results.

If you're looking to scale acquisition with more speed, clarity, and control, these insights are a great place to start.



CEO & Co-founder at FunnelFox  
**Andrey Shakhtin**

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# This report is based on global web2app funnels parsing and anonymized 2025 Web2App revenue data

We analyzed:

 Privacy & security. All data was processed in batches with added randomization to ensure privacy.

**Aggregated parsing** of global web funnels, Meta Ads Library, and third-party ad intelligence.

Apps with active Web2App funnels and minimum traffic & revenue thresholds; apps using **FunnelFox** for web funnels management, web payments.



## **All App Store categories with web2app adoption:**

Health & Fitness, EdTech, Utilities, Photo & Video, Lifestyle, Social, Finance & Career, Productivity.

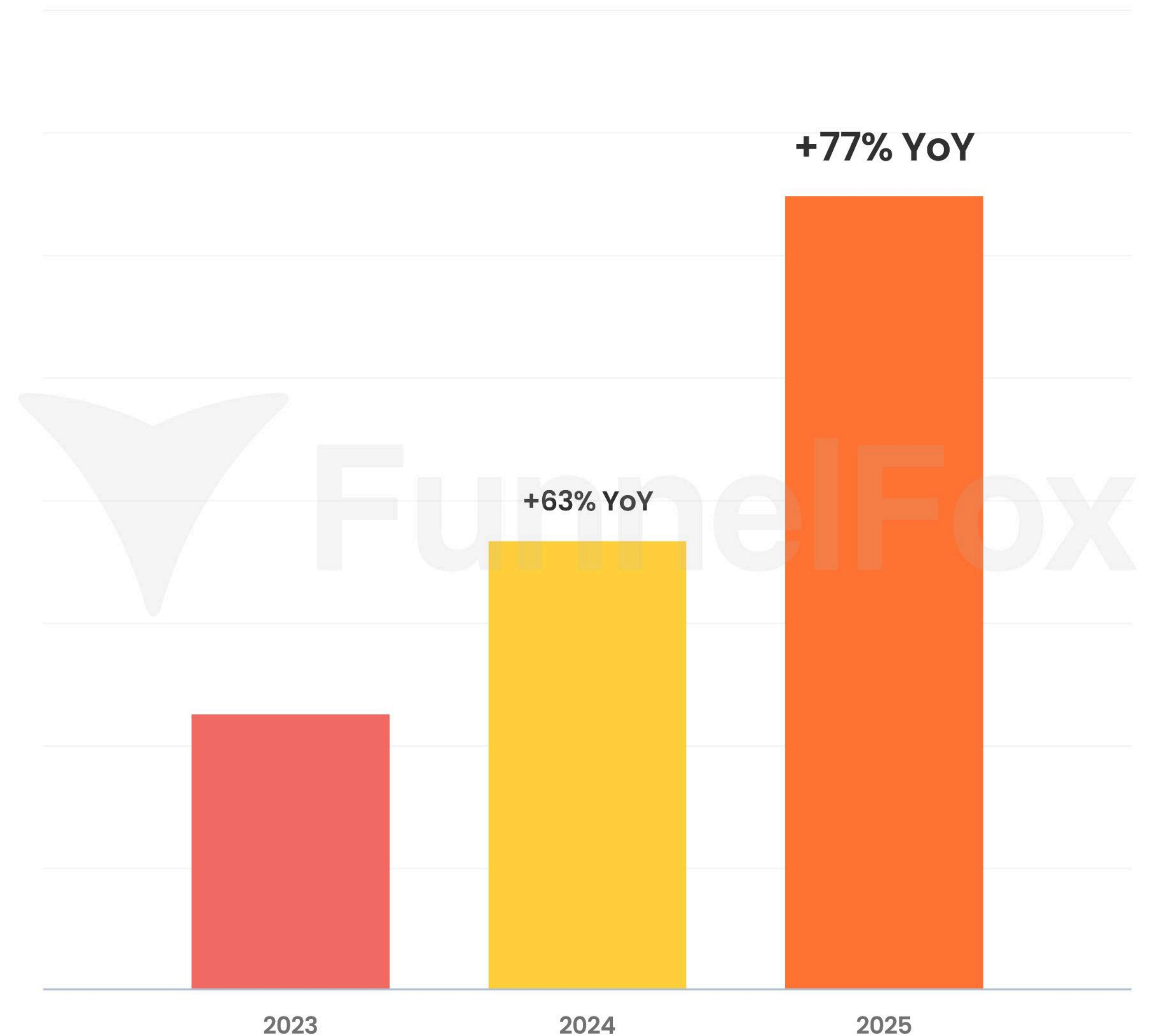
**Five regions:** United States, Europe, Latin America (LATAM), Asia Pacific (APAC), Middle East & Africa (MEA)

# Market overview

## Web2app adoption is growing 77% YoY

- Teams are shifting acquisition to the web to enable faster iteration and greater control.

### Number of apps with web2app funnels

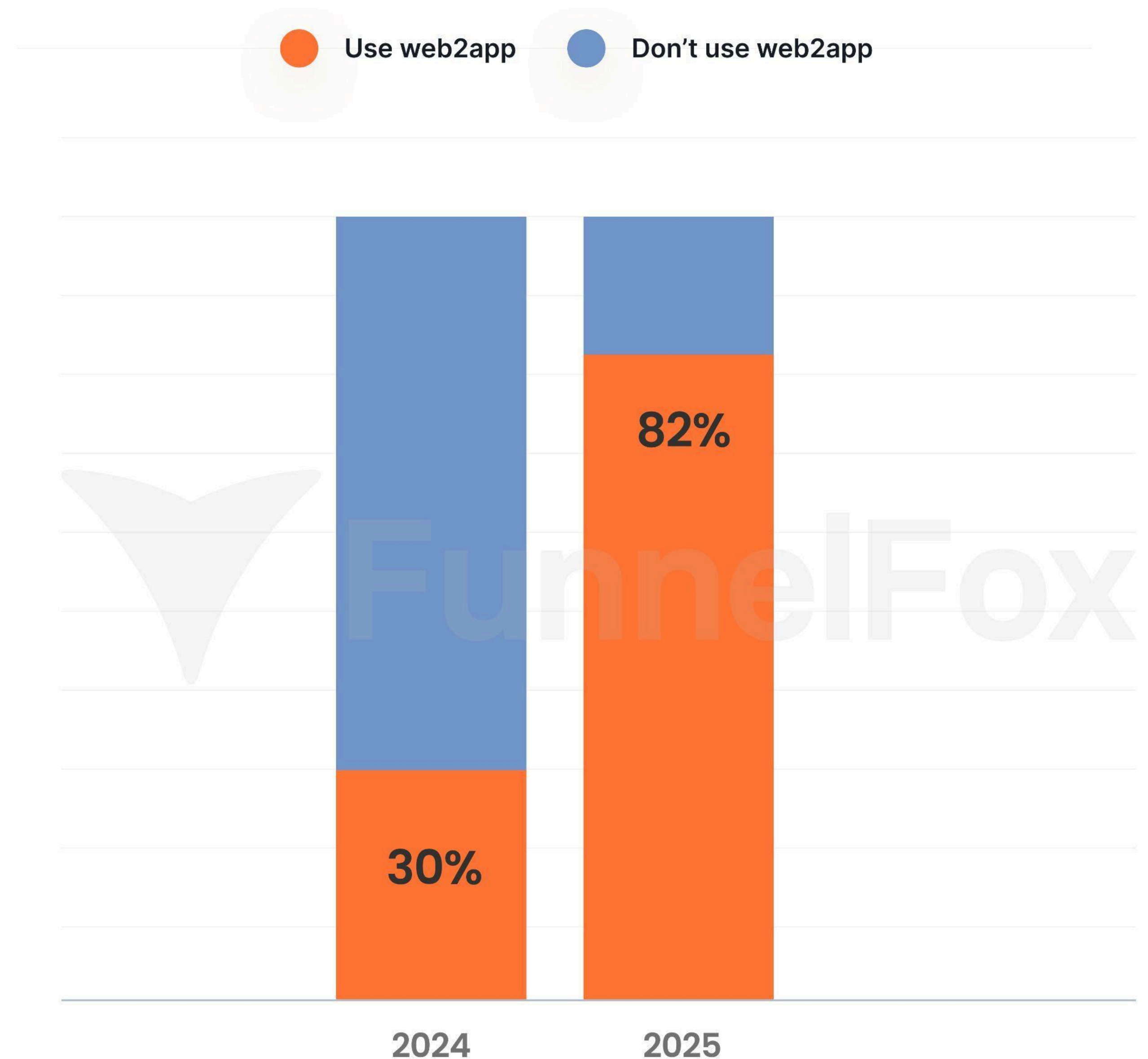


Meta Ads Library Parsing, Web Funnels Club, 2025

## Apps with web2app **grow faster**

- 82% of top-grossing apps use Web2App.
- High-performing apps are adopting web2app at scale because it unlocks faster iteration, better attribution, and stronger revenue control.

### Web2App adoption among 100 top-grossing apps

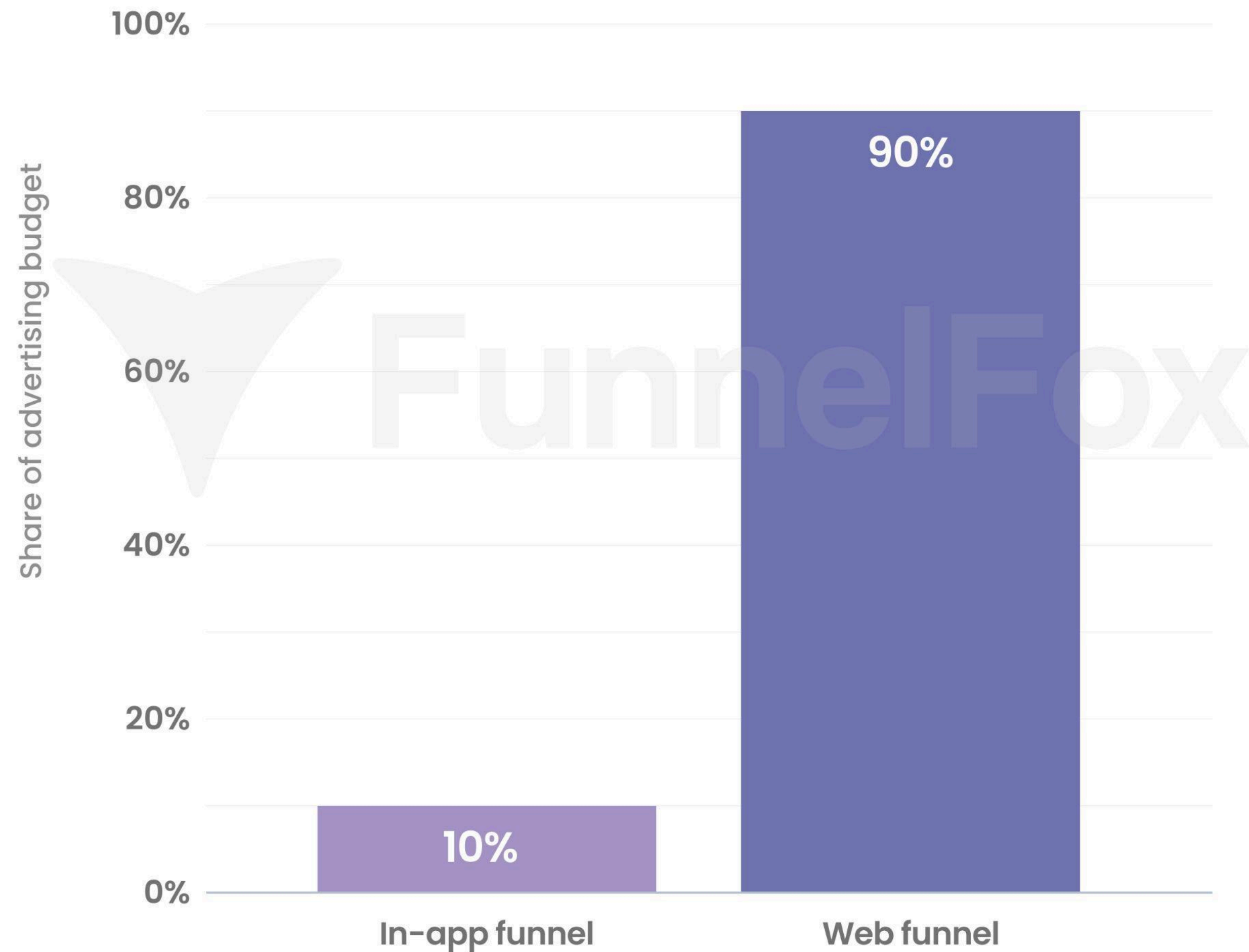


Meta Ads Library Parsing, Web Funnels Club, 2025

## Web2app funnels are **the main revenue stream** for apps

- Brands that successfully scale funnels see ~176% YoY revenue growth.
- When scaling starts, funnels account for ~90% of total revenue, with non-funnel campaigns contributing just 10%.

**Revenue: 176% YoY growth**



*Revenue share in-app funnel vs. web funnels, Meta Studies, 2025*

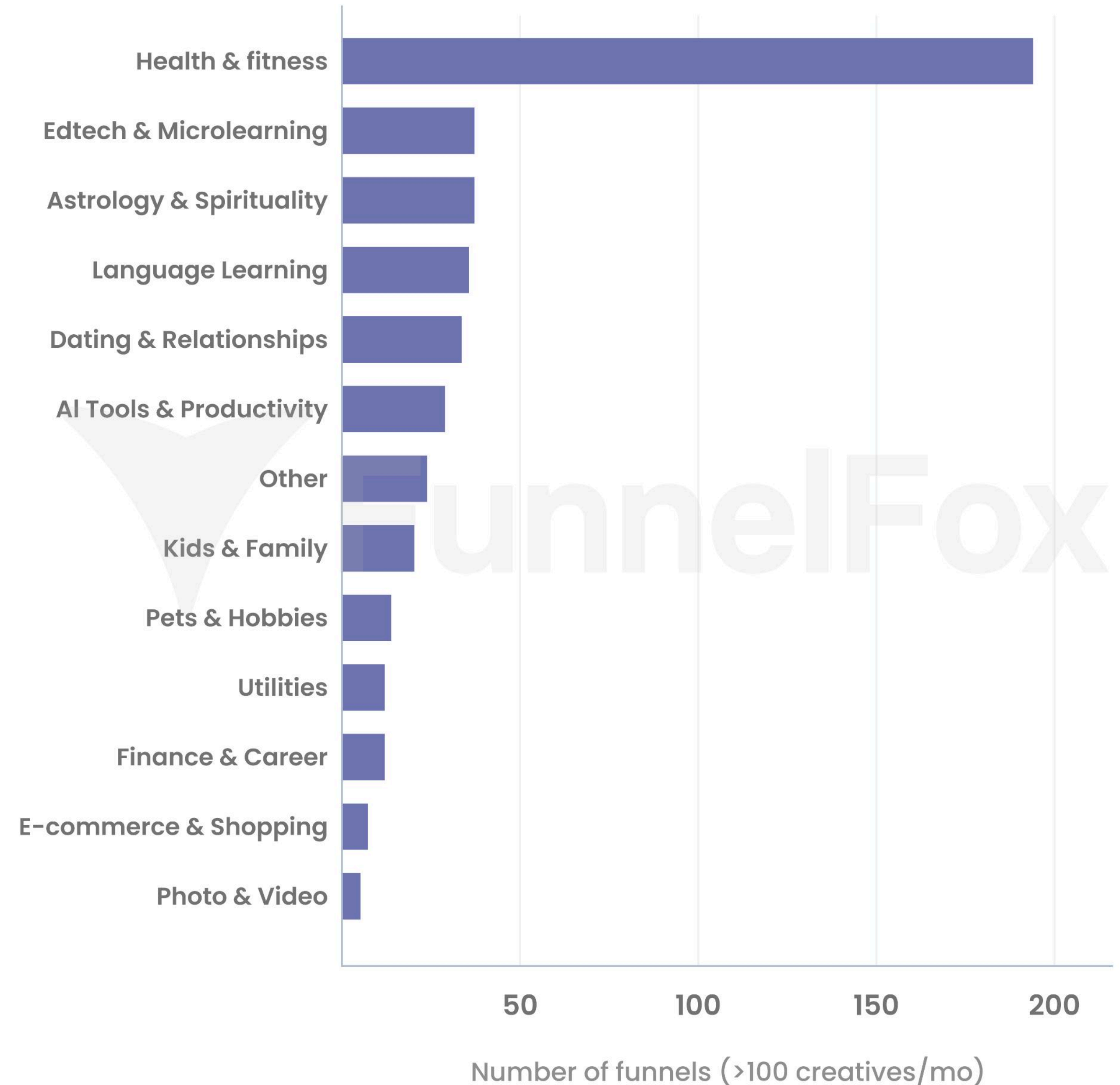
## Web2App ad volume is surging. +254% on average.

- The number of creatives increased significantly in Q3, likely due to the Andromeda launch.
- The largest companies accounted for the majority of this increase.



## Health & Fitness remains the largest Web2App category

- EdTech & Microlearning are second by funnel volume, followed by Astrology and Dating.



# Health & Fitness is the funnel frontier

Health and fitness isn't just one of the largest app categories — it's one of the most dynamic places to watch Web2App evolve. Users come with clear goals — weight loss, training plans, nutrition, mental wellbeing — which makes personalized funnels and tailored journeys far more effective than generic install flows.

Across the space, we're seeing teams break their growth strategy into highly specific funnels for distinct intents — whether it's a calisthenics workout, walking, yoga, or Tai Chi—with a direct link to creatives.

When you segment by user motivation, you match messaging to mindset before install, and that drives stronger conversion and retention than broad, one-size-fits-all paths.

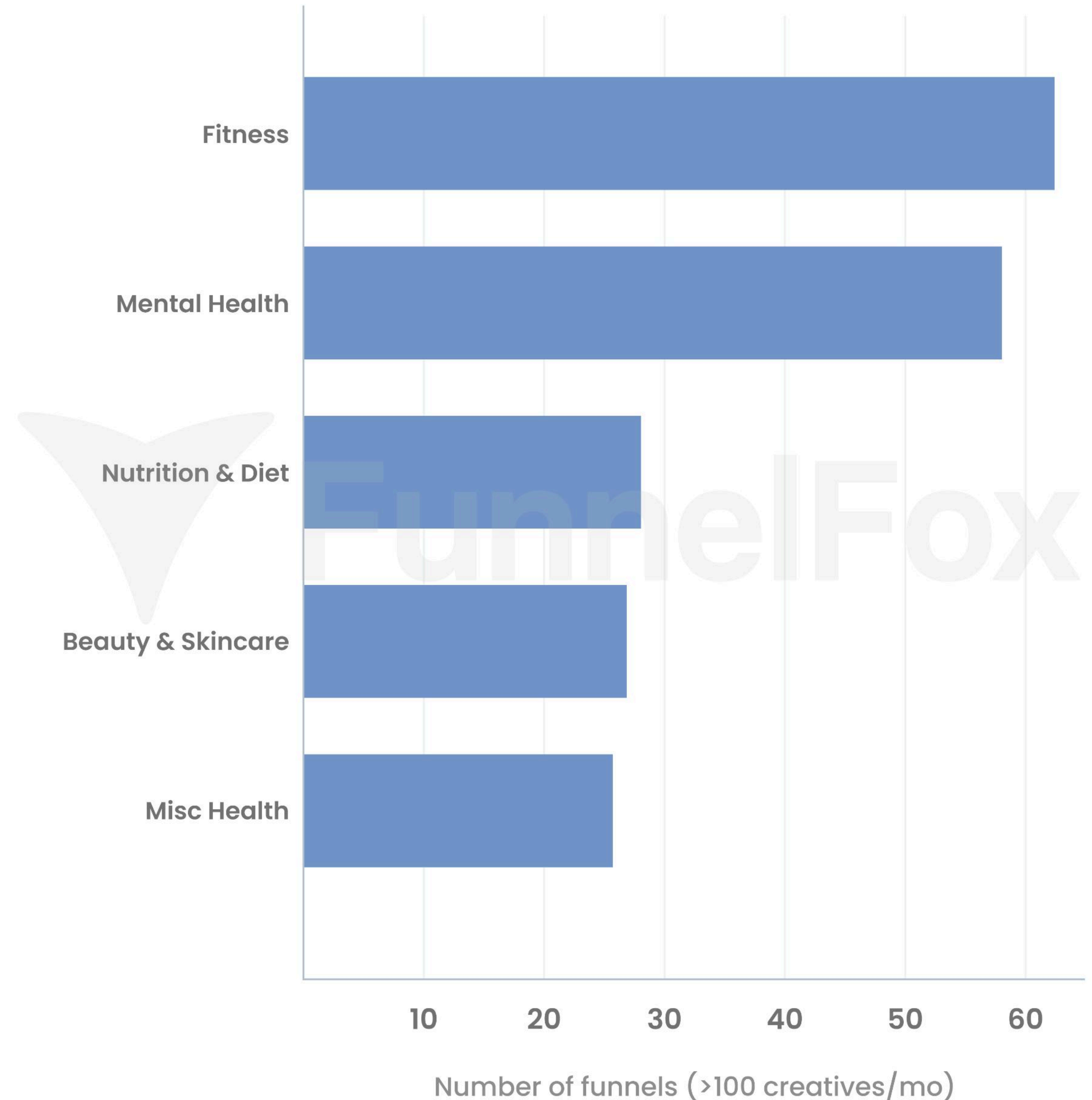
Health & fitness apps benefit from this approach because their audiences are defined by goals and habits, not passive discovery. As a result, Web2App adoption in this category isn't a fad — it's reflective of deeper user behavior: people come to these apps because they want results, and funnels that speak directly to that intent unlock more efficient monetization and clearer signals for optimization.



Health and Wellness Apps @ Meta  
Vasyl Sergiienko

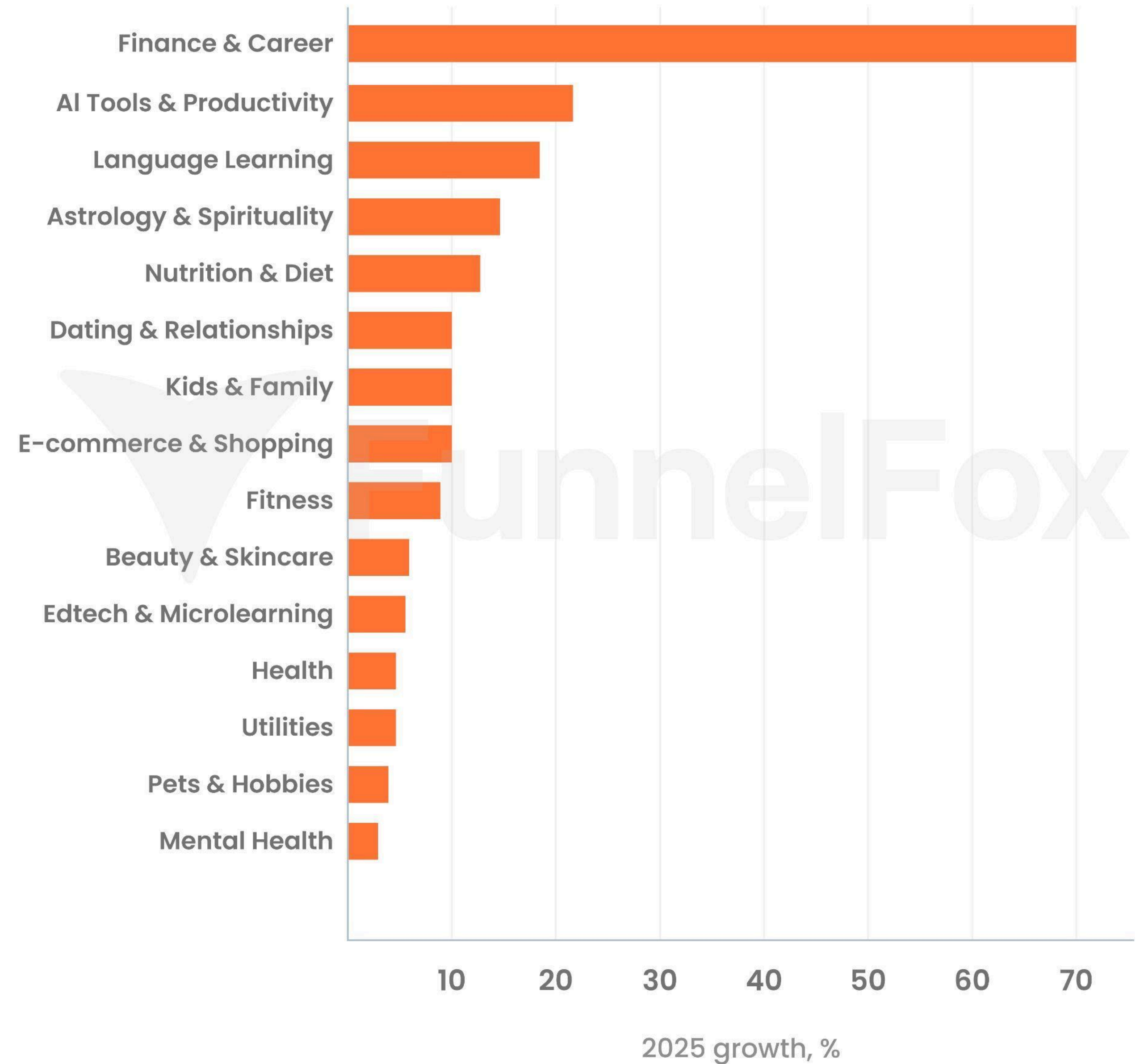
## Sub-categories are driving growth

- In Health & Fitness, funnels split into five distinct sub-segment.
- Leading apps run multiple funnel types in parallel, targeting specific user intent and narrative.
- More specific funnels consistently outperform generic ones.



