

2024 holiday insights for subscription apps

Discover why apps thrive during
Black Friday, Christmas & New Year
and how you can do the same.



The busiest time for apps

“ The holiday season is a huge opportunity for subscription apps, but each holiday brings different results. During Christmas and New Year’s, trial sign-ups and first payments increase, while Black Friday shows a drop in those areas.

Our data from the U.S. market reveals top spending during Black Friday, Christmas, and New Year. Yearly and lifetime subscriptions perform well during Black Friday, while weekly subscriptions decline. At Christmas, it’s the opposite – weekly subscriptions see stronger numbers.

This report breaks down the trends, highlighting what’s driving holiday growth and offering practical ways to make the most of it.

Check it out, and if you share it on social, tag Adapty – we’d love to hear how your app grows!



Vitaly Davydov,
CEO at Adapty

Follow us:



Adapty is #1
in EMEA region

1B

users served

8K

apps

Trusted for usability and customer service



Trusted by 8,000+ apps

 **almus** **Replika**

FEELD **GENESIS**

 **bumble** **HUBX**

impala studios 

Adapty subscription SDK



Revenue management platform for mobile apps

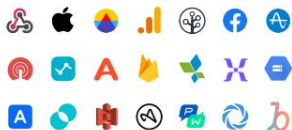
BOOK A DEMO

Tracked revenue >\$1B

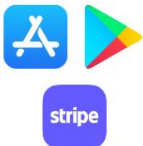
Users served 1B

Historical uptime 99.99%

Integrations



Platforms



Subscription BI

19 charts

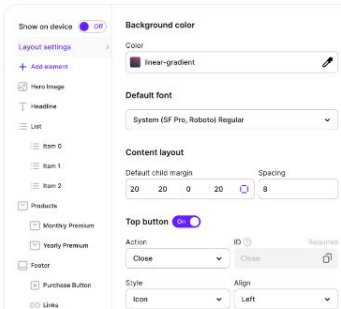
Localization



Targeting



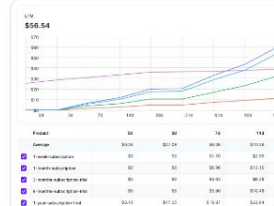
No-code native paywall builder



Remote config

Key	Value
Ab CTA_Button_Color	#FCE0DD
Ab CTA_Text	Continue
o Skipable	On true
[1] Key_Points	[{"Personal Training", "Best Coaches", "Food Plans"}]

LTV calculation



LTV prediction

Total revenue	↑ Predicted revenue	↓ Predicted LTV
\$10.3K	\$26.1K	\$45.3
\$8K	\$24.6K	\$46.9
\$7.5K	\$30.8K	\$48.1

Cohort analysis

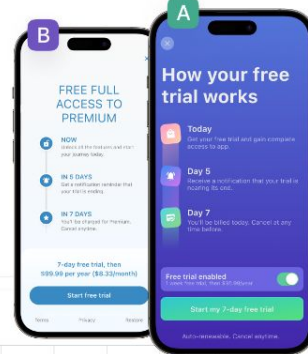
Cohorts	by renewals	by days		
	P1	P2	P3	P4
Jan 23	\$4.5K	\$2.4K	\$1.9K	\$1.5K
Feb 23	\$4.4K	\$2K	\$1.6K	
Mar 23	\$5K	\$2.5K		

A/B tests

Predicted winner

A 96.3%

B 3.7%



Revenue per 1K users ↓ \$49.68



Paywall templates



How holidays can affect your app performance

“ We analyzed key metrics like the number of installs, first payments, and revenue from initial purchases to understand how holidays impact your app's performance.

By tracking first payments, we aim to minimize churn and reduce reliance on renewals.

Installs spike sharply during Christmas and New Year

“ With the New Year, everyone’s into setting goals and making positive changes. They’re looking for apps to help them start fresh – whether that’s getting in shape, learning something new, or getting organized.

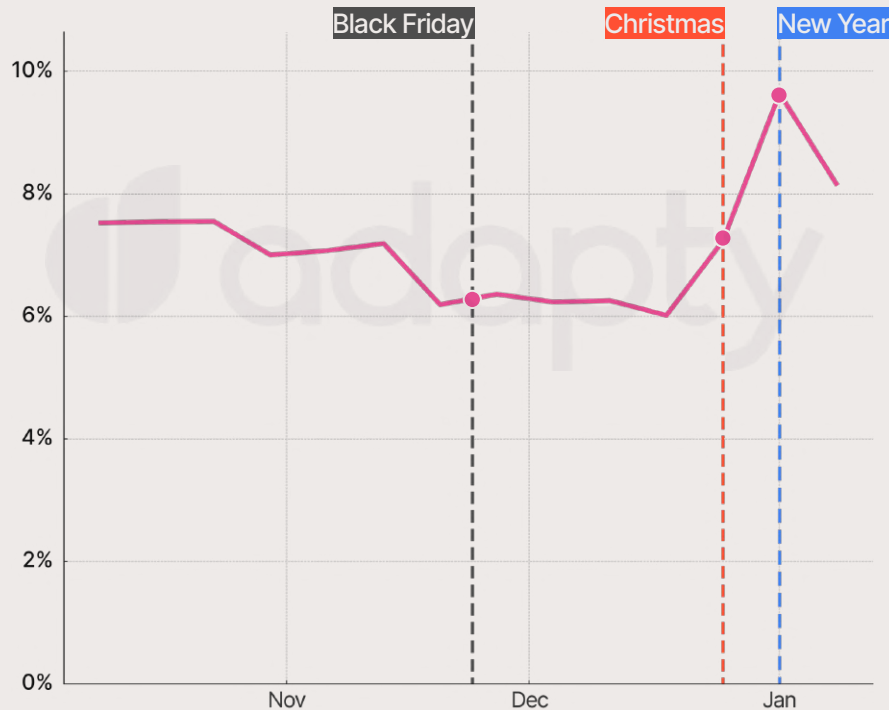
By tapping into this ‘new year, new me’ mindset, you can attract motivated users and give your app a great boost during this time. Depending on your marketing plans, LTV, and user lifecycle, you can amplify this effect by increasing your paid budget, offering discounts or promo deals, or using both.



Kevser Imirogullari,
CEO & Cofounder, OtherWayAround

Share of installs

■ share of total installs (Oct 2023 to Jan 2024) by week, %



Christmas and New Year see a strong rise in trial periods and first payments

“ This doesn't mean you should ignore Black Friday! Fewer trials might be due to rising CPMs