## Finance & Career leads Web2App acceleration in 2025

- Finance & Career stands out as the fastest-growing category, clearly outperforming all others.
- AI Tools & Productivity, Language Learning, Astrology & Spirituality, and Nutrition & Diet show strong triple-digit growth, forming the next tier of adopters.



# Long-term growth comes from balancing web and app “

Judging your web initiatives purely on direct response tends to mask critical long-term trade-offs. Most importantly:

1. When you gate app access behind upfront payment you're essentially running a paid product strategy: non-converters never reach the store, which starves your ASO by keeping install and rating volumes too low for algorithmic visibility.
2. It severely limits any kind of network effects and word of mouth.
3. You're cutting yourself off from younger demographics who prefer app-native experiences and distrust web payments.

4. The result is a model that pushes short-term ROAS but boxes you in: premium store search traffic won't become available, you never build the freemium flywheel that compounds over time making you dependent on paid acquisition.

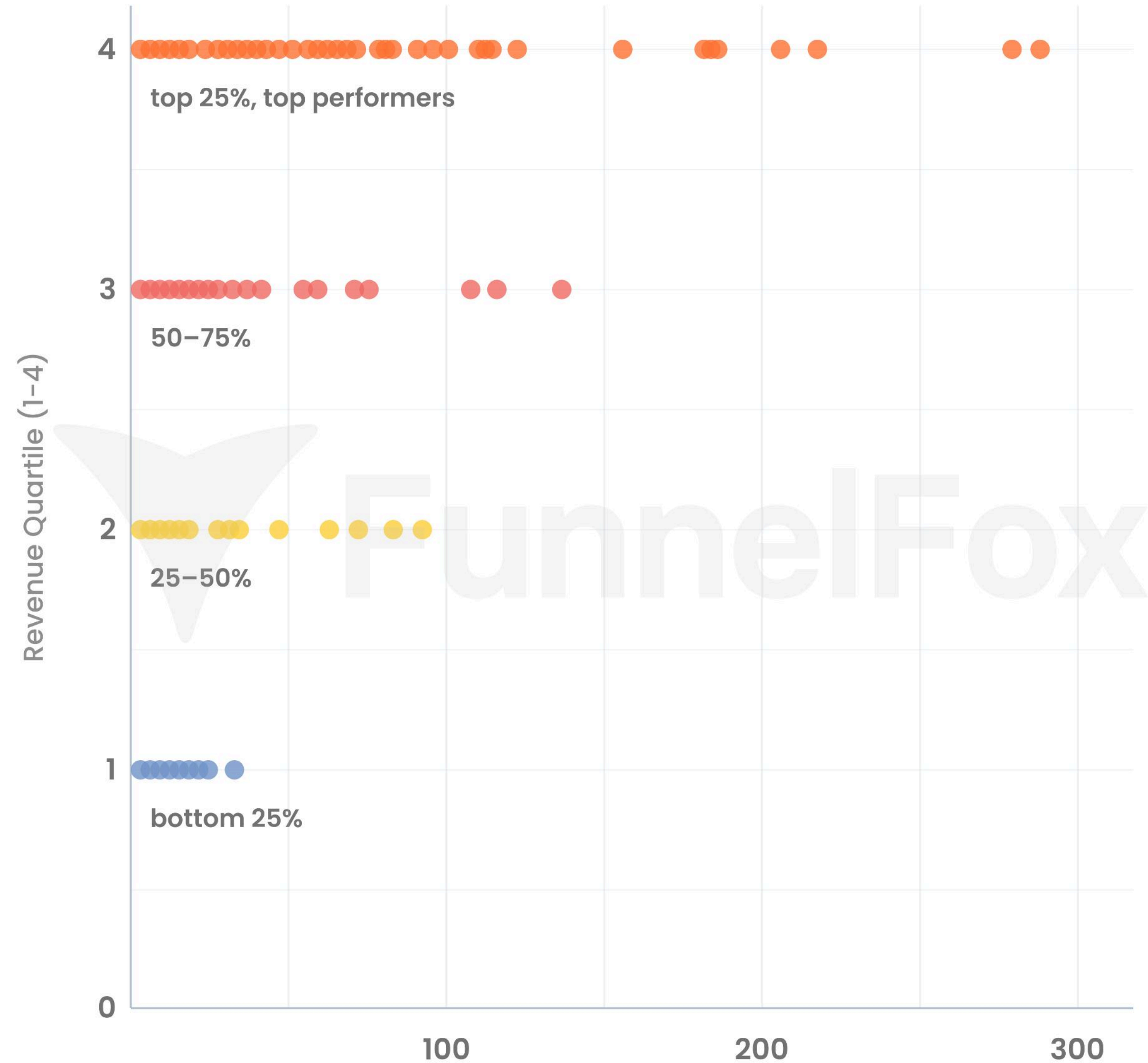
5. Your type of product, growth stage and competitive landscape should determine if you're current focus is web or app. Grand scheme it's not an either-or decision. Building a sustainable scaled consumer subscription business means leveraging both web-first and app-first flows for what they're good at.



Meta Ads & App Growth Consultant  
**Marcus Burke**

## More funnels = more revenue

- High-revenue companies succeed by operating multiple web2app funnels, rather than betting on one.
- The highest-earning products run 100+ funnels.



# The winning growth pattern today isn't one funnel – it's many.



The fastest-growing apps no longer rely on a single “best” funnel. They build a **network of intent-driven funnels**, each aligned with a specific motivation or persona. This fits perfectly with the **Andromeda approach Meta is popularizing**: many creatives for many segments, each speaking to a different intent.

With Web2App, those creatives don't just change messaging – they land users into **different funnels built for each intent**. That's what changes how teams scale: instead of optimizing one path for all traffic, you optimize many paths and let data show where to allocate more budget.

This level of intent-to-funnel matching would be **impossible when buying traffic directly to the App Store**.

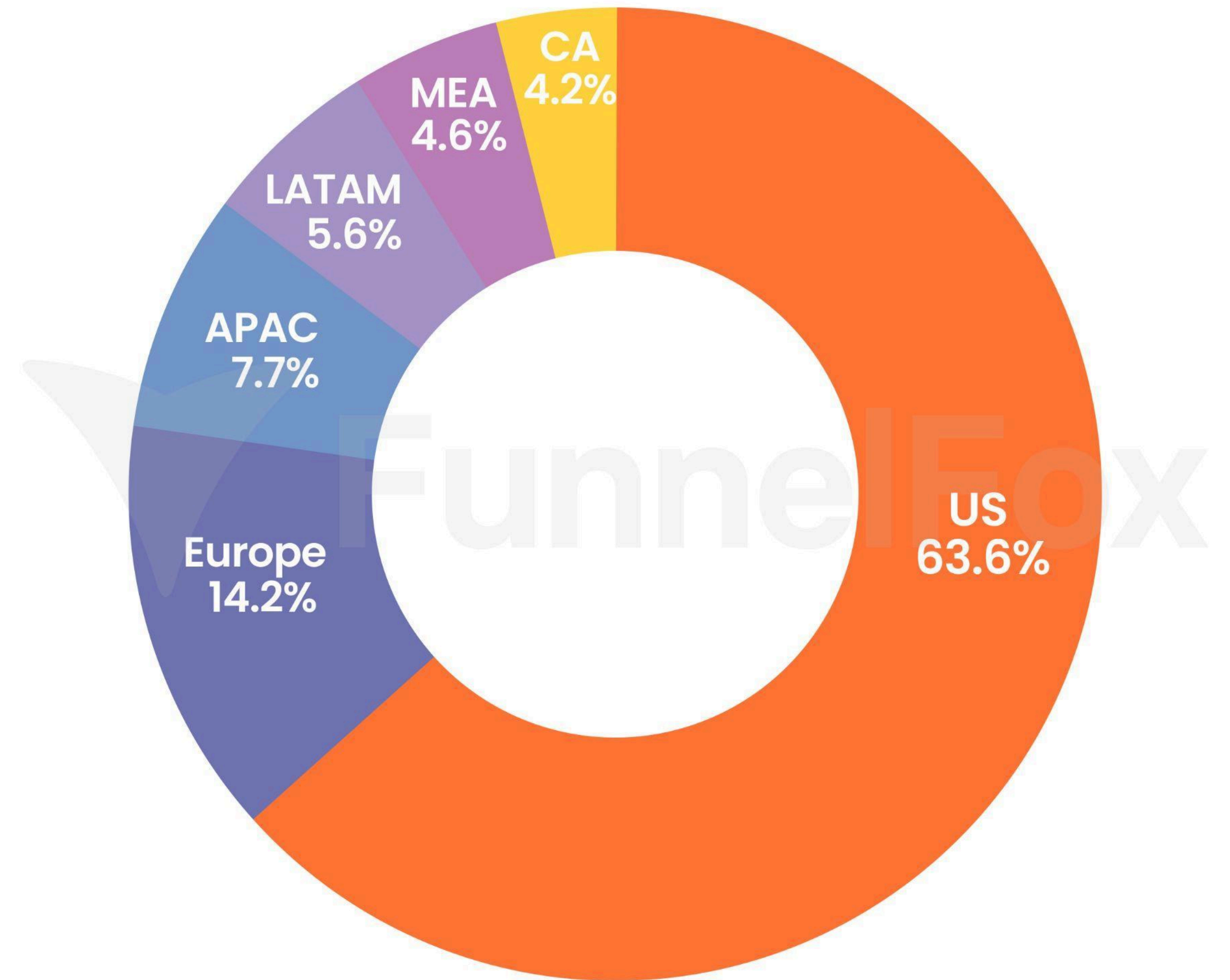
My advice is simple: **think in clusters of intent, not single flows**. When your creatives and funnel architecture reflect real user motivations, efficiency and ROI grow.



Growth expert, founder WebFunnels.Club  
Kirill Makarov

## The US dominates Web2App revenue (63.6% of global total)

- Europe ranks second at 12%.
- APAC is gaining ground, contributing 6.6% of global Web2App revenue.



# The US is at a web monetization inflection point



In the US, we're at a clear inflection point, shaped in large part by the Apple vs. Epic case and the regulatory pressure that followed. For the first time, developers have meaningful room to rethink how and where monetization happens. External payment links are no longer theoretical — they're becoming a practical growth lever.

This shift isn't just about reducing app store fees. It's about restoring control and visibility. By moving parts of the monetization flow to the web, teams can connect acquisition, onboarding, and payments into a single, measurable journey.

In a post-ATT world, that level of clarity is essential for optimizing toward real revenue, not proxies.

In the US especially — where spend, competition, and scale are highest — Web2App funnels and external payment links are quickly turning into a competitive advantage for teams that want to move faster, test pricing freely, and make every acquisition dollar accountable.



CEO and Co-founder, Adapty  
Vitaly Davydov

# Key takeaways

- **Web2app industry is growing** – the number of funnels is up by ~**77% YoY**, with a consistent upward MoM trend
- Leaders launch **multiple funnels to tap different high-performing segments.**
- **Andromeda is amplifying the effect** – Q3 growth in creatives and funnels is likely driven by **Andromeda updates and optimizations.**

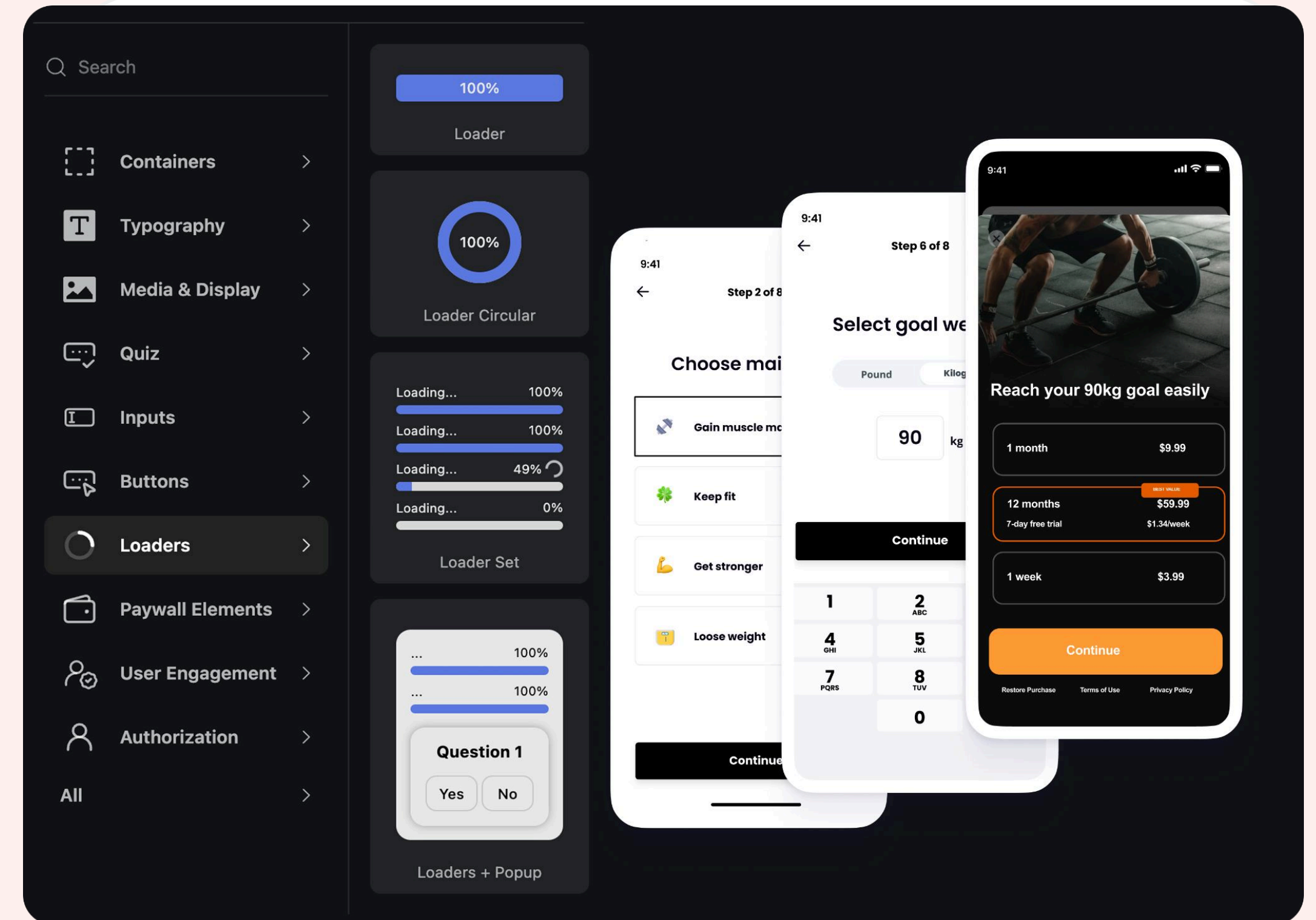
## What to do next:

- Test many funnels to explore new segments.
- Experiment with variety of ads and let Andromeda optimize winners faster.

# Top-grossing apps don't send users straight to the store. They convert them on the web first.

- Build and launch profitable funnels in minutes.
- Improve ROAS with industry-proven templates.
- Increase conversion rates and LTV with seamless payment solution.
- Experiment fast, launch improvements faster.
- Collaborate with the team in one place.

[Book a demo](#)



**+41%** CRs lift from start to payment in two weeks

“FunnelFox’s pre-built components made it easy to launch and iterate fast. We saw a 41% lift in conversions within a week - and we’ve been scaling ever since.”

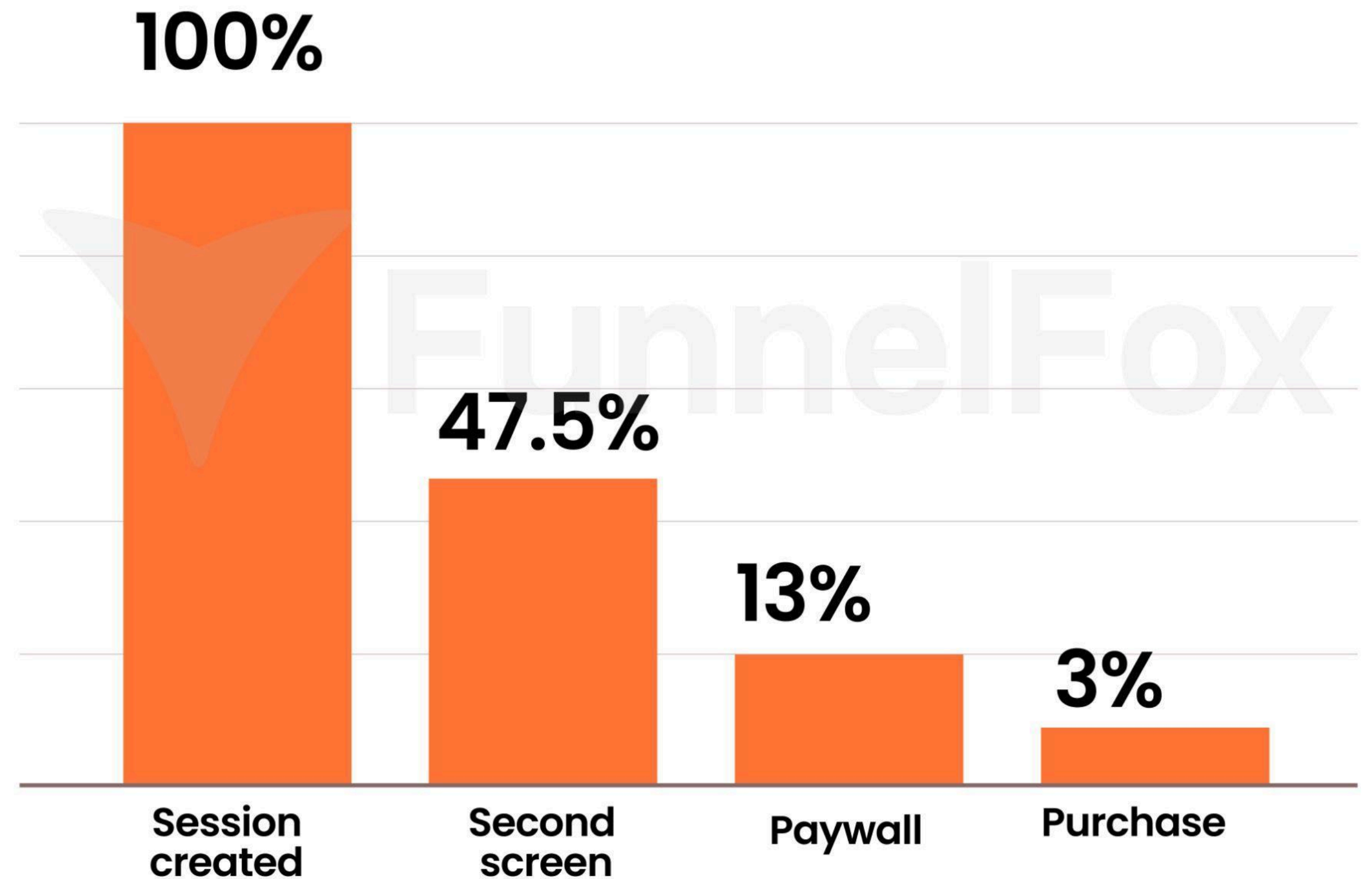


founder of Shmoody  
**Mike McSweeney**

# Conversions

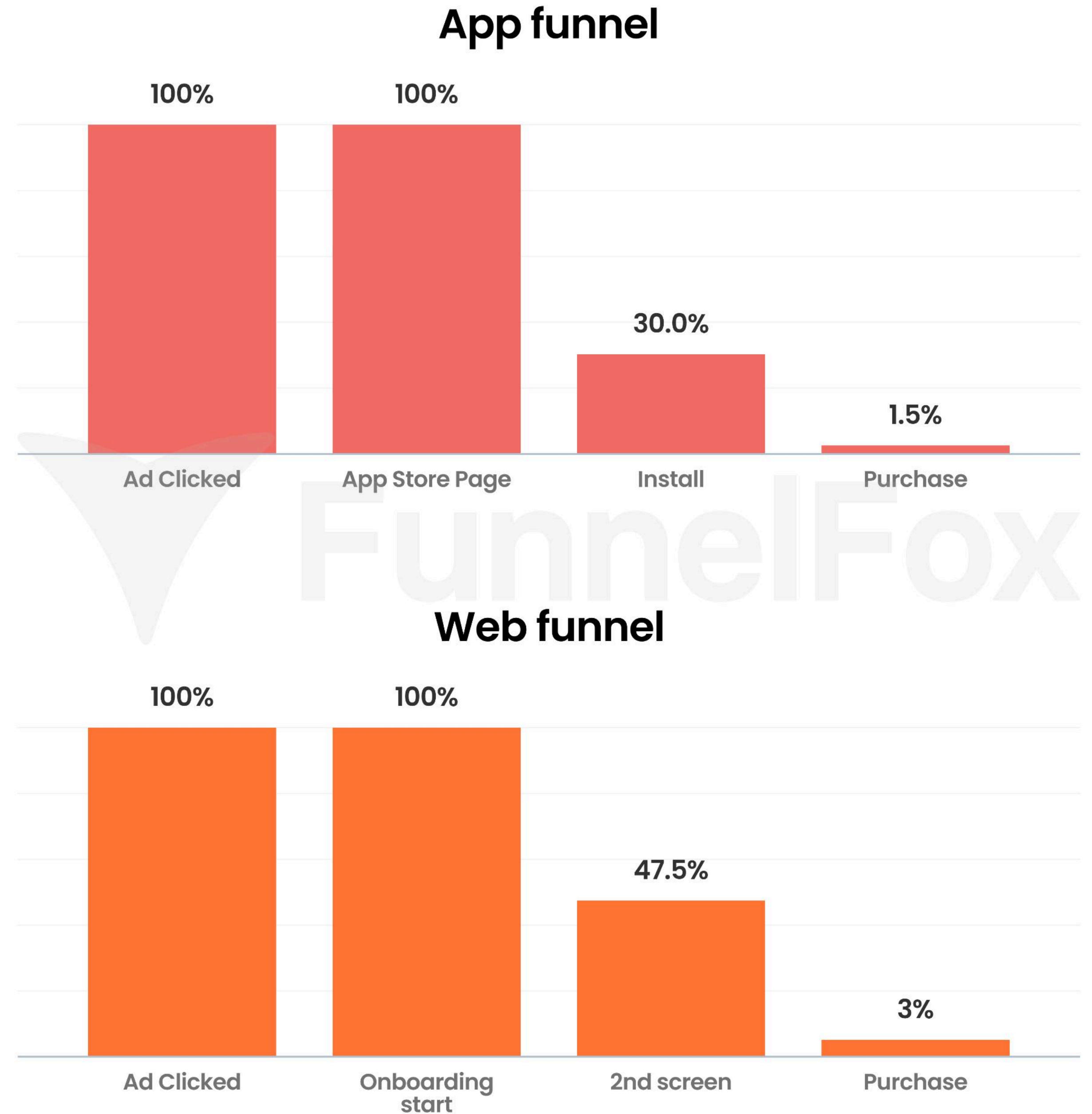
## The biggest user drop-off happens on the second screen

- Only 13% of users reach the paywall, and just 3% complete a purchase.
- Improving even a single early step in the funnel has a multiplied impact on revenue. The biggest wins come from reducing friction before the paywall, not after it.



## Web funnel converts x2 better than in-app funnel

- Web-to-App funnels offer greater control over the user journey, higher conversion rates, deeper engagement, and stronger monetization.
- With the same product and ad spend, funnel choice becomes a decisive growth factor.



# Web2App funnels unlock higher conversion rates



Web2App funnels aren't just another acquisition tactic — they are a strategic growth lever precisely because they give teams control over the entire journey from click to conversion. In a landscape where store-driven paths limit visibility and obscure key signals, web funnels bring clarity: you can see, test, and optimize every step — from landing page engagement to onboarding, pricing, and checkout. When teams learn faster, they make better decisions.

My advice is simple: **build growth experiments around real user behavior, not assumptions.**

Align creative, tracking, and funnel logic so you're constantly learning what drives conversion, retention, and long-term value. The web gives teams the freedom to test, iterate, and scale faster than ever.



Founder, Aperture  
Hannah Parvaz

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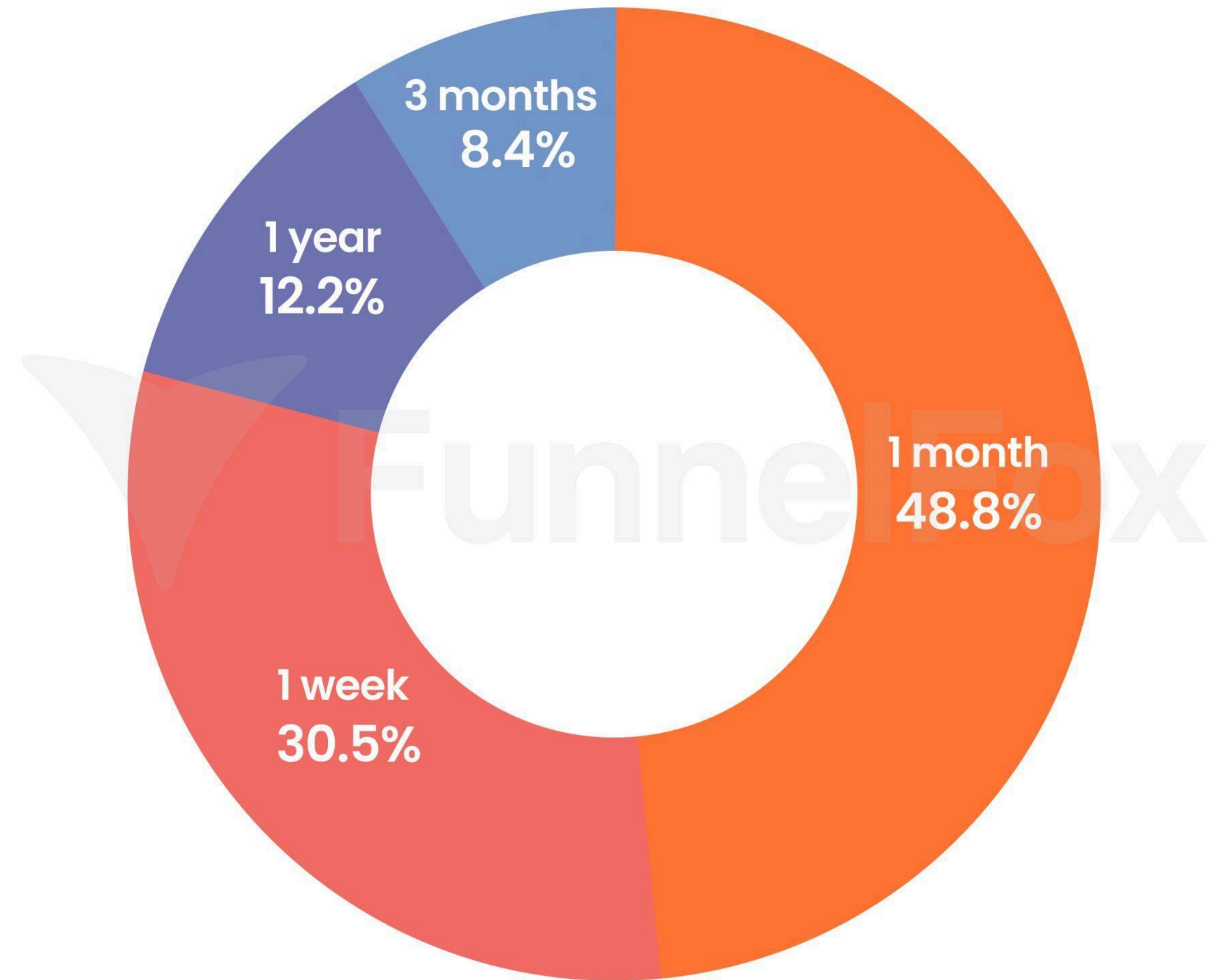
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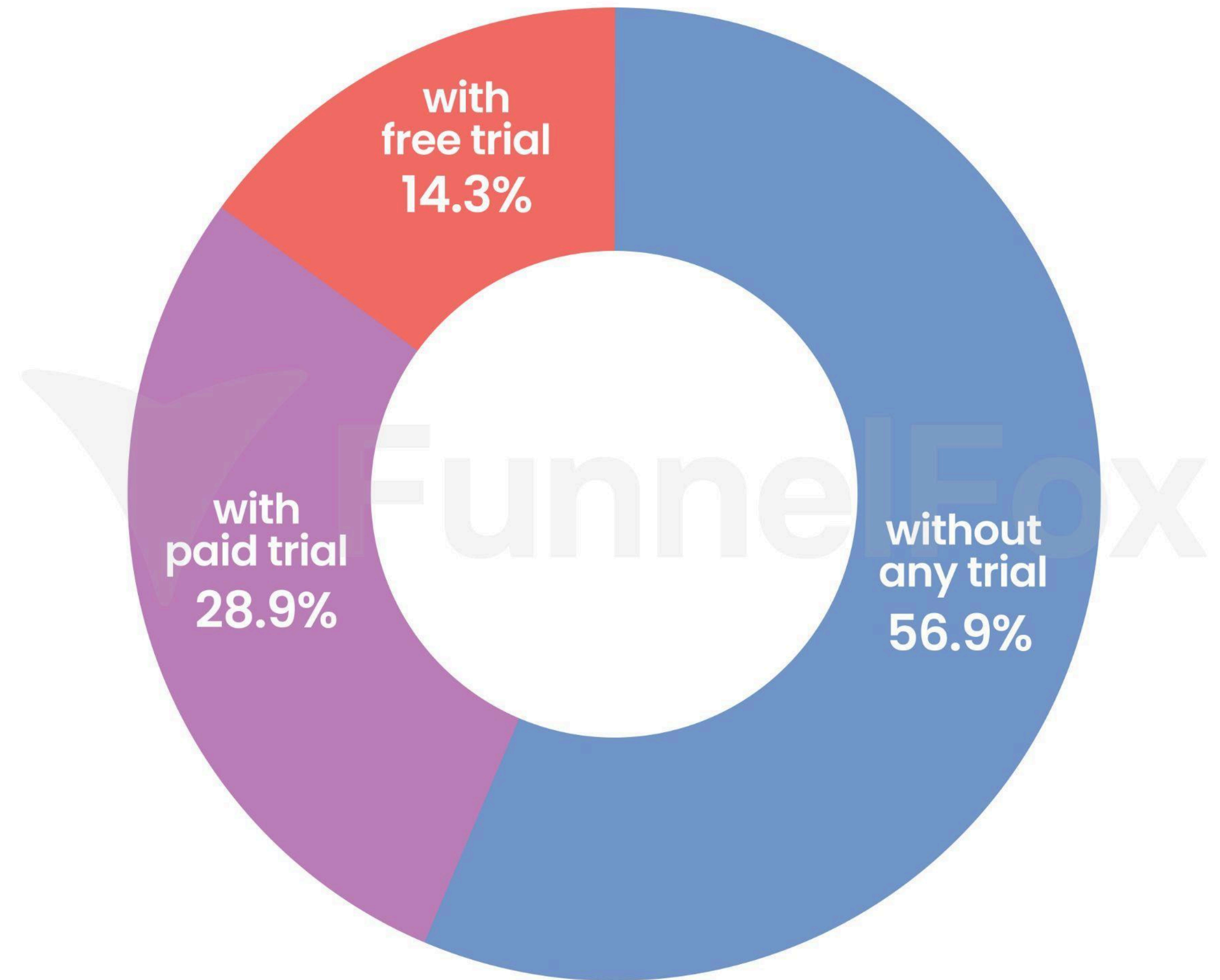
# Monetization

**Monthly plans dominate Web2App revenue, capturing 48.8% of all subscriptions.**



Revenue share by plan

**56.9% revenue is generated  
without any trials.**



**No-trial offers consistently outperform trial-based flows, for both weekly and monthly plans.**



# Pricing Is the fastest way to win or lose growth



Effective pricing in Web2App isn't just about maximizing average ticket size — it's about communicating value at the right moment in the journey. The most successful teams don't choose prices in isolation; they tie price to user intent and context. Web funnels give you that context early — from the very first interaction — which lets you tailor price points to motivation, not guesswork.

In practice, that means breaking pricing experiments into clear buckets: entry offers that reduce friction, mid-tier options that maximize value perception, and premium tiers designed for your most engaged cohorts.

You need to test these not just by price, but by timing, messaging, and cohort behavior. The funnel itself becomes your primary pricing lab.

My advice for Web2App teams: **think of price as a conversion lever, not just a revenue lever.**

Experiment with localized pricing, dynamic offers based on intent signals, and bundling options that reflect real user priorities. The teams that figure that out early — and integrate pricing tests into their growth loops — consistently outperform competitors who treat price as a fixed variable rather than a strategic advantage.

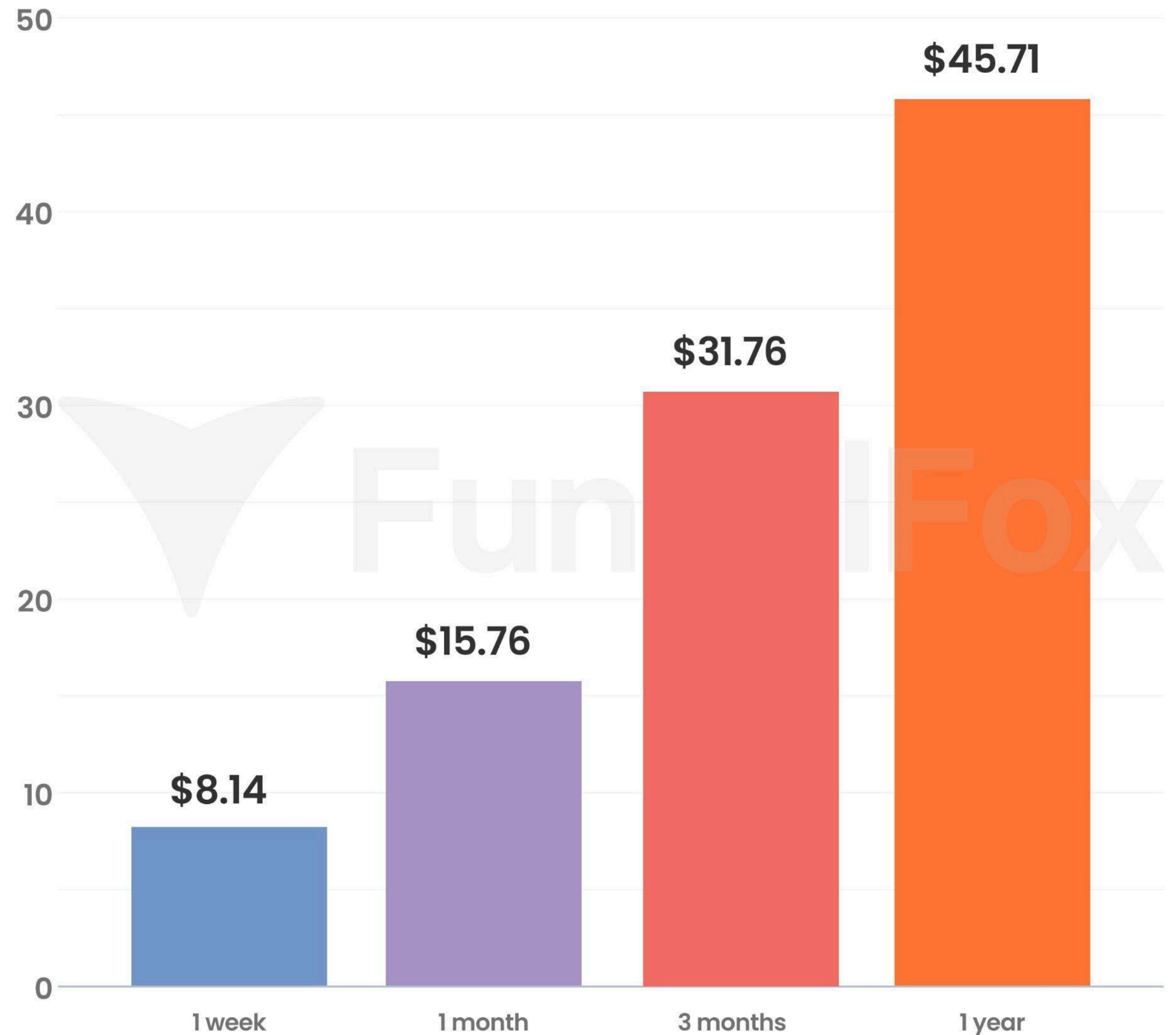


Founder at AppMasers  
**Steve P. Young**

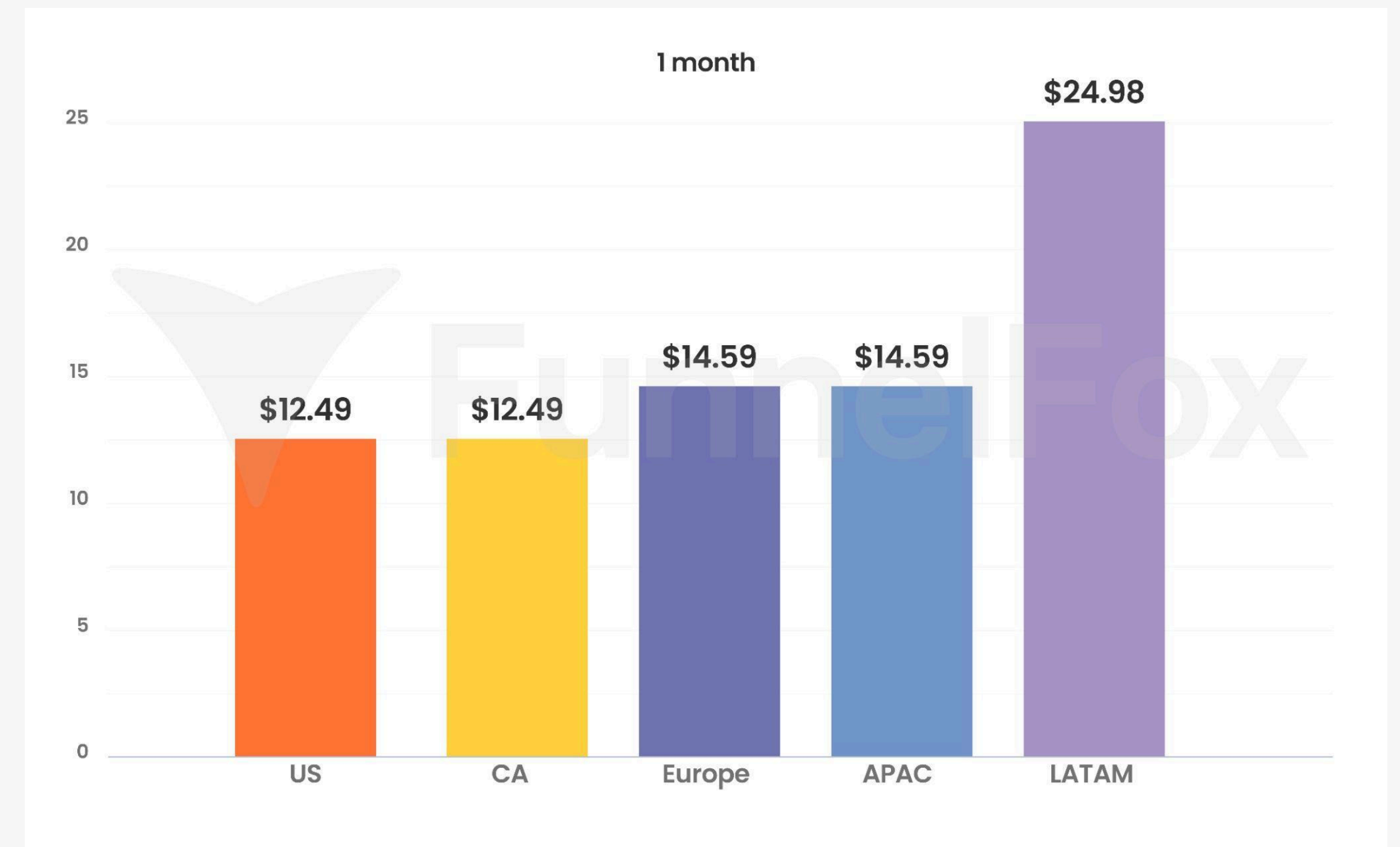
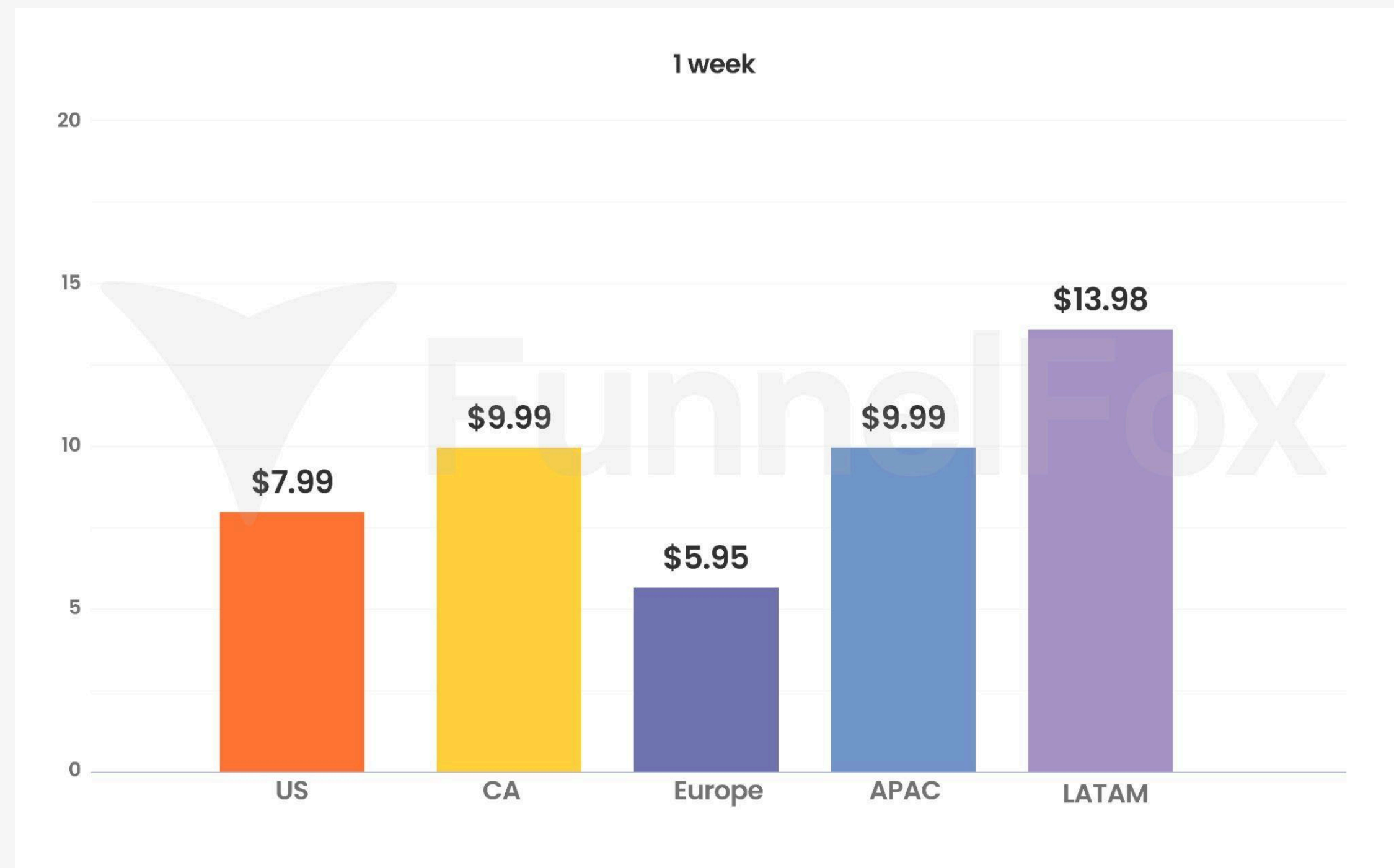
## Web2App pricing mirrors in-app subscriptions

- Across top apps, Web2App price points closely match in-app subscriptions across all plan durations.

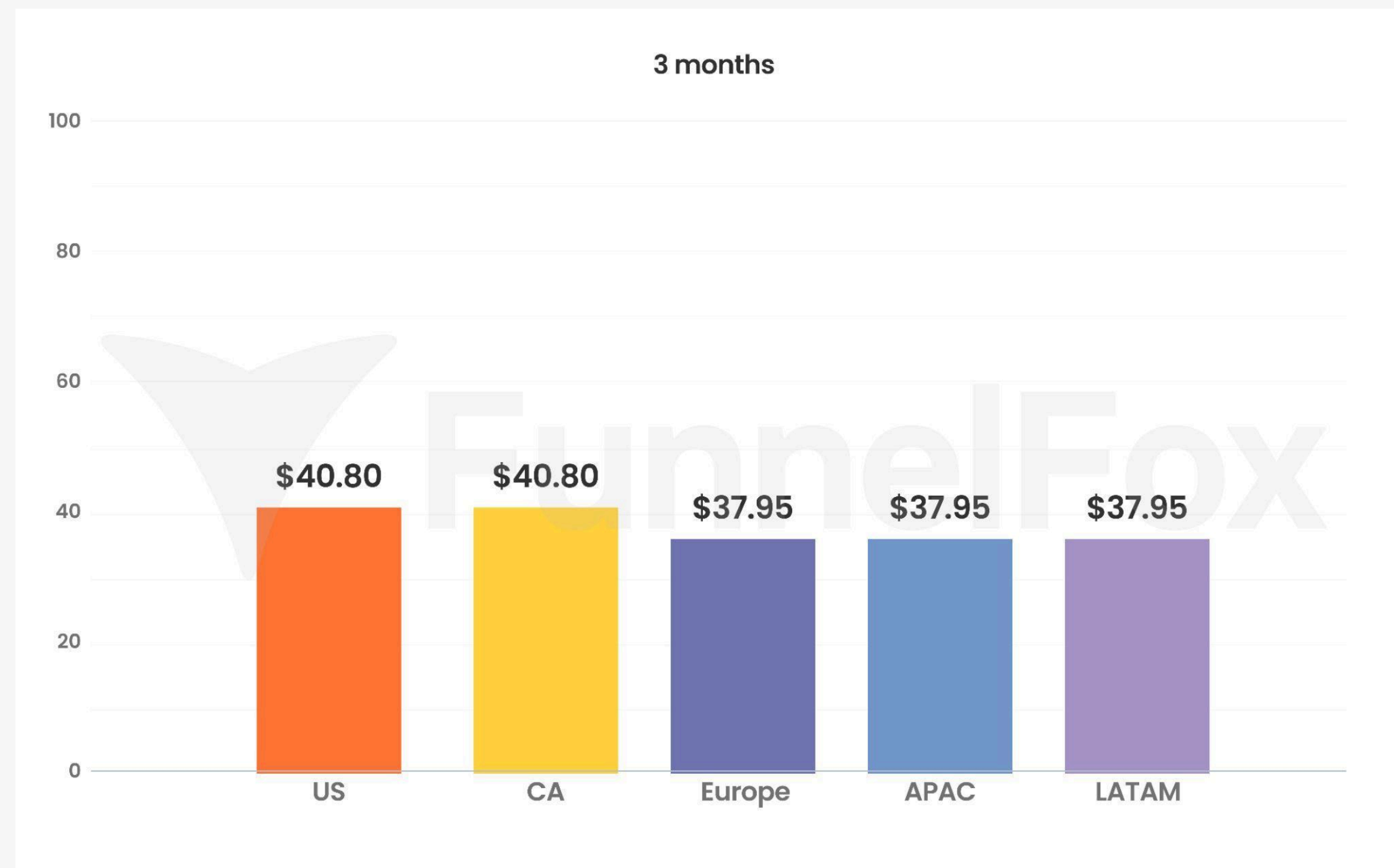
The average web2app subscription prices, US



## Most popular subscription prices by region



## Most popular subscription prices by region



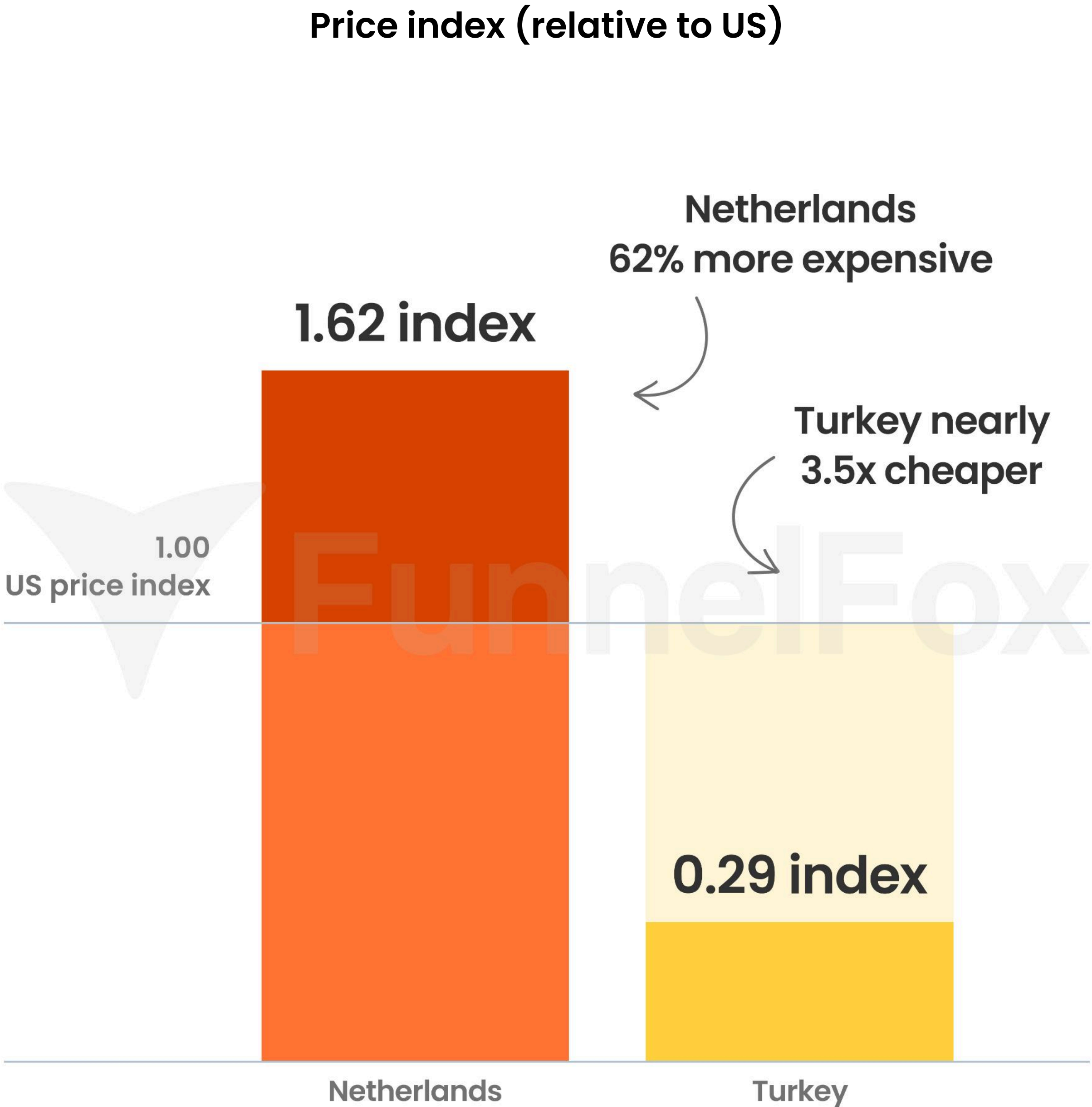
# FunnelFox Pricing Index

How much more should you charge in the Netherlands vs Turkey?

We've built the index that compares median subscription prices across countries, using the US as a baseline (1.00).

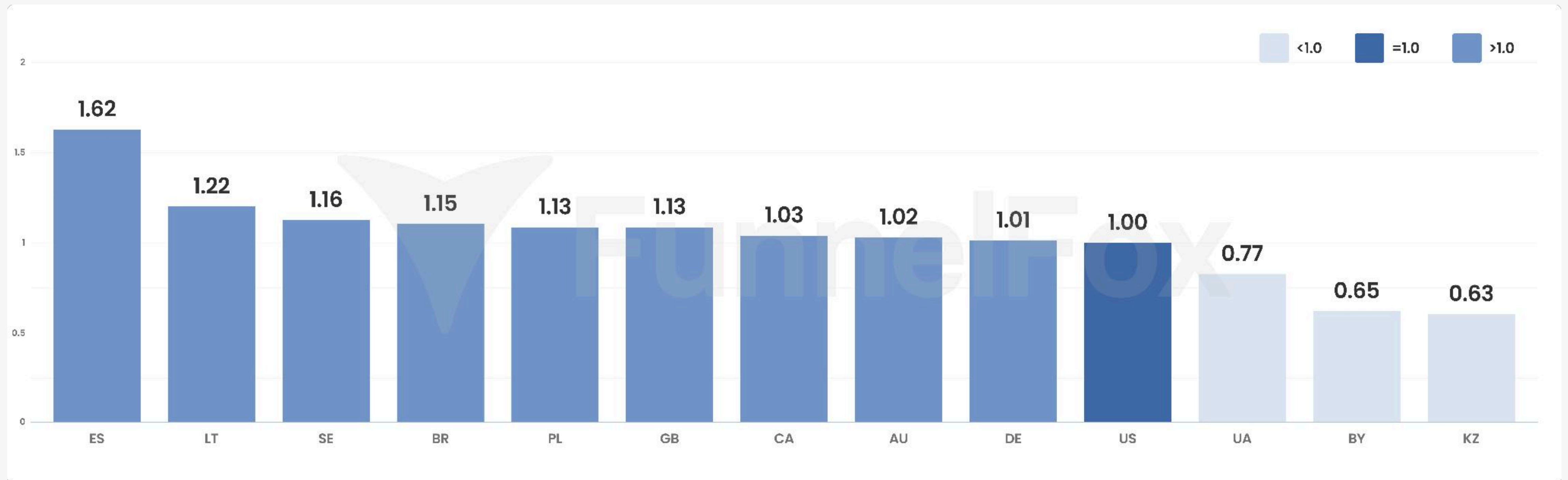
Examples (US = \$12.99):

- Netherlands – \$21.00 → index 1.62 → 62% more expensive
- Turkey – \$3.79 → index 0.29 → nearly 3.5x cheaper

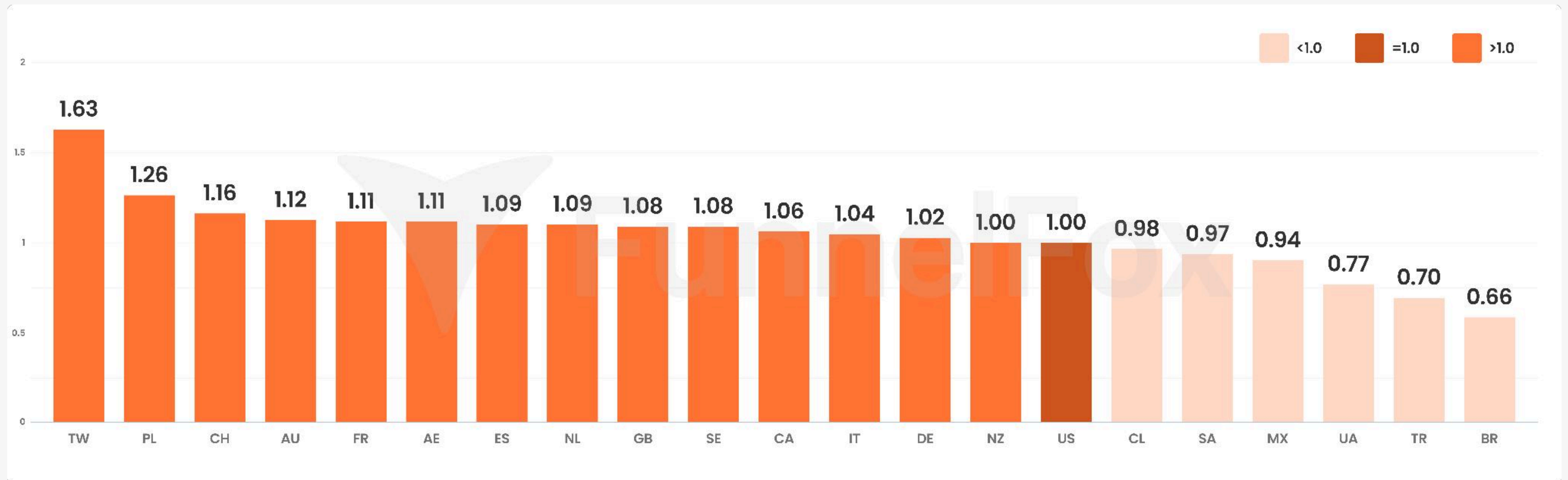


## Price index per country vs US: subscription duration – 1 week

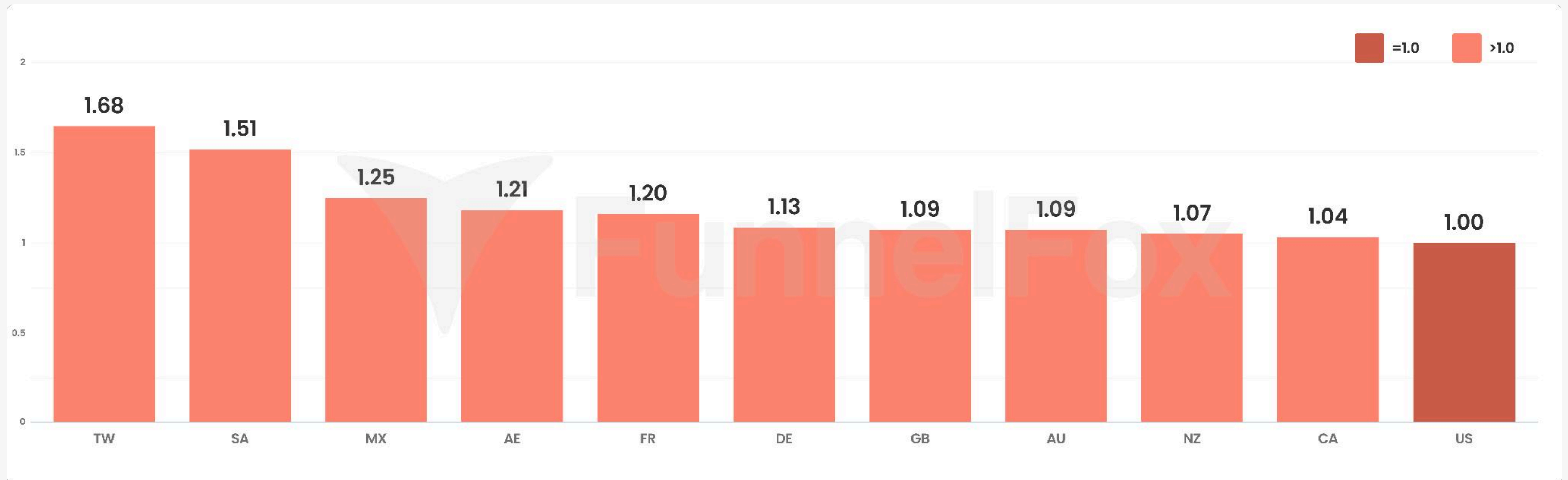
- In some countries, prices are higher than in the US due to currency localization.



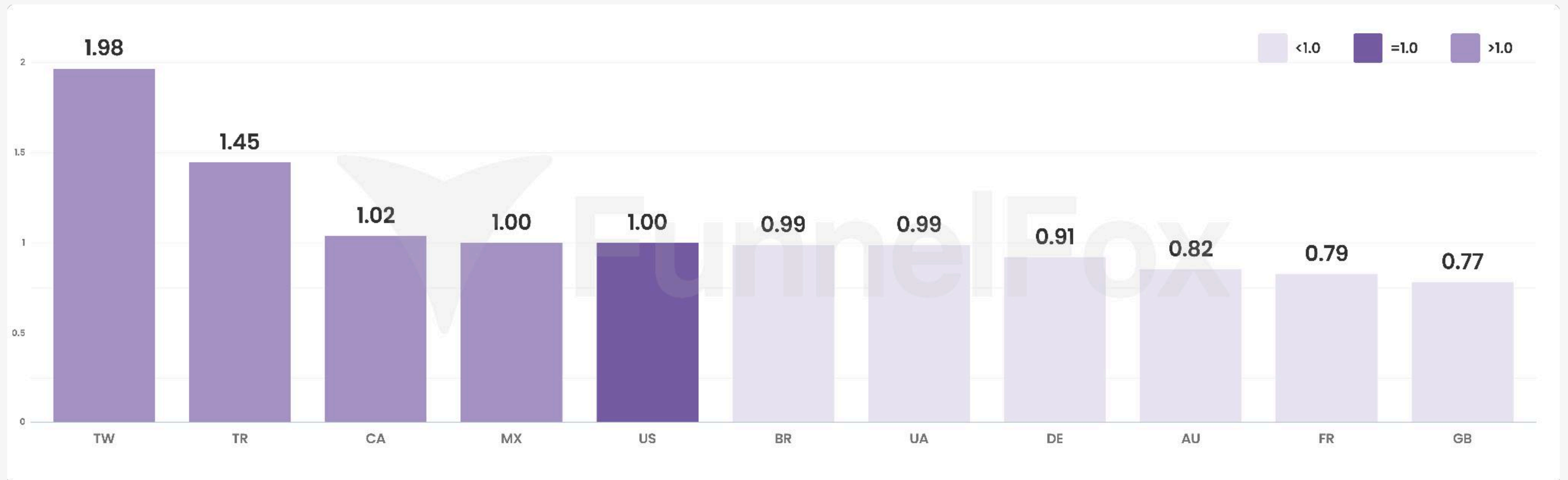
## Price index per country vs US: subscription duration – 1 month



## Price index per country vs US: subscription duration – 3 months



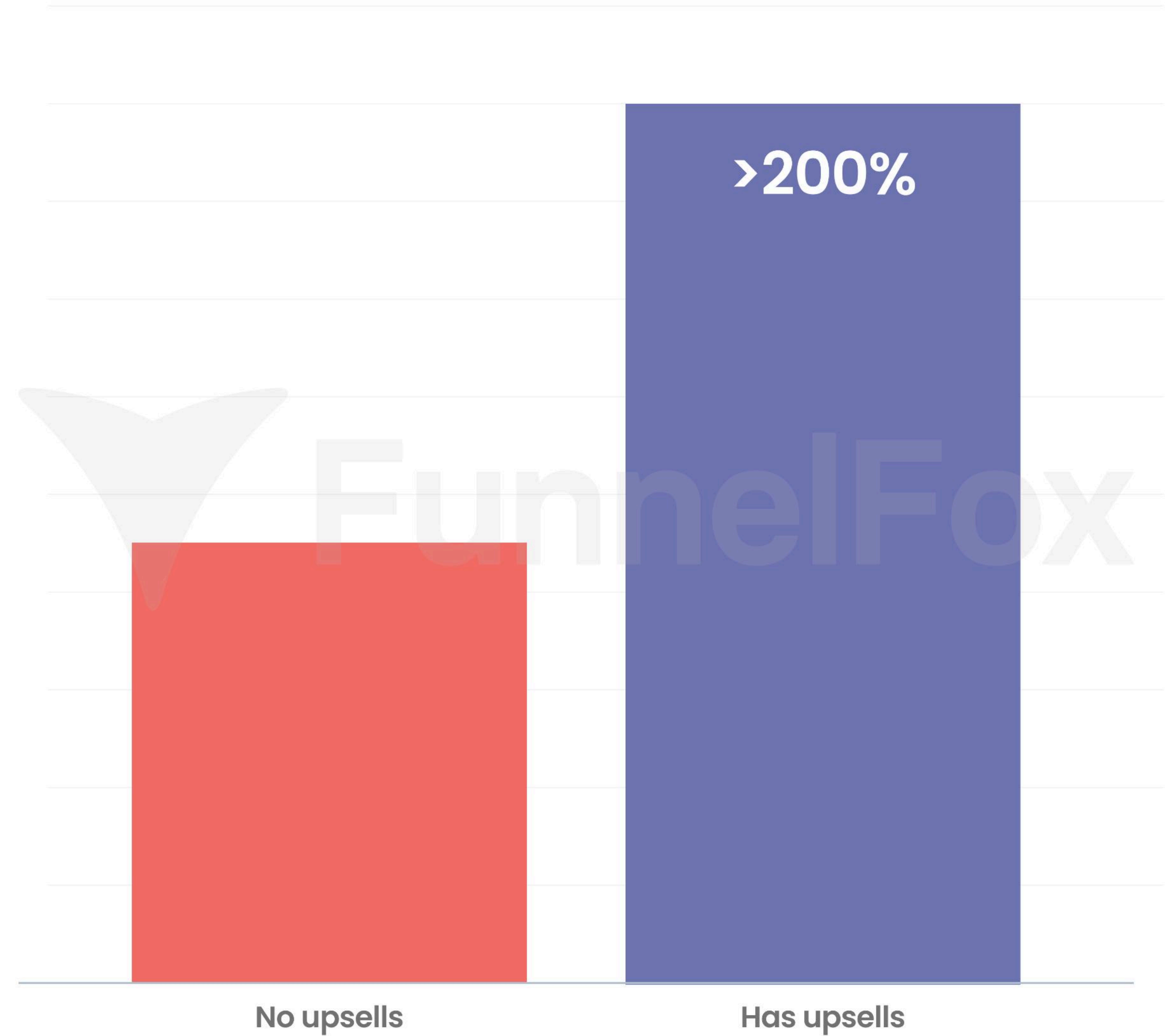
## Price index per country vs US: subscription duration – 1 year



## Upsells increase **LTV by 20%**

- **Upsells bring x2 revenue lift in median terms**
- Avg upsell share is **4.07% of the total revenue**

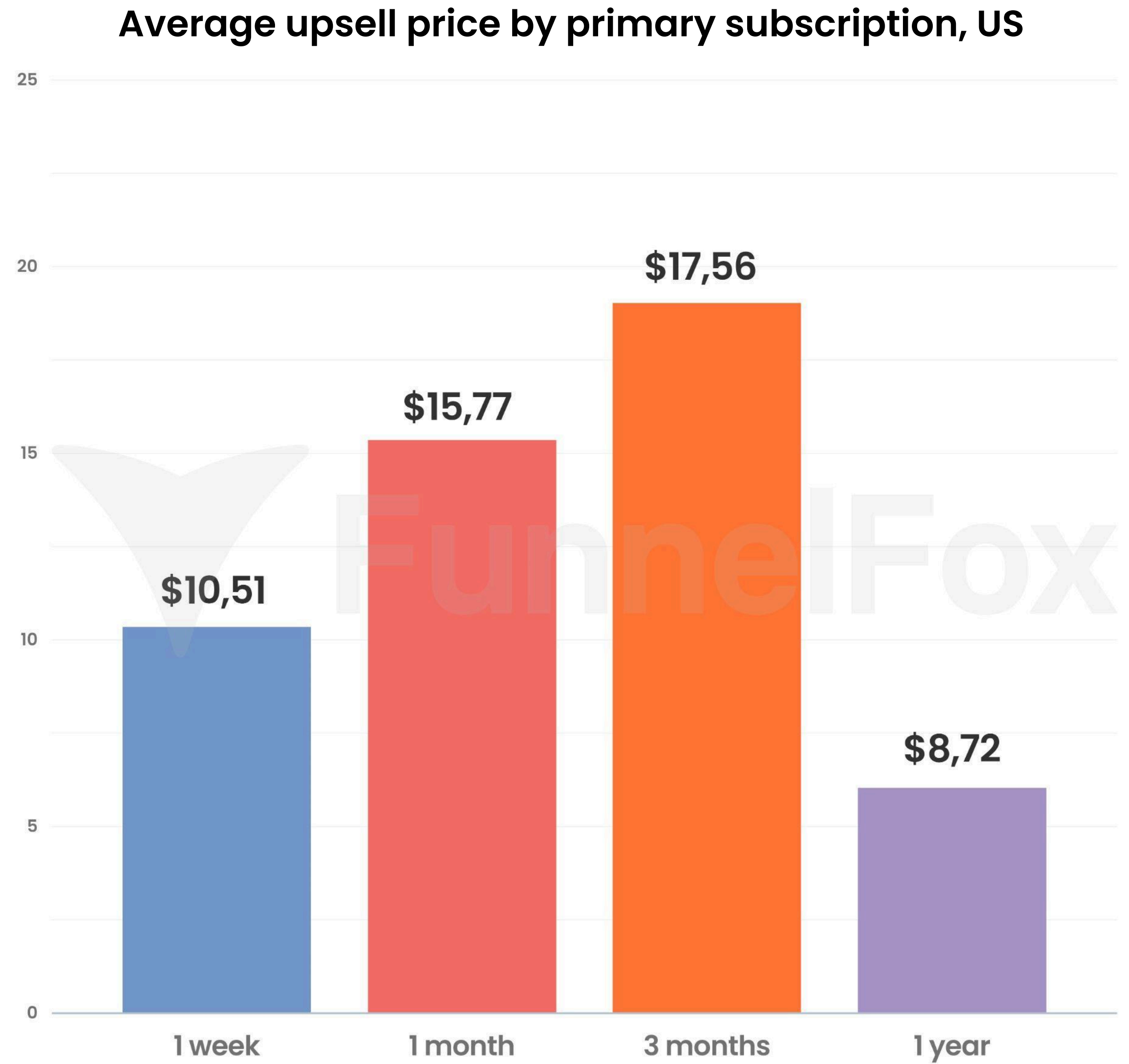
Upsells don't cause revenue growth by themselves, but behave more like LTV multipliers and higher LTV allows scale revenue.



*LTV growth with and without upsells*

## The bigger the commitment, the higher the upsell

- The global median upsell price sits around **\$9.31**, but the actual value varies by region and rises with subscription length.
- Users on **longer, higher-value plans** consistently accept **higher-priced upsells**, with 3-month subscribers generating the highest average upsell value.



# Key takeaways

- The most popular subscription is monthly, but the exact configuration should be a subject of experiment.
- The higher the subscription tier a user buys, the higher-priced upsells they are willing to purchase.
- Upsells don't cause revenue growth by themselves but behave more like LTV multipliers and higher LTV allows scale revenue.

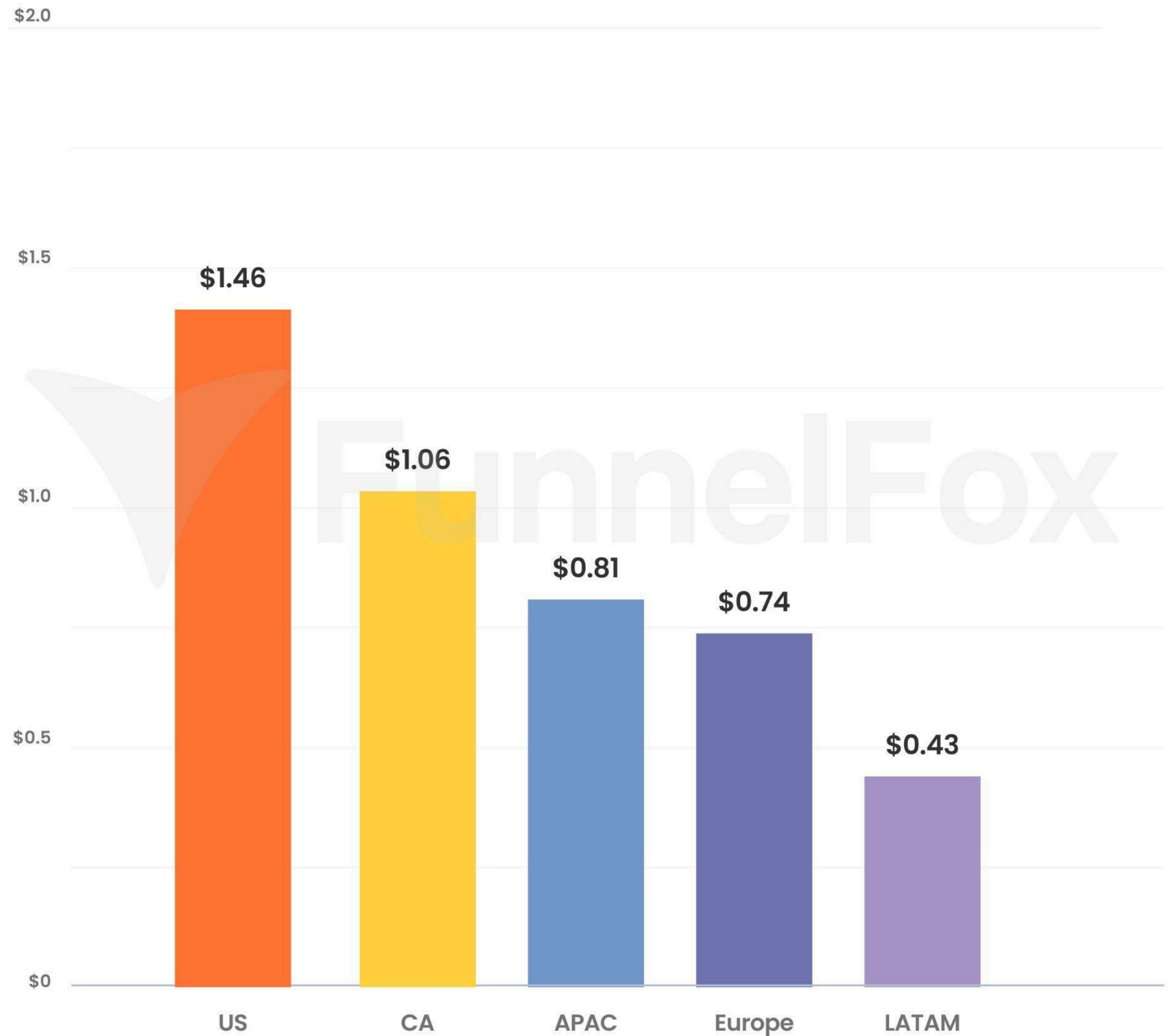
## What to do next:

- Run subscription plan experiment: test pricing, tier design, and billing cadence to identify the highest-LTV subscription configuration.
- Maximize LTV via upsells - design upsells to deepen value for existing subscribers, especially higher-tier users.
- Personalize upsell pricing and offers. Segment by subscription tier, usage, and behavior to align upsell price points with willingness to pay.

# LTV and profitability

## US generates the highest ARPU

- US sessions generate the highest revenue at \$1.46, outperforming every other market by a significant margin.
- Session value is highly regional. Markets with higher revenue per session give teams more room to scale, while lower-value regions require tighter pricing and stronger funnel efficiency to achieve the same payback.

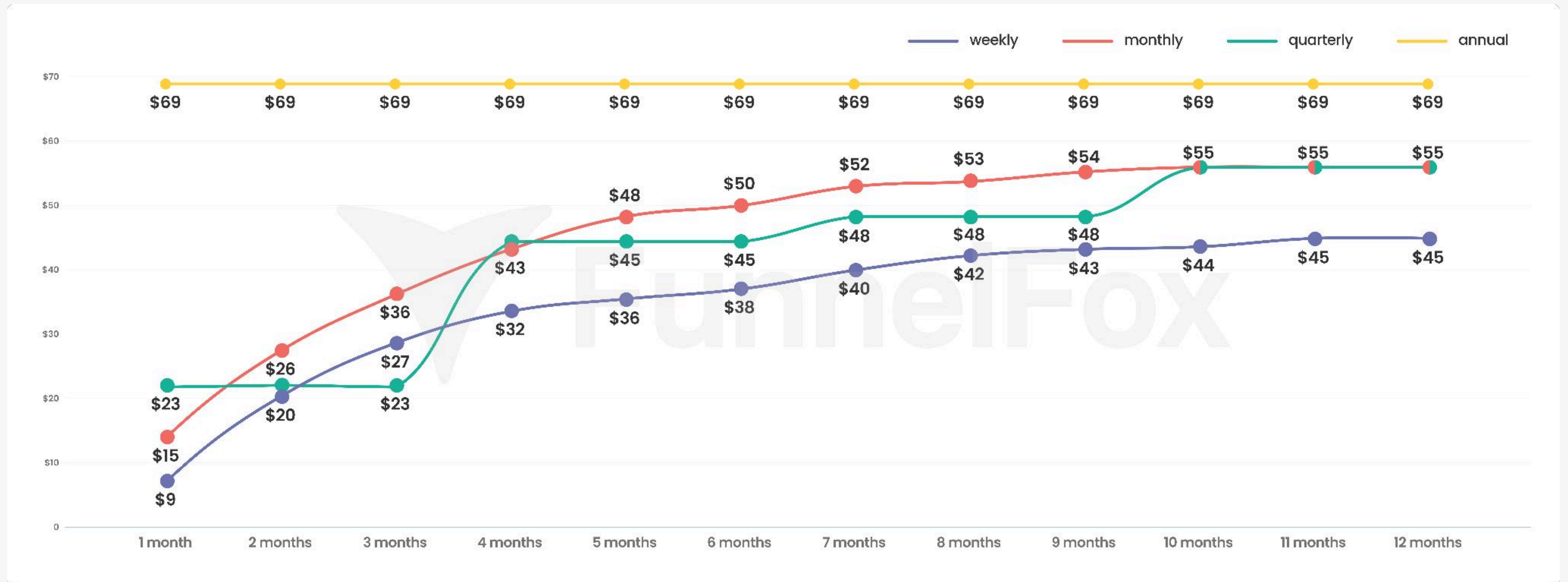


## ARPPU is consistent worldwide

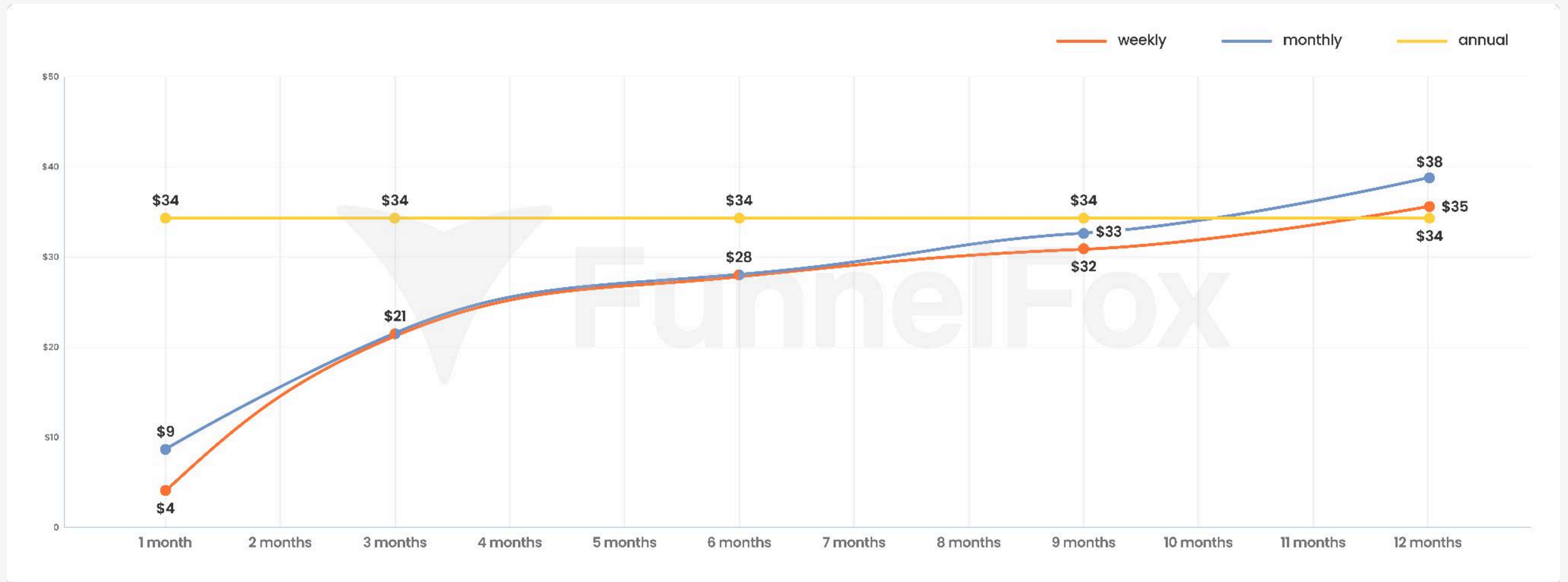
- Unlike revenue per all sessions, which varies sharply by region, average revenue per paying session (ARPPU) is remarkably consistent worldwide.
- The spread is narrow, with most markets falling between \$27 and \$31. This indicates that once users convert, their willingness to spend is similar, regardless of geography.



# Subscription LTV by plan, the US



# Subscription LTV by plan, the US, apps



# Web LTV outperforms app LTV — and changes the rules of scaling

Web and app LTV benchmarks should be compared with their structural differences in mind. In many subscription verticals, app LTV is lower due to store commissions, which directly reduce net revenue and require proportionally lower CPAs to maintain sustainable unit economics.

On web, the picture is different. Although auction prices and CPAs are higher there, the LTV is also significantly higher thanks to better subscription retention rates and the absence of app store fees.

This improves net revenue per user and offsets the higher acquisition costs. In Health & Fitness projects, for example, app LTV typically sits around \$40-45, while web LTV for the same product can reach \$80-90.

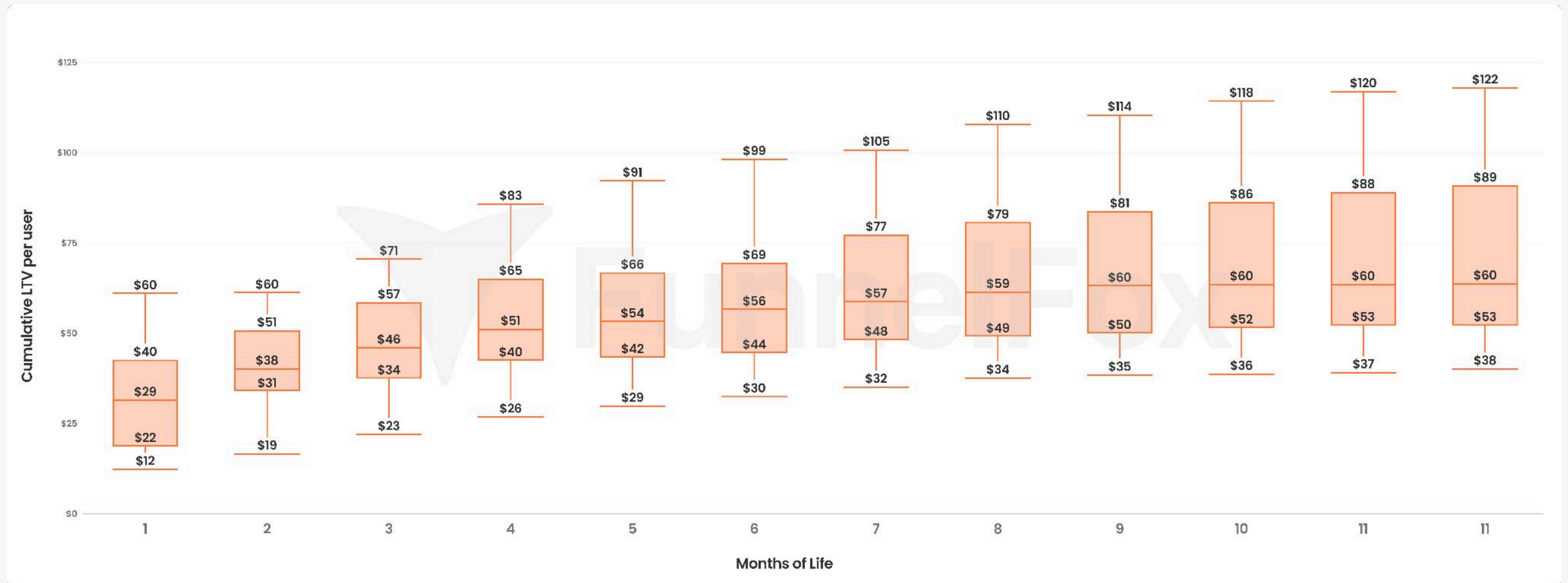
CPAs should be aligned with these LTV differences to ensure sustainable unit economics. Evaluating performance without accounting for these structural differences can lead to misleading conclusions. Web and app should therefore be treated as separate economic models with distinct ceilings and scaling logic.



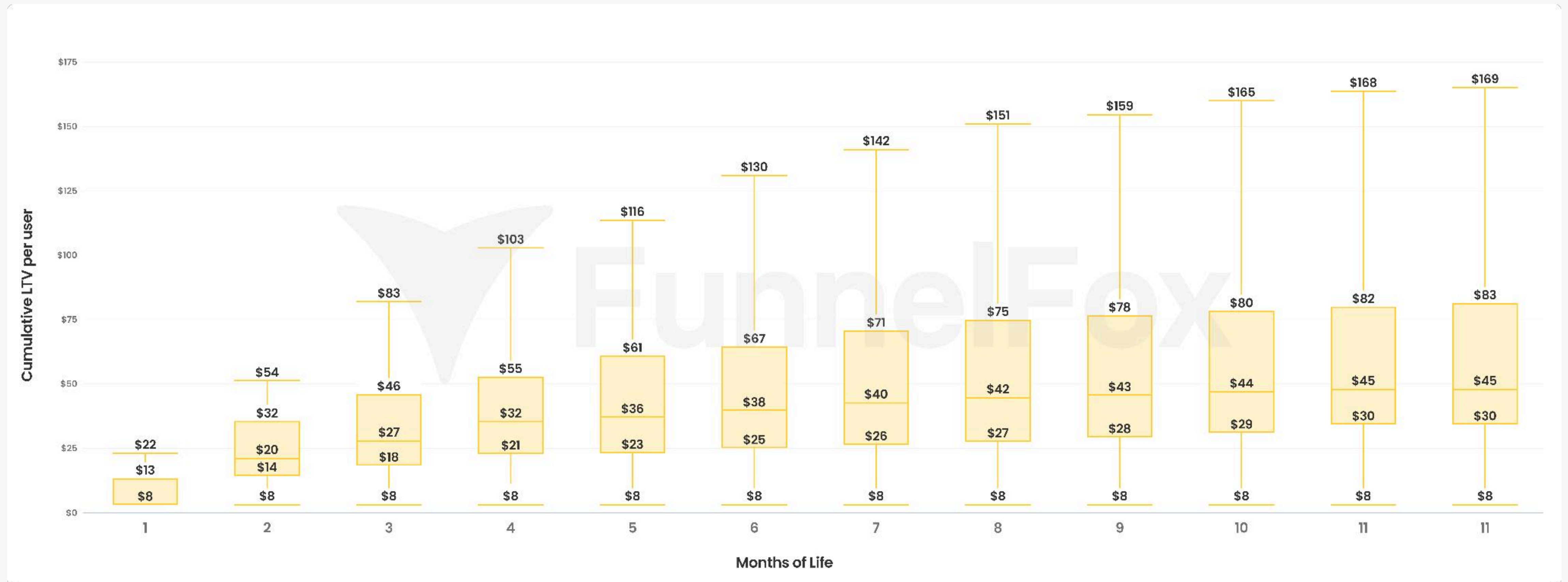
CMO, AdQuantum  
Anton Kuzmin



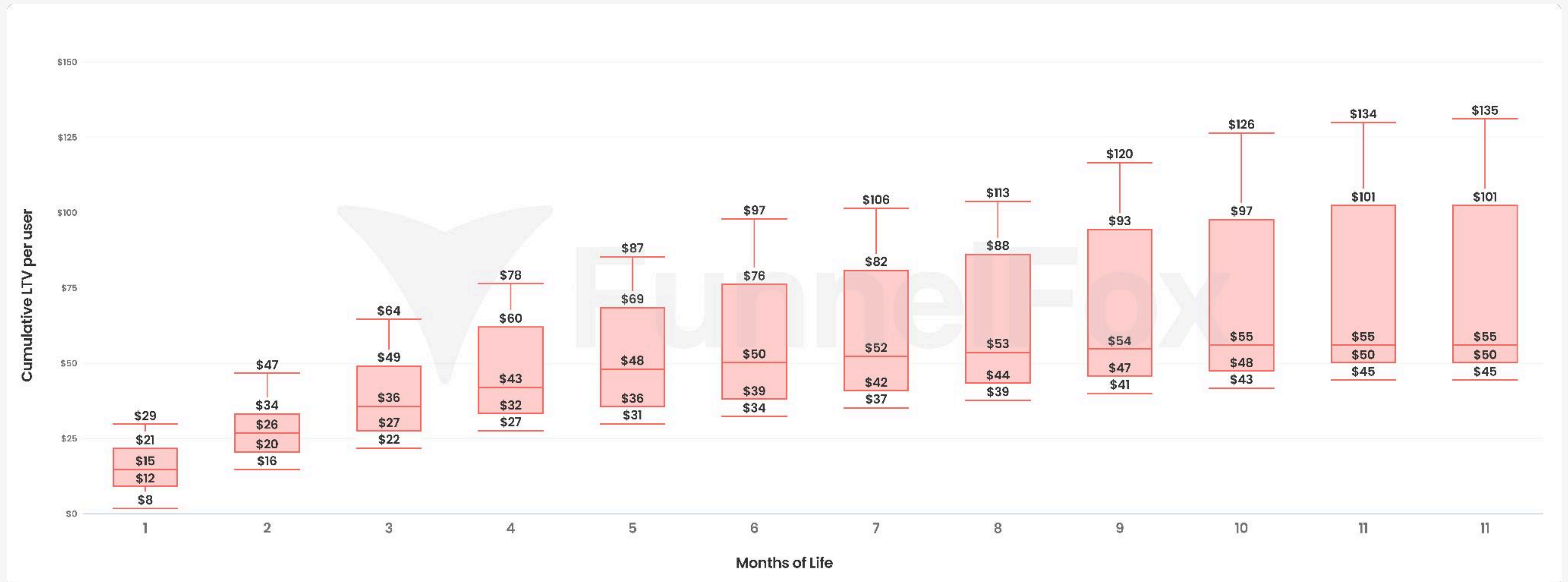
# Subscription LTV by Month of Life per user for All Subscription Periods



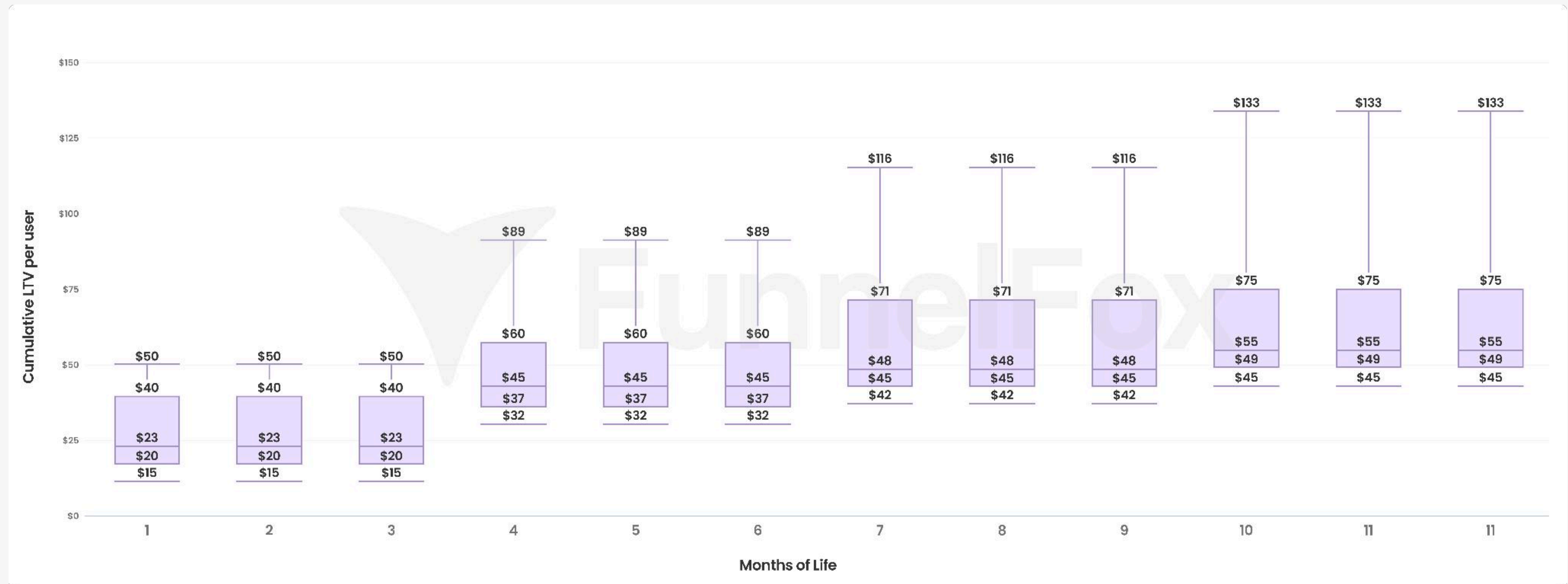
# Subscription LTV by Month of Life per user for period – 1 week



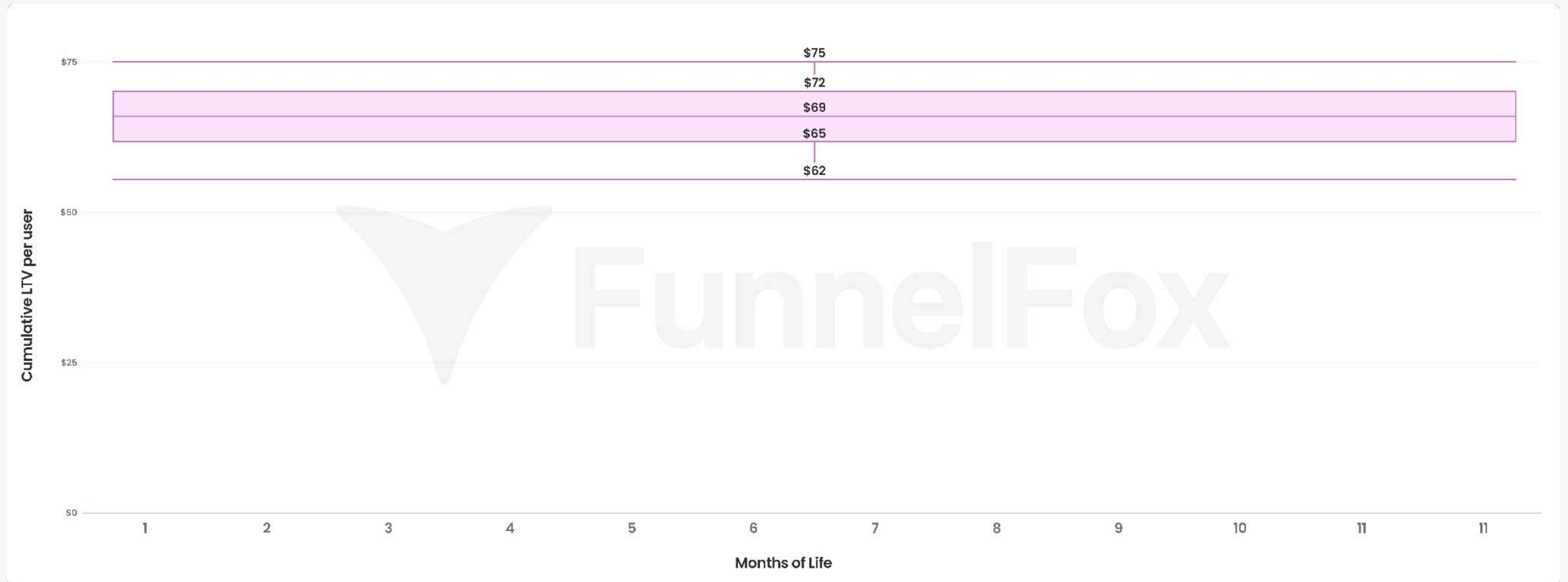
# Subscription LTV by Month of Life per user for period – 1 month



# Subscription LTV by Month of Life per user for period – 3 months



# Subscription LTV by Month of Life per user for period – 1 year



# Web traffic can deliver higher-value cohorts than store campaigns

Web onboarding can lift LTV because it improves user quality, not just margins. A quiz-style funnel educates users, builds trust, and personalizes the promise before asking for payment, so converters arrive higher-intent and better fit. The extra steps may reduce raw volume, but they act as a filter: fewer low-commitment users, more committed buyers who activate faster and churn less. Web onboarding also gives teams more freedom to test messaging, offers, and pricing than in-app, so they can systematically improve LTV over time.

Though, keep in mind that it's not a plug-and-play solution: expect time, budget, and experimentation to find the right funnel, offer and message.



Head of performance marketing, Paired  
**Jessica Gotti**



# Build a **smart acquisition strategy** with real-time LTV insights

- Check **subscription health, ARPU, ARPPU, LTV** — all in one place.
- **Control everything** that happens **after the click**.
- Automate **marketing tracking** with Pixel and Conversion API.
- Enjoy seamless integration with top networks, including **Meta, TikTok, Google, Pinterest, Twitter, and Snap**.
- **Mirror your web funnels with top-performing ad's** visuals and messaging.

[Book a demo](#)

## Analytics

Dashboard Charts Cohorts

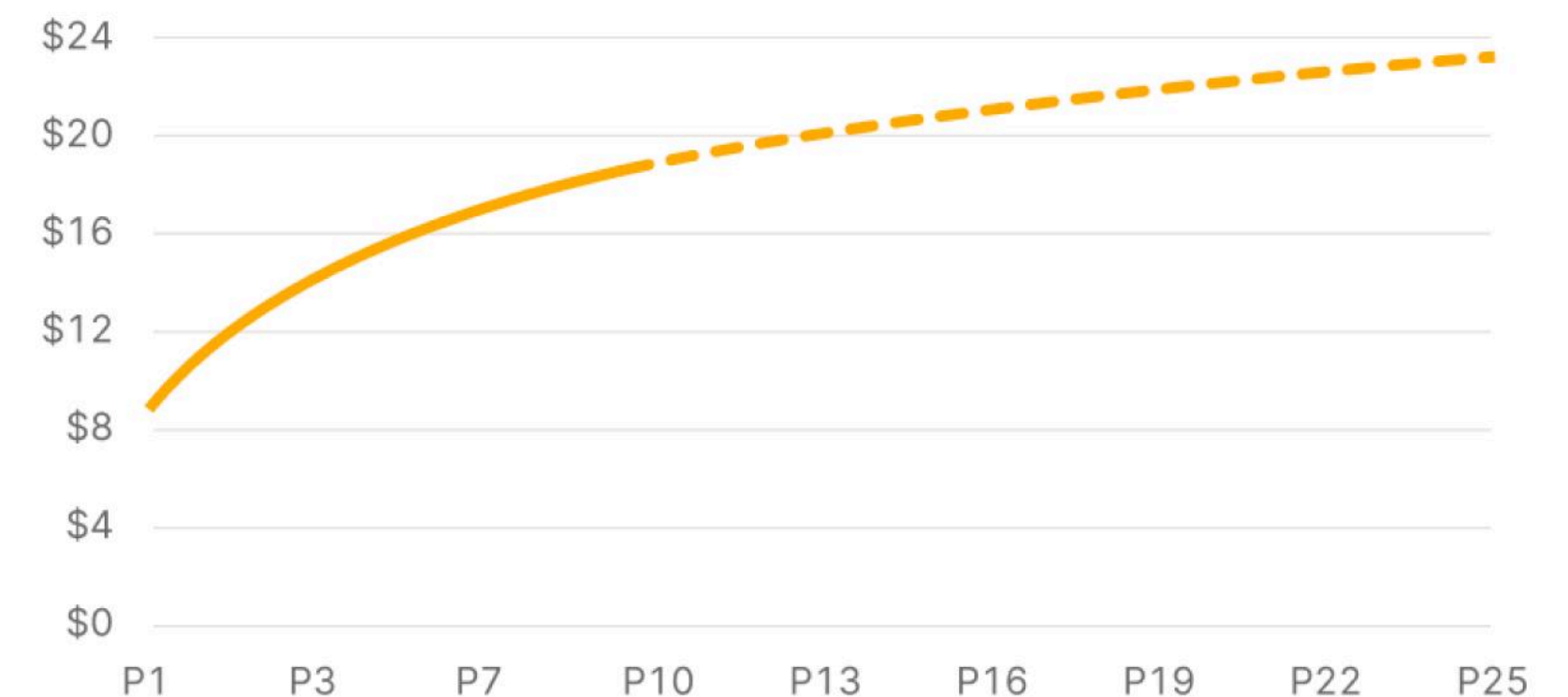
7d 30d 60d 90d  Select Sample **Weekly** Metric Type **Revenue** Value Type **Absolute Values** [+ Add Filter](#)

Revenue | Monetary values [Export CSV](#)

Cohort Start Launch Date	Total Cumulative Size	LTV Lifetime Value	Week 0 Launch	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Sep 1, 2025	\$32,396.52	\$29.77	\$12,258.31	\$3,744.08	\$2,878.94	\$2,294.39	\$3,875.20	\$2,759.38	\$1,505.43	\$1,364.13	\$1,716.66
Sep 8, 2025	\$59,484.03	\$27.74	\$24,655.19	\$7,251.23	\$5,470.78	\$4,216.12	\$7,692.52	\$5,528.51	\$2,565.39	\$2,104.29	—
Sep 15, 2025	\$87,002.48	\$27.81	\$34,213.37	\$12,319.92	\$9,282.76	\$7,408.27	\$10,978.46	\$8,506.98	\$4,292.72	—	—
Sep 22, 2025	\$101,946.86	\$27.91	\$39,576.67	\$15,917.93	\$12,391.71	\$9,683.60	\$15,105.97	\$9,270.98	—	—	—
Sep 29, 2025	\$116,716.04	\$24.54	\$51,072.45	\$20,638.25	\$15,743.77	\$12,426.24	\$16,835.33	—	—	—	—

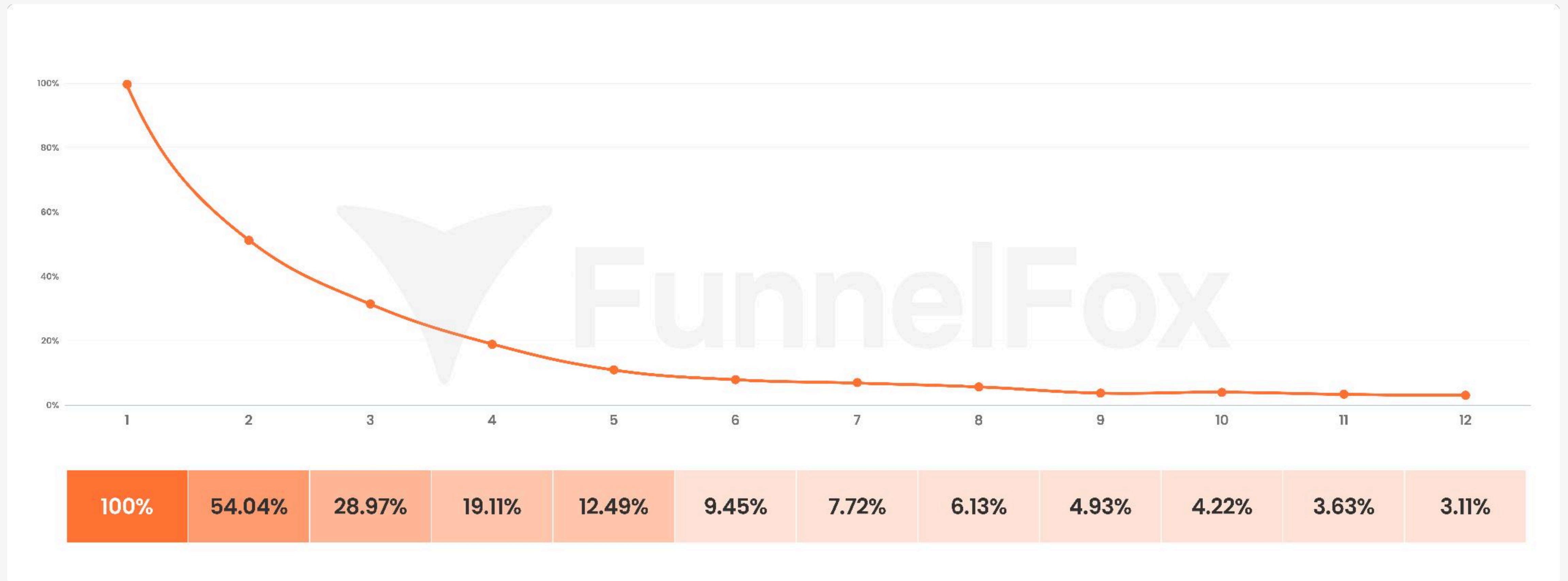
## LTV

**\$21.10**



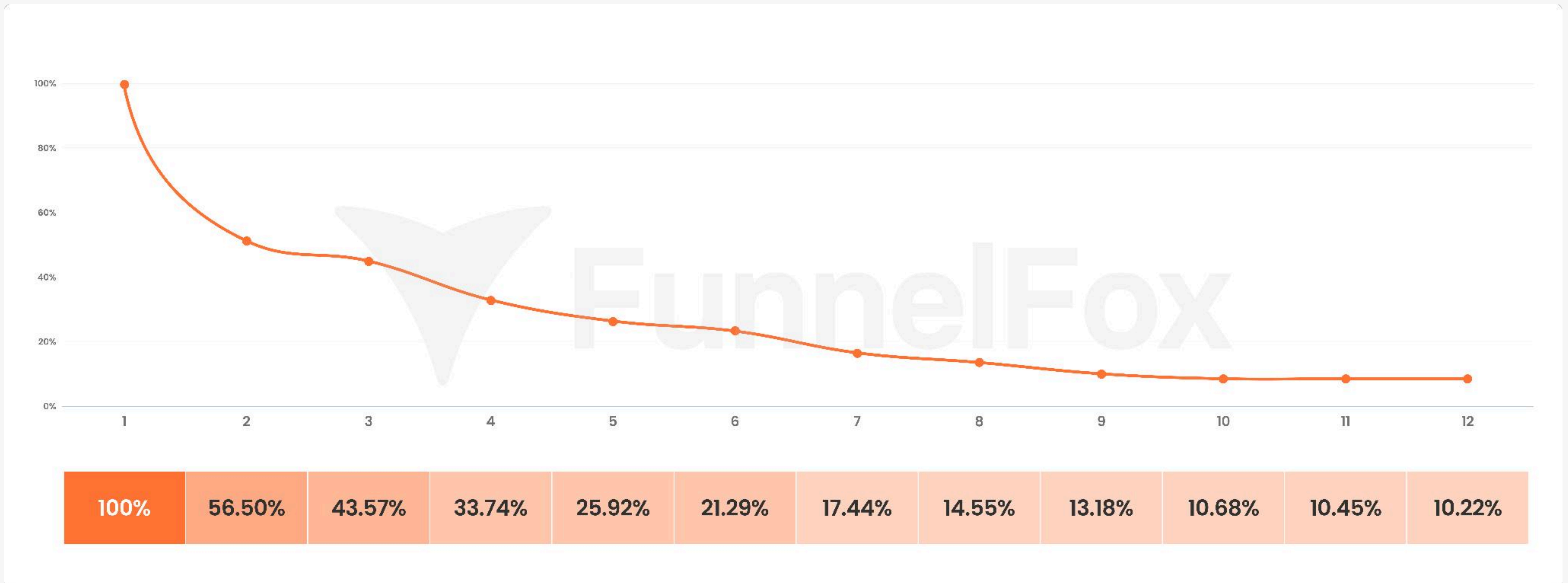
## Retention rate benchmarks — 1 week

- Retention falls by nearly half after the first renewal and continues to decline sharply over the first 3–4 months.



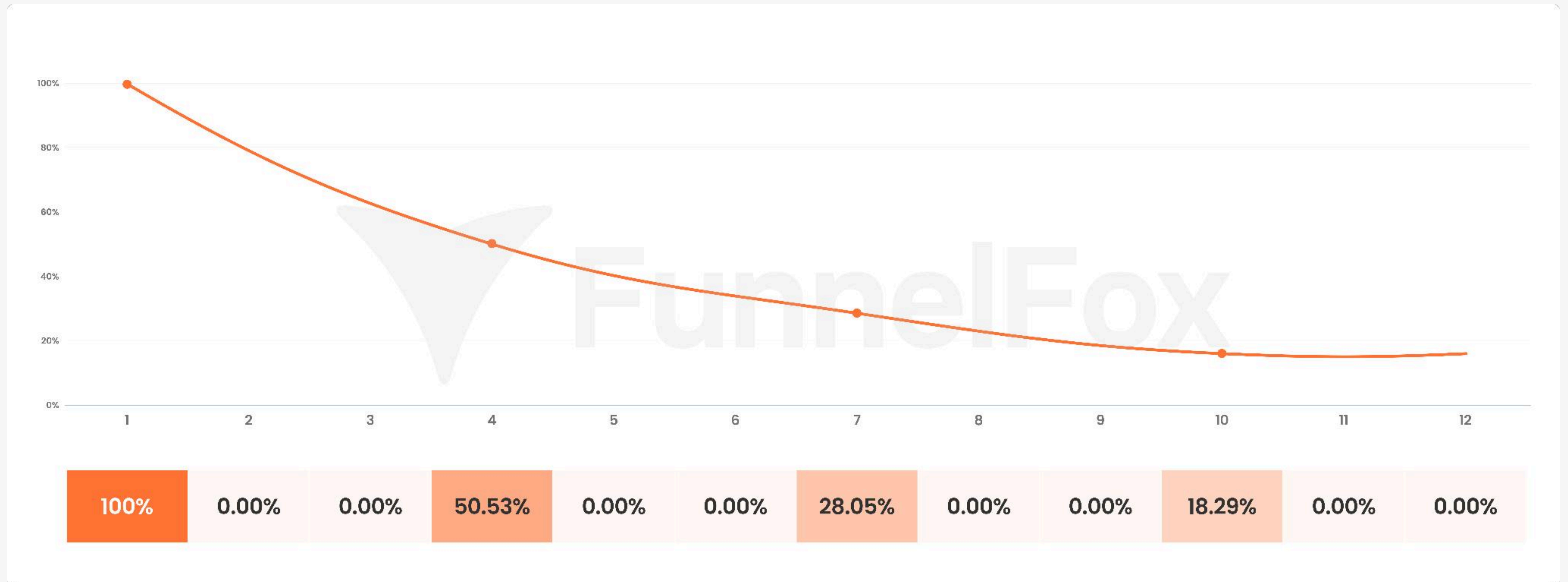
## Retention rate benchmarks – 1 month

- Monthly plans retain users significantly better than weekly. While there is still a notable drop after month 1, retention declines more gradually across months 2–6.



## Retention rate benchmarks – 3 months

- Users are retained almost entirely until the first renewal point, followed by large, discrete drops at renewal boundaries (month 4, month 7, month 10). Between renewals, retention is effectively flat.



# Retention starts long before churn



Retention isn't an afterthought — it's built into every meaningful user journey, from the very first premium onboarding to the long-term subscription experience. Too many teams focus solely on acquisition and conversion while neglecting the users they've already earned. The real growth lift comes when you **strategically engage subscribed users**, not just at the point of win-back, but throughout their lifecycle.

That means designing onboarding that helps users understand and access value immediately, using CRM channels like email and push to reinforce the benefits over time, and segmenting signals to spot disengagement before it becomes churn.

Offering discounts can work in win-back campaigns, but it should be balanced with value-based engagement so you're not simply attracting low-intent subscribers.

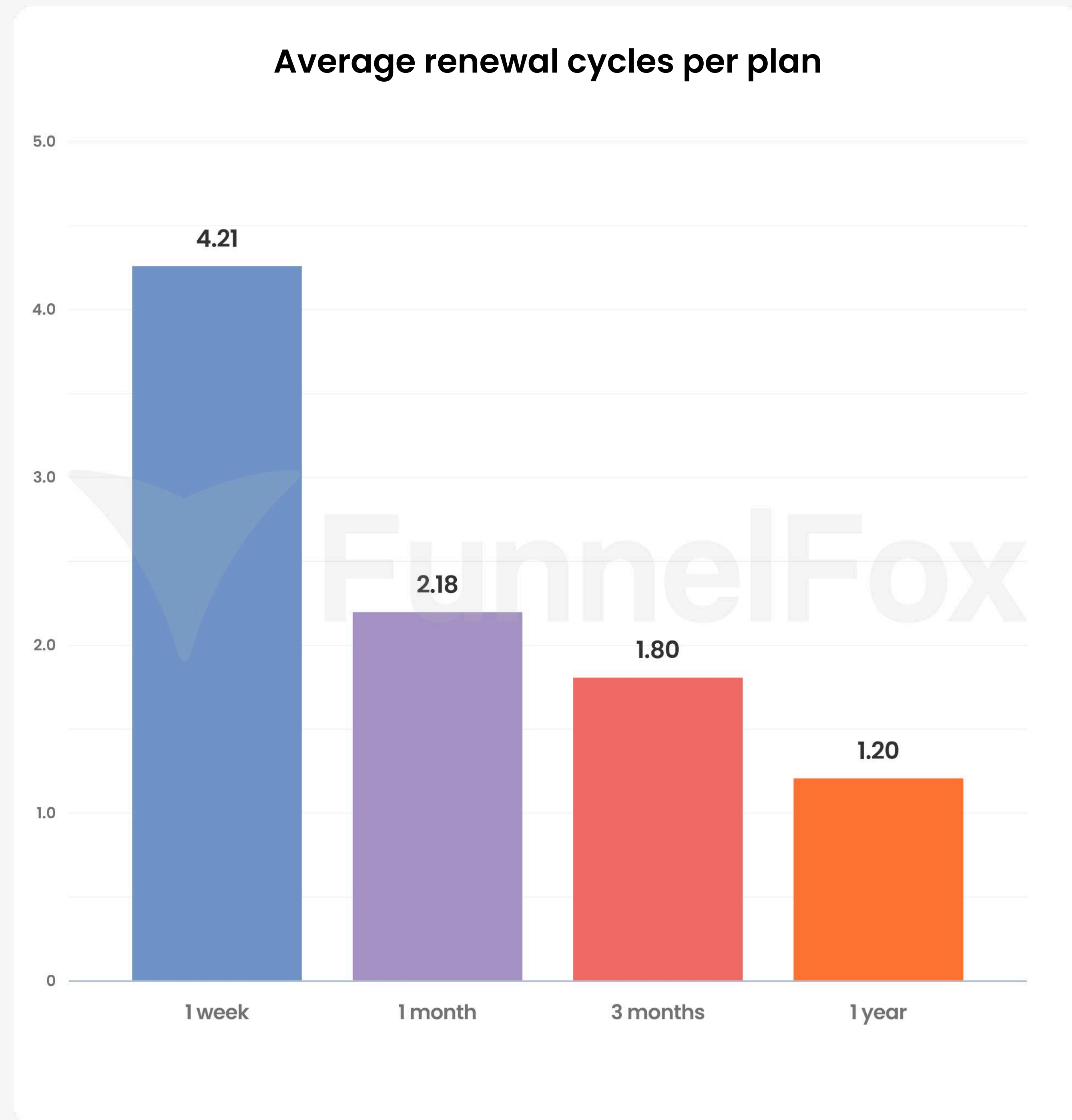
My advice is clear: **view retention as a continuum of value delivery**, not a reaction to churn. When you invest in lifecycle messaging that anticipates and responds to user needs — instead of waiting for them to leave — you increase long-term value and deepen loyalty in a way that really moves the needle.



Fractional Head of Growth  
**Alice Muir Kocourková**

## Shorter plans renew more often

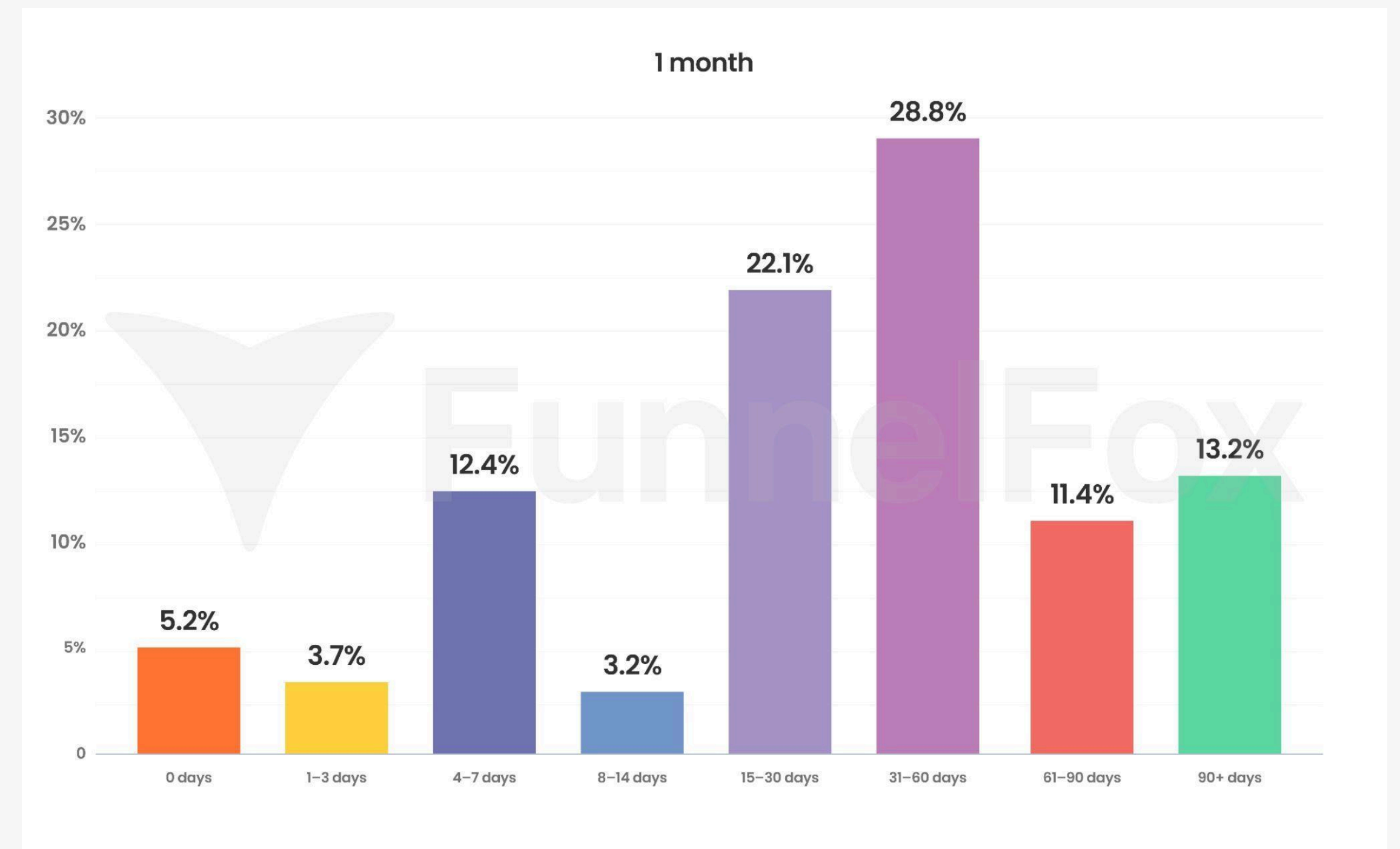
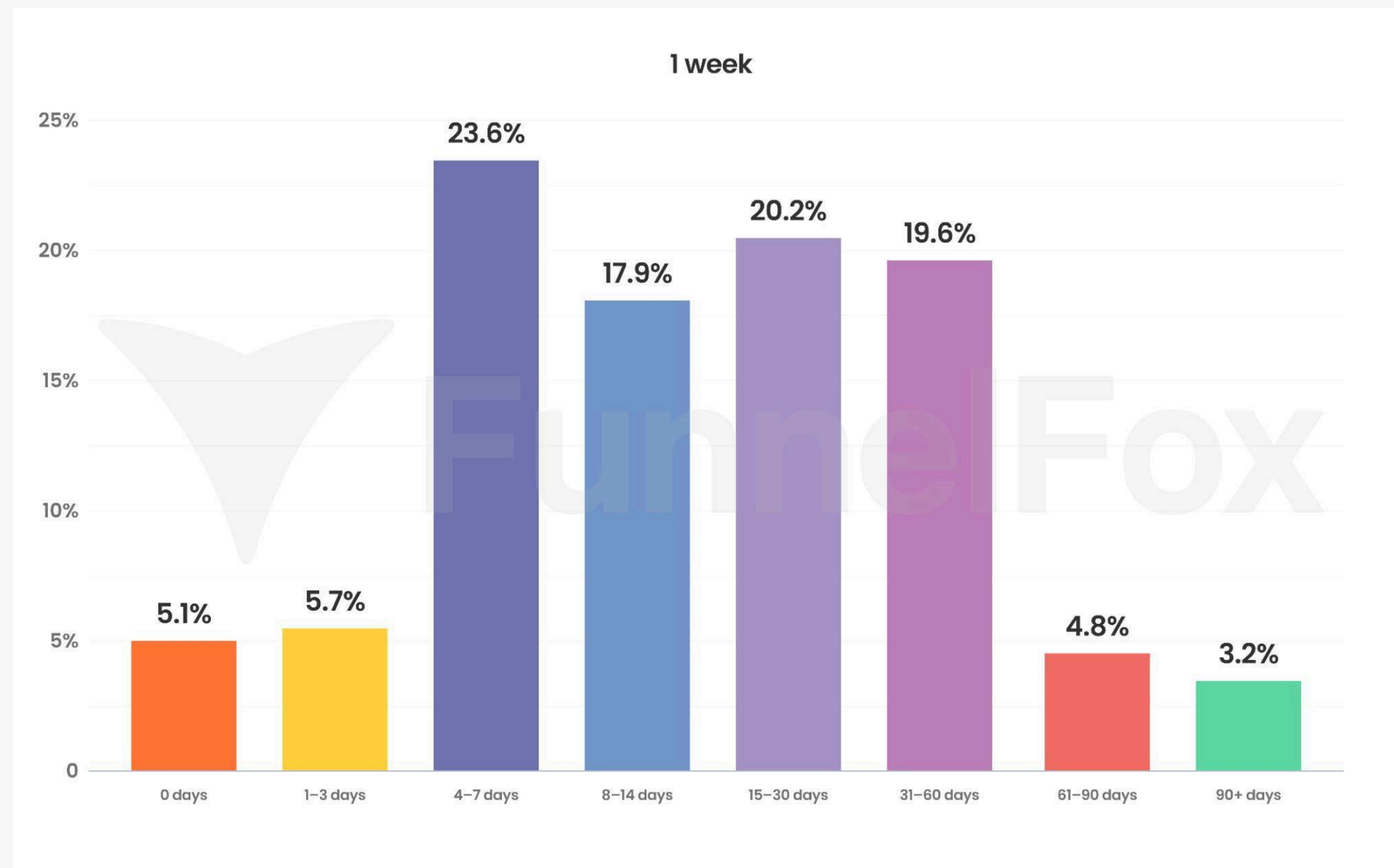
- But long plans still win on LTV.



# Short-term plans churn early and often

Churn timing is heavily shaped by the subscription length. Users on shorter plans churn quickly, while users on long-term plans churn much later.

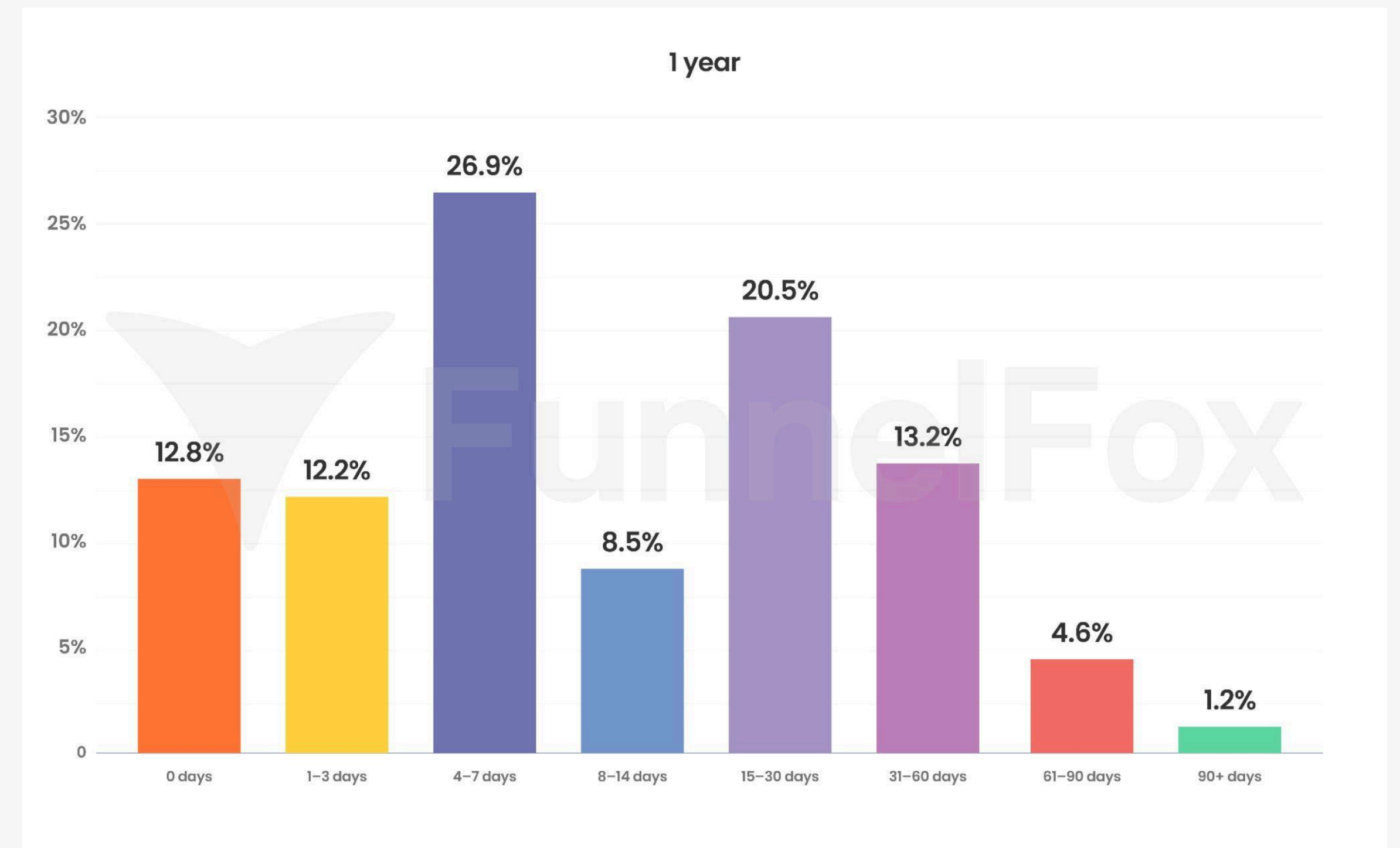
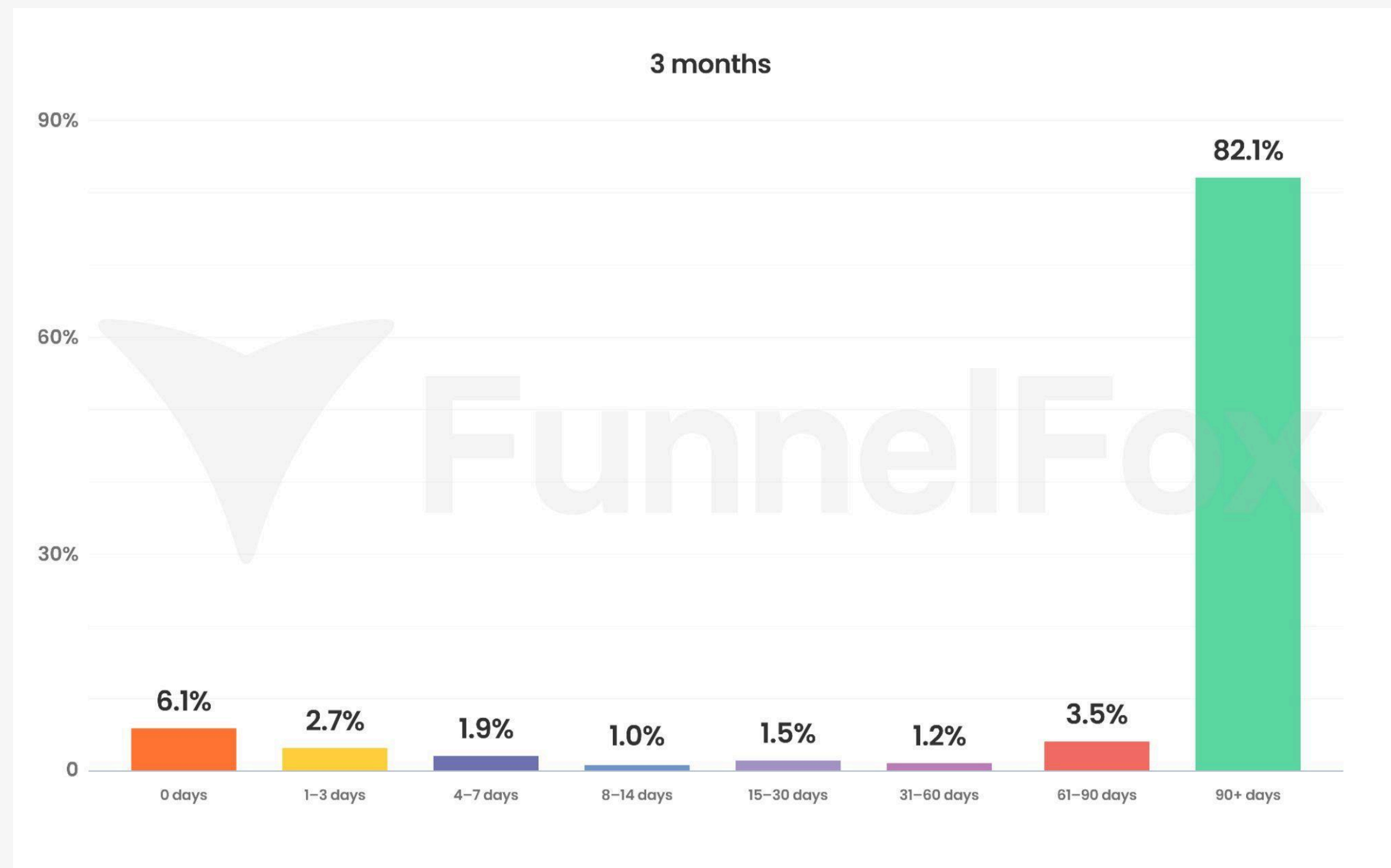
## Churn timing by subscription length



## 3-month plans create the best window to manage churn

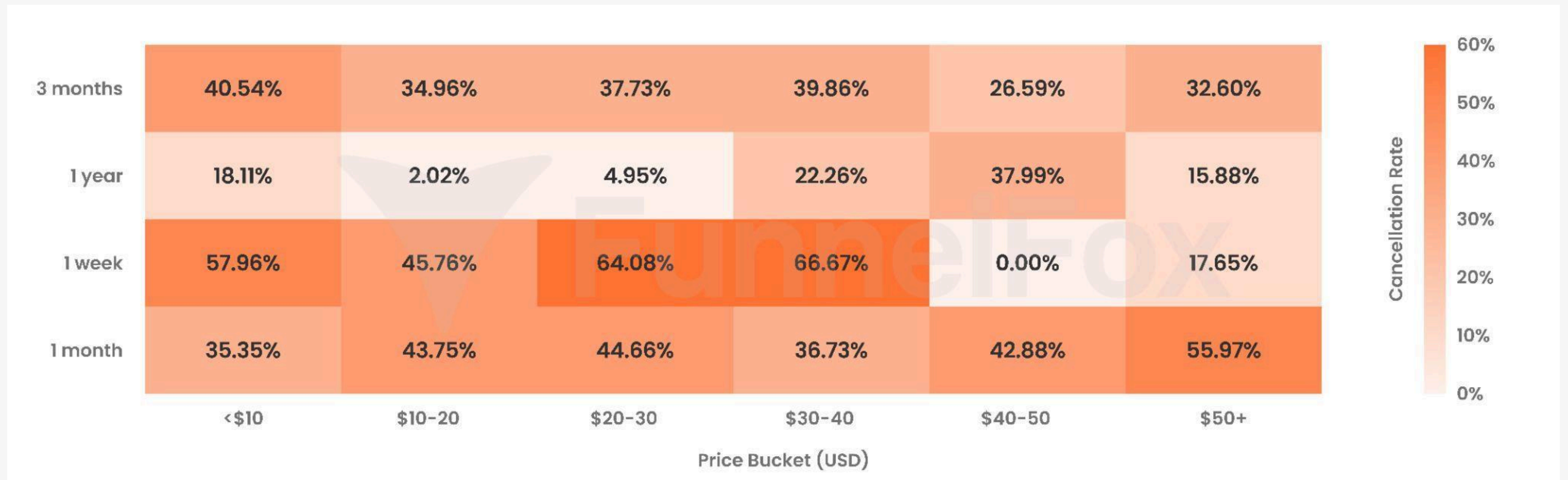
Three-month subscriptions strike the best balance between commitment and flexibility when it comes to churn management. Unlike short plans, cancellations don't happen immediately – giving teams time to activate onboarding, demonstrate value, and intervene before users decide to leave.

### Churn timing by subscription period



## Weekly subscriptions with higher price are the most volatile: up to 66% cancel

- This heatmap shows how cancellation rates vary by both subscription duration and price bucket.
- **For annual plans**, price matters less. Even at higher price buckets, churn stays comparatively low, because long-term subscribers have already signaled strong intent and value perception.



# The hidden power of cancellation moments



Cancellation flows are one of the most misunderstood — yet most powerful — levers in subscription growth. Most teams treat cancellations as an inevitable cost of doing business, but the truth is that how you handle cancellation signals everything about your product delivery. If users churn silently, you lose valuable feedback, future upsell opportunities, and the chance to improve your product.

The best practices we're seeing in Web2App funnels turn cancellation moments into insight engines: intelligent messaging that clarifies value, incentive structures that offer smart alternatives, and data capture that feeds back into product and pricing decisions.

My advice to teams is simple: don't just collect cancellations — analyze and act on them. Use cancellation prompts to ask why users are leaving, segment responses by intent, and feed that data into your roadmap. When you treat cancellations not as failures but as signals, you improve retention and empower your funnel to learn and evolve.

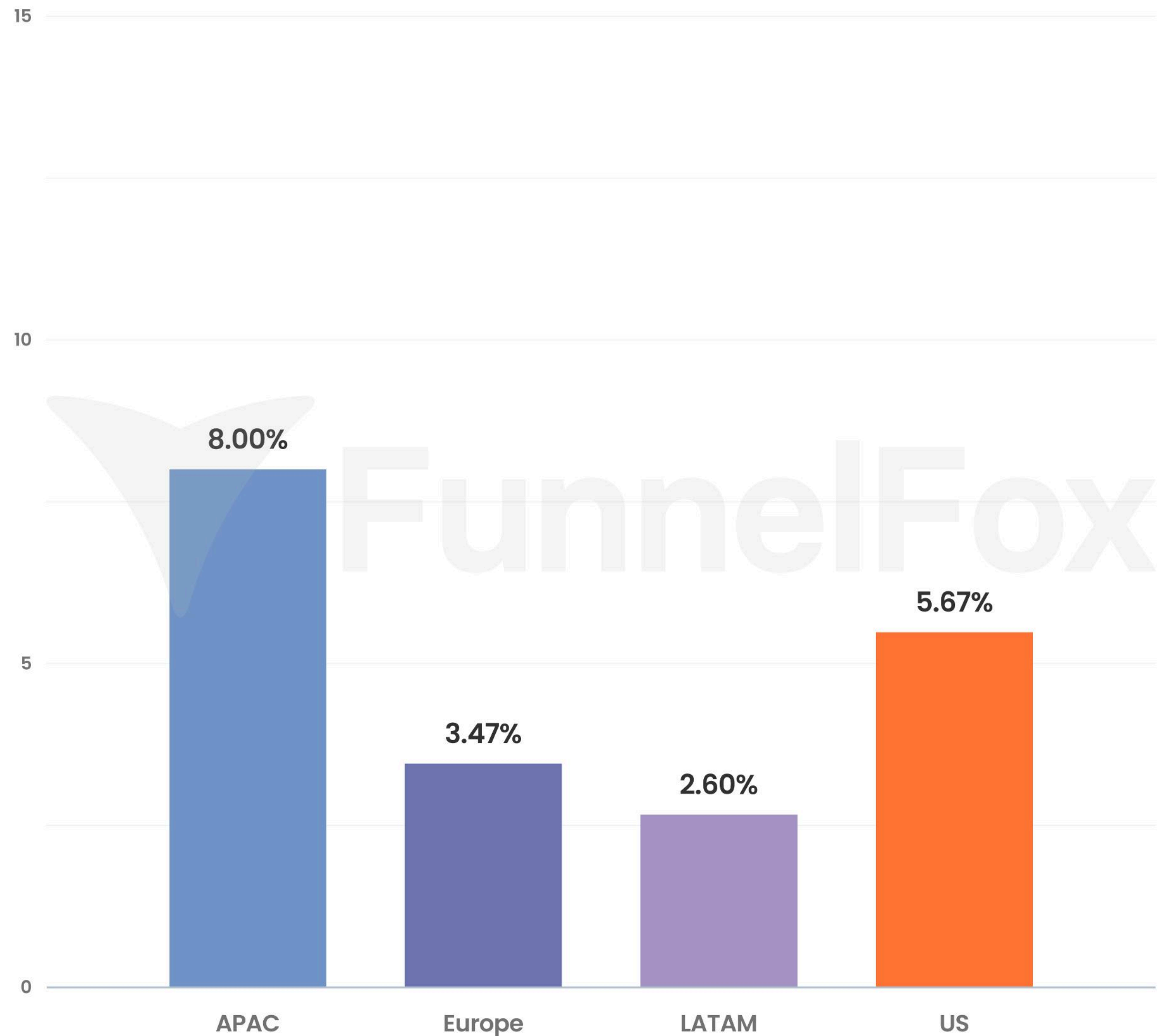


Founder and CEO, Elemental growth  
Phil Carter

## Refund rate by region by revenue

- Shorter billing cycles generate significantly more renewal events, while longer plans rely on stronger long-term retention to deliver comparable lifetime value.

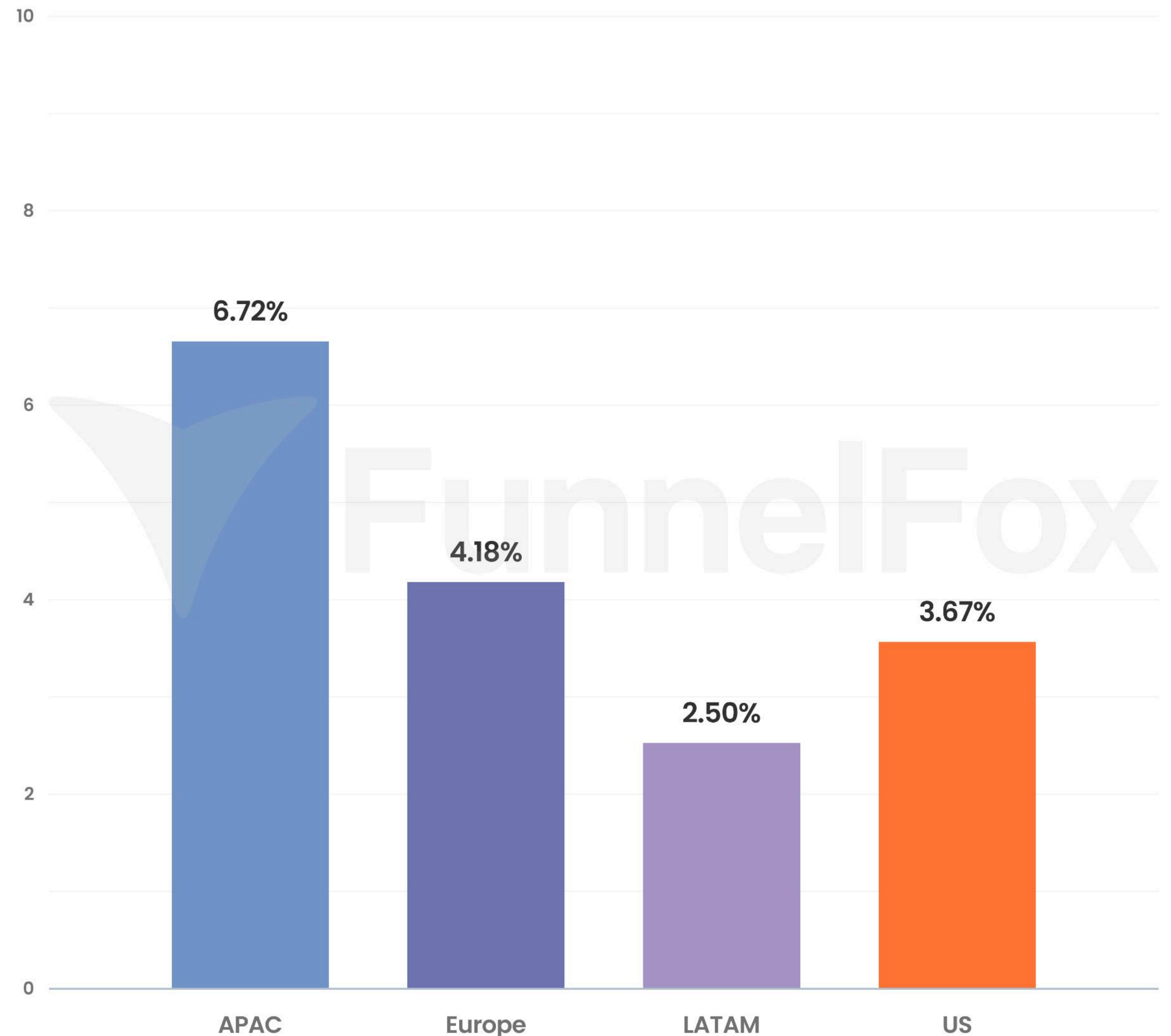
### Average renewal cycles per plan



## Refund rate by transaction

- Shorter billing cycles generate significantly more renewal events, while longer plans rely on stronger long-term retention to deliver comparable lifetime value.

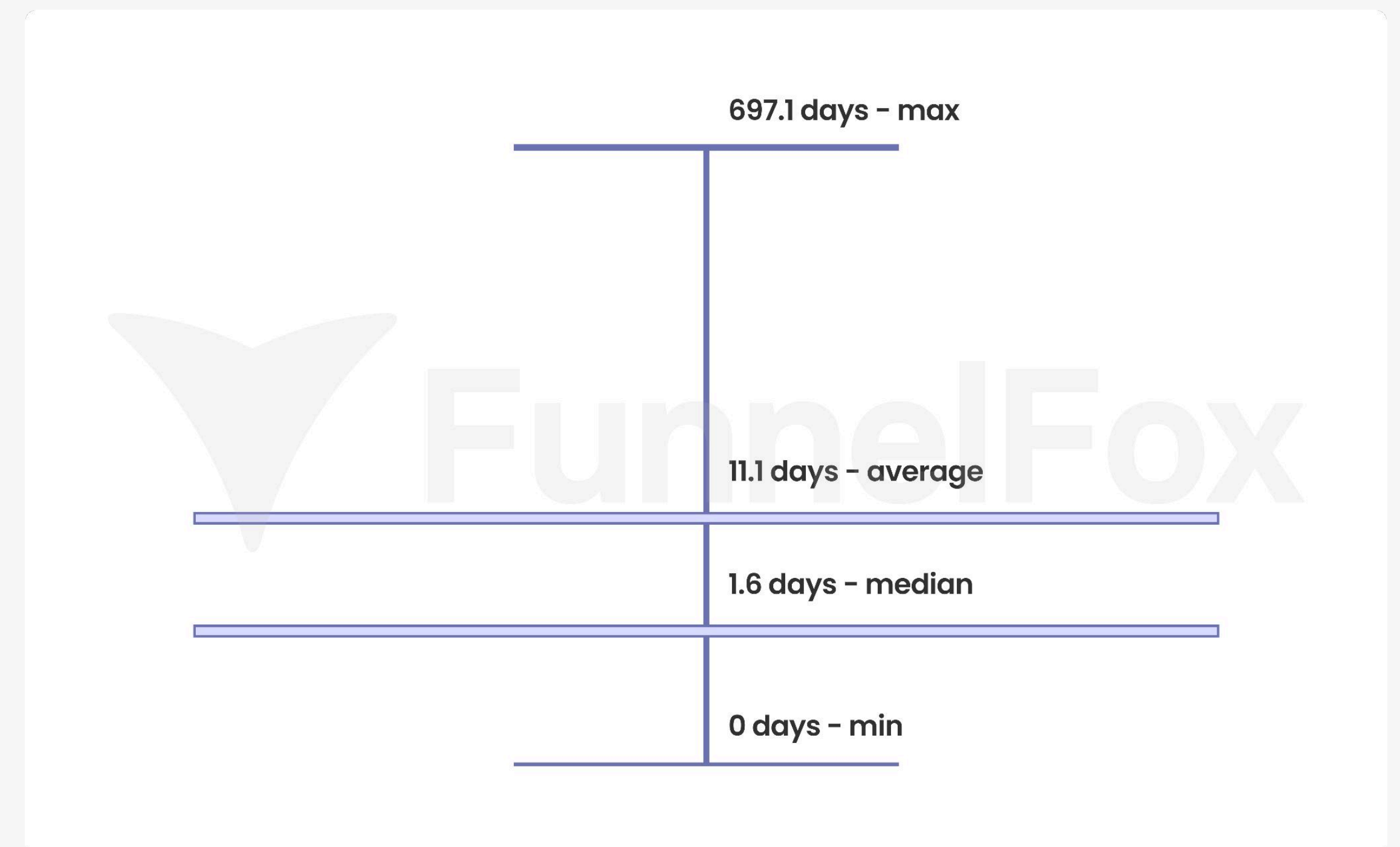
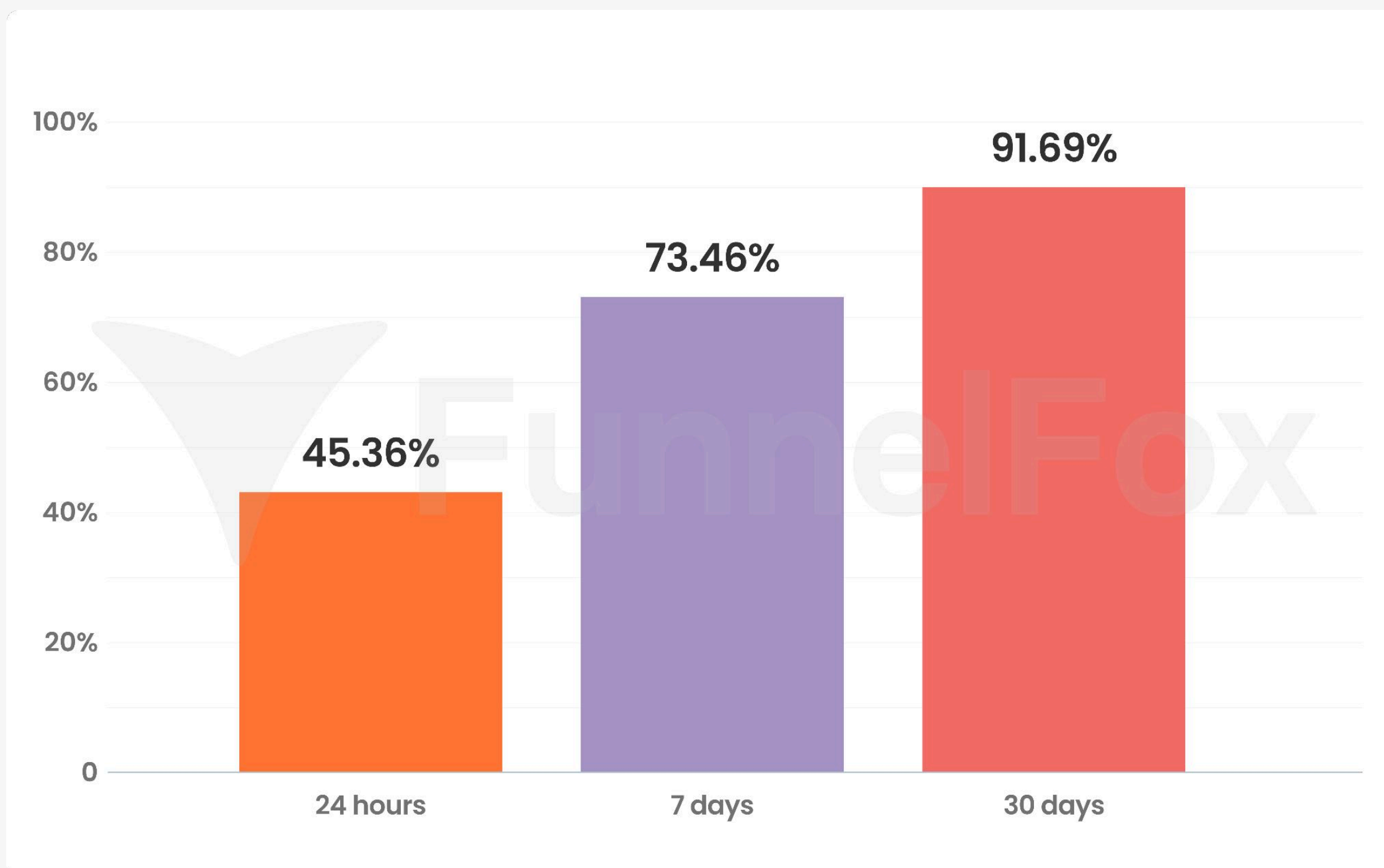
### Average renewal cycles per plan



## Time to refund

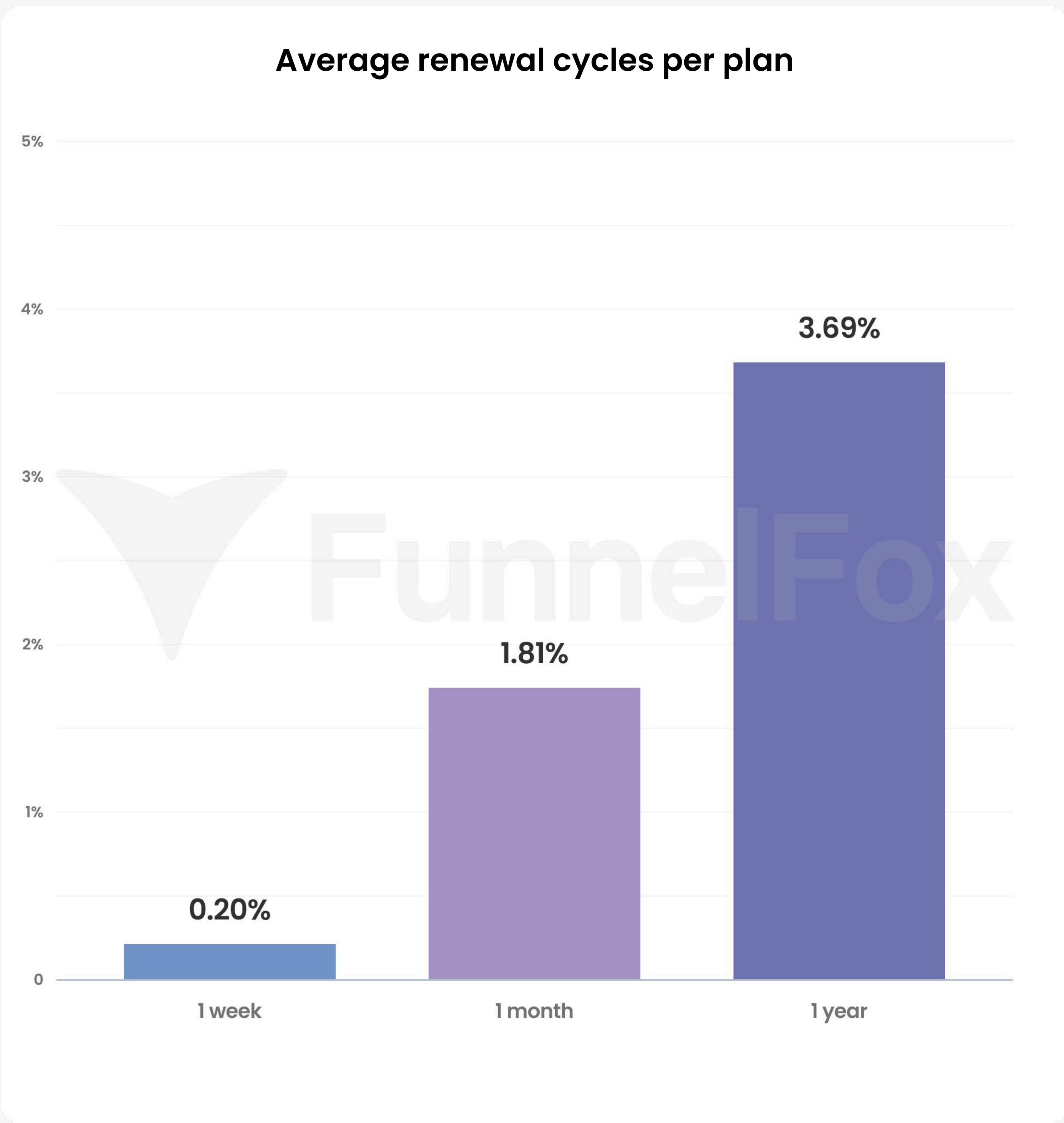
- Shorter billing cycles generate significantly more renewal events, while longer plans rely on stronger long-term retention to deliver comparable lifetime value.

### Average renewal cycles per plan



## Refund rate by subscription duration

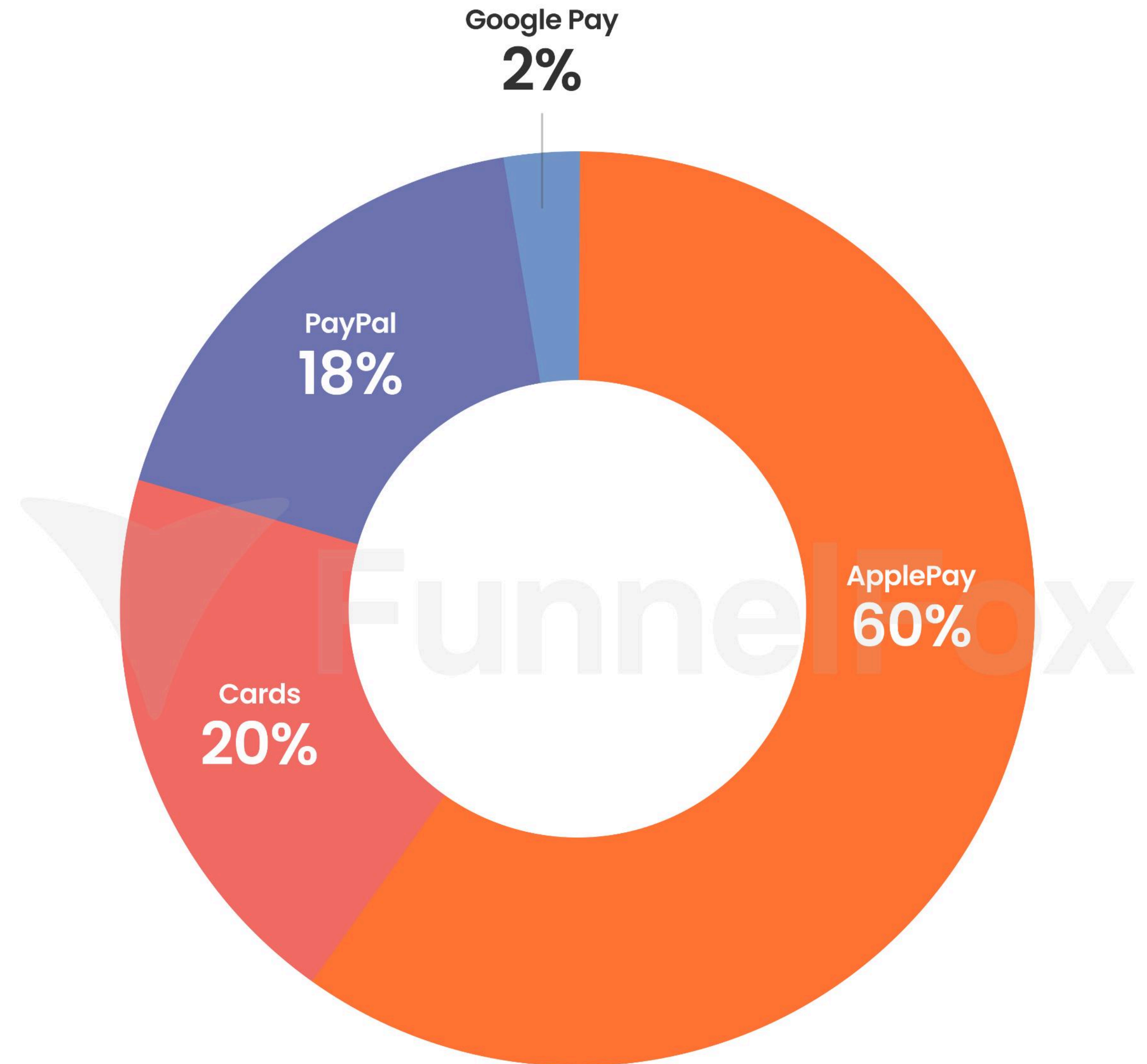
- Shorter billing cycles generate significantly more renewal events, while longer plans rely on stronger long-term retention to deliver comparable lifetime value.



# Payments

## Apple Pay dominates Web2App payments globally, with around 60% of transactions

- Payment success in Web2App funnels is driven by speed and convenience. Apple Pay's dominance shows that reducing checkout friction has a direct impact on conversion.
- However, offering locally preferred alternatives remains essential to maximize performance across regions.

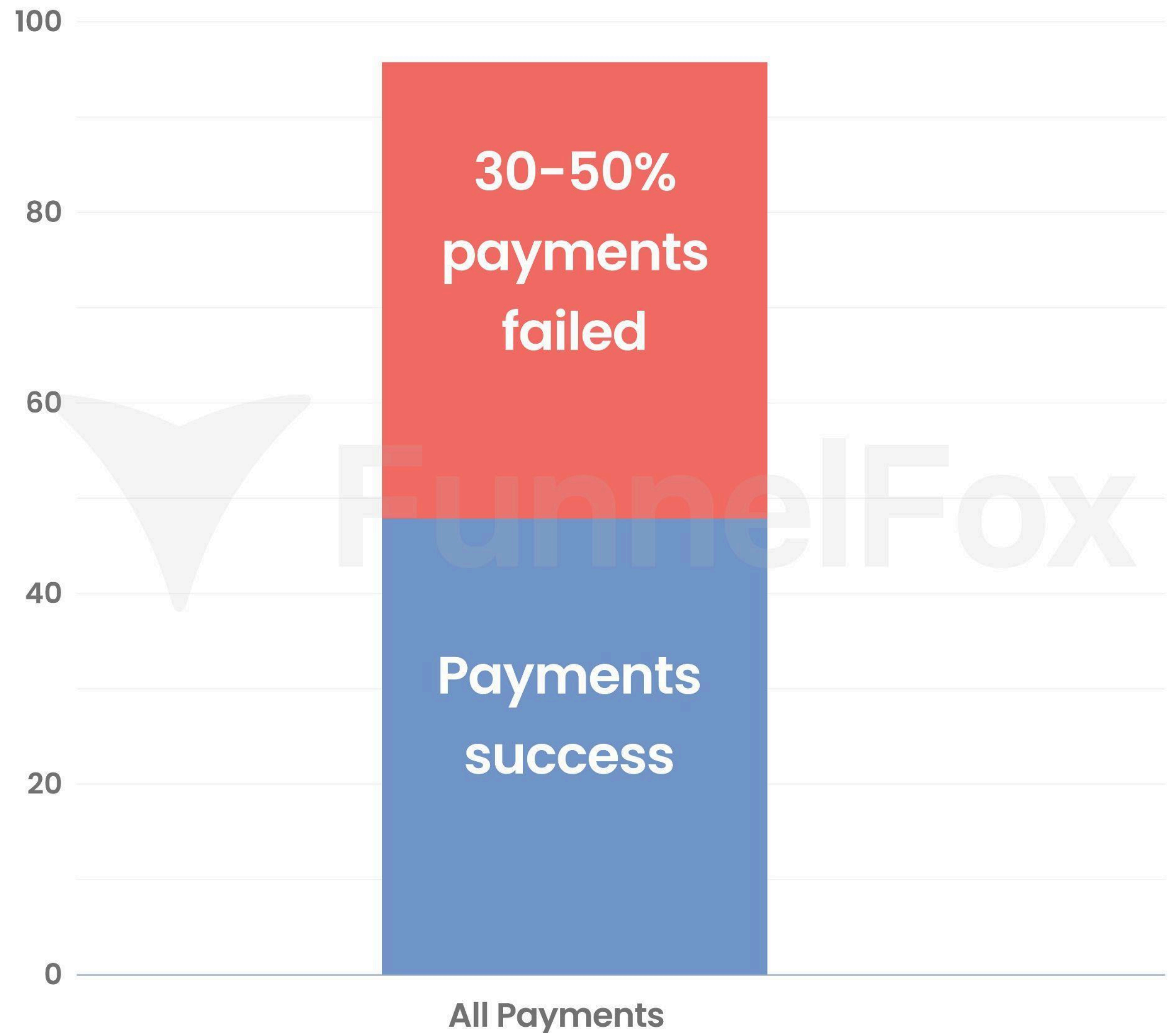


\*Worldwide data. PayPal's share in Germany is around 90%, while Stripe is more common in the US

## 30–50% of initiated payments fail

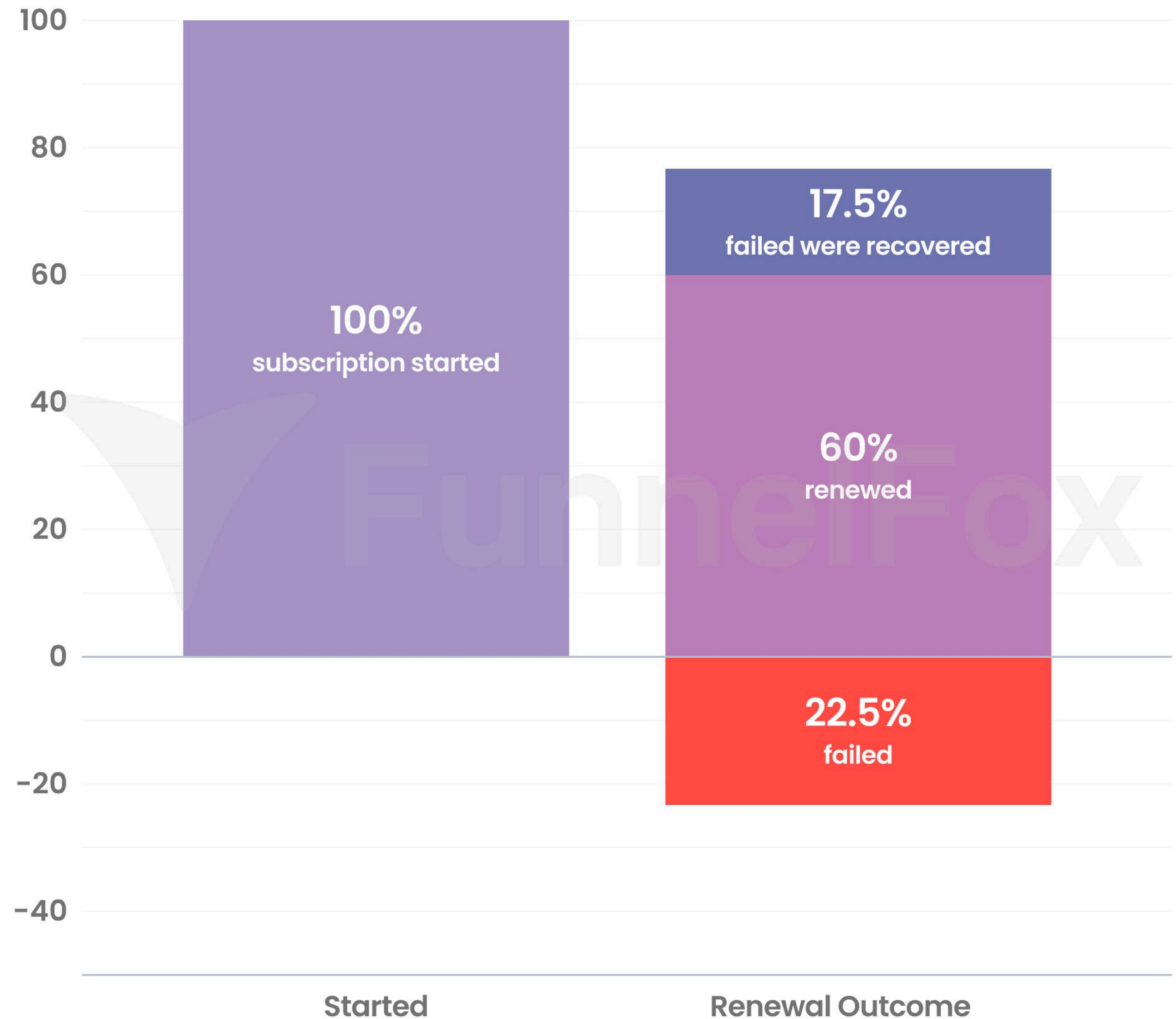
These failures are not driven by lack of demand. They typically stem from:

- Payment authentication friction (3DS, bank challenges)
- Card declines and issuer restrictions
- Poor wallet availability or fallback options
- Network or gateway errors



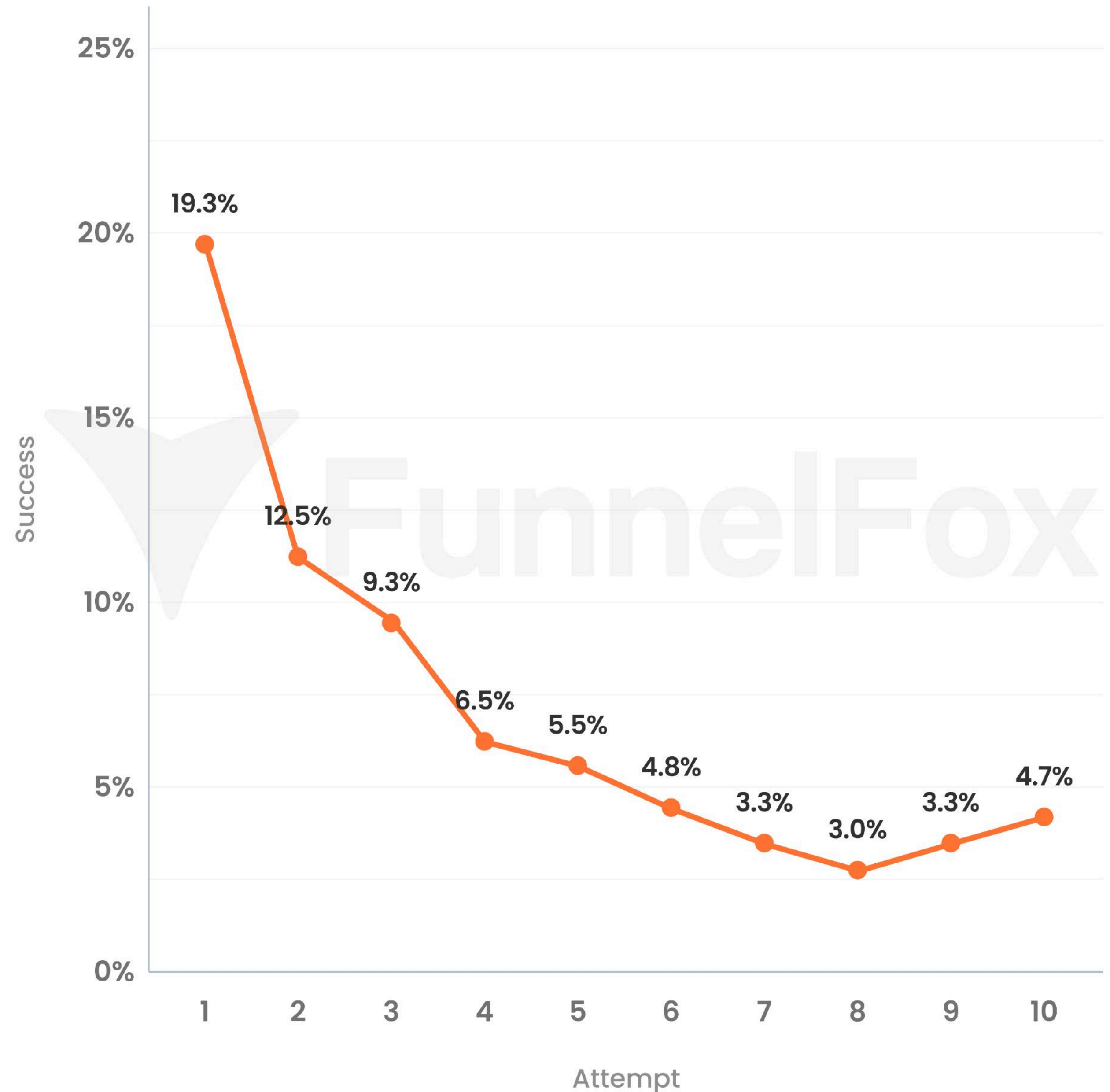
## 60% renew successfully on the first attempt

- Up to 17.5% subscriptions recovered  
Generates 15-20% revenue uplift
- Payment retries don't just reduce churn — they materially increase revenue. Treating failed payments as recoverable events is one of the most efficient ways to grow subscription revenue in Web2App funnels.



## Payment retries

- The first 3 attempts recovered almost half of subscriptions
- Payment retries are most effective early. Optimizing the timing and messaging of the first three attempts captures the majority of recoverable revenue, while excessive retries deliver limited incremental gains.



# The Ultimate Web Payments Infrastructure

- Process web payments without account blocks or fraud headaches
- Increase payment acceptance with smart routing
- Recover failed payments with retries, tokenization, and cascading
- Manage refunds and chargebacks across all PSPs in one place
- Full visibility and control over your billing stack

[Book a demo](#)

×

### Choose payment method

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Your 7 days trial   Only €6.93  
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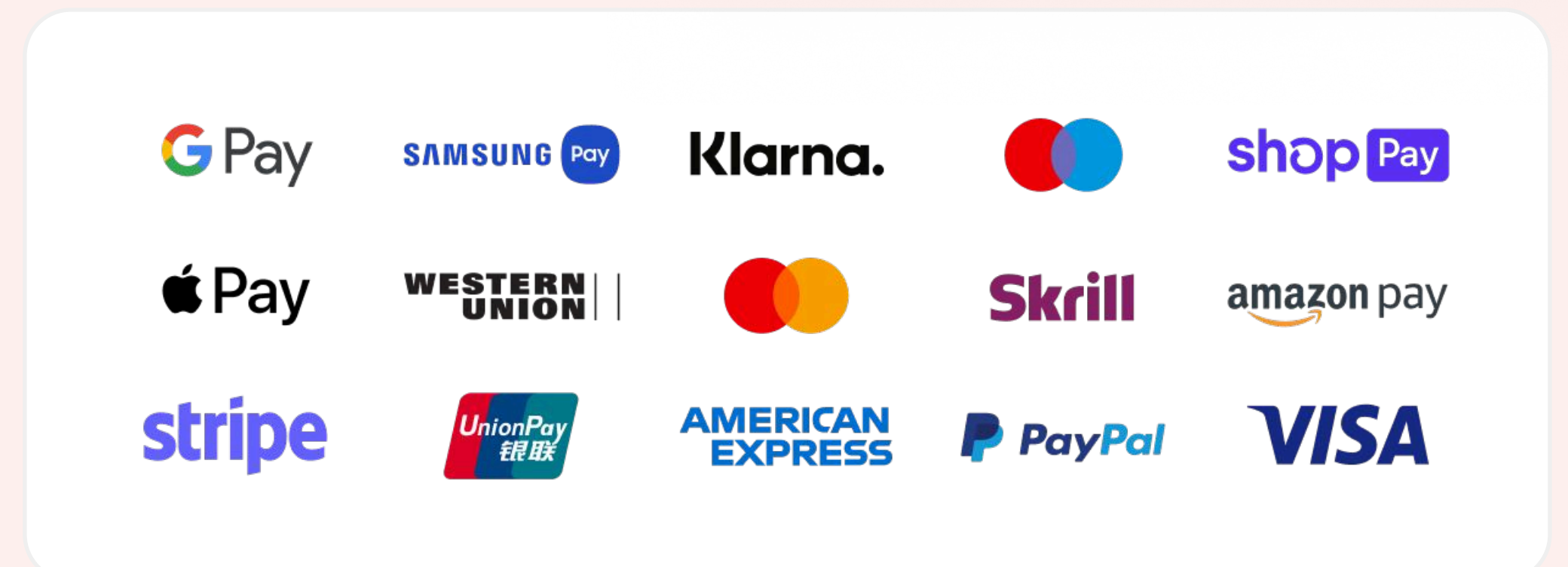
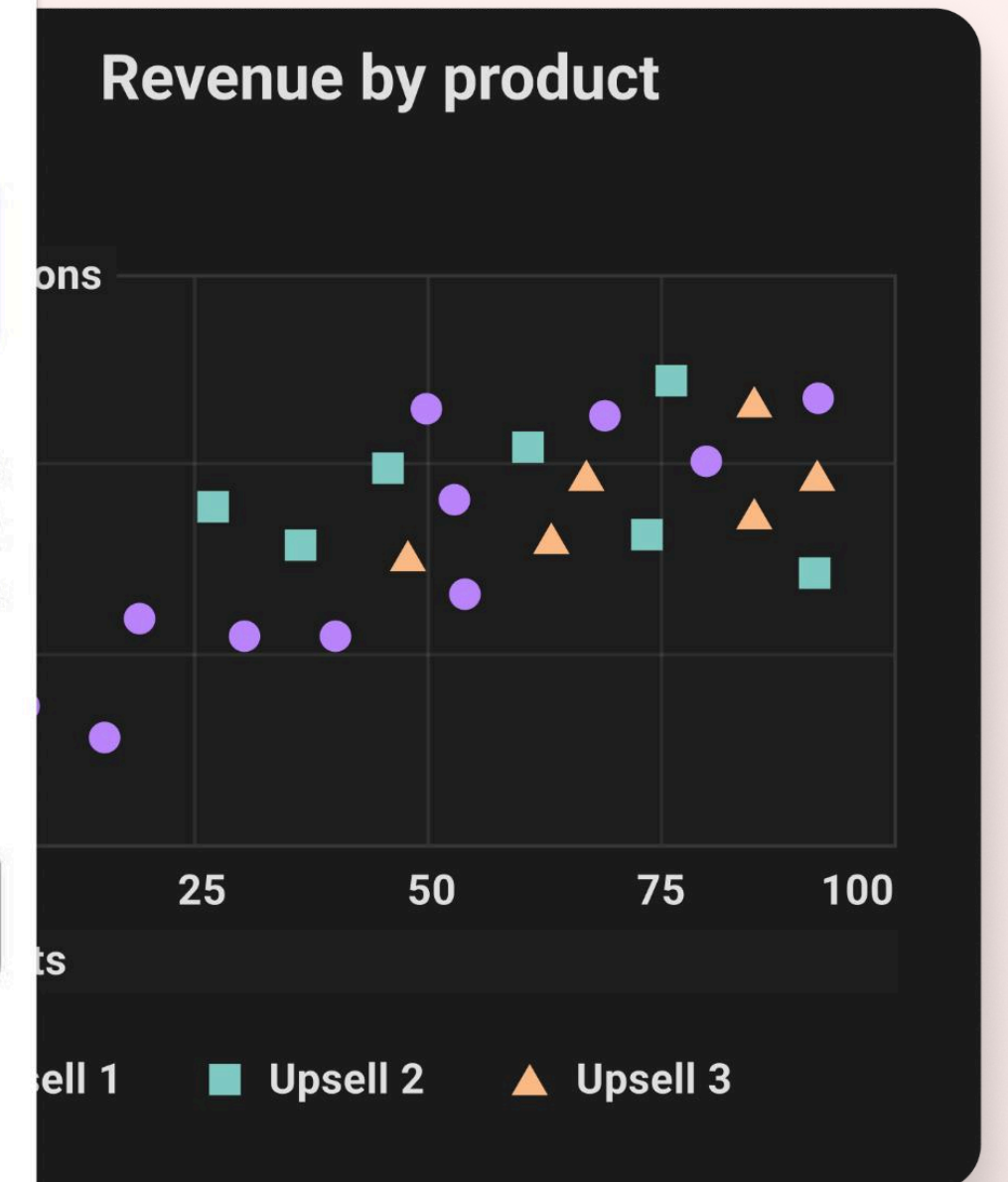
**Total:** €6.93

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# Supercharge Your App Growth

The ultimate solution to launch, scale and  
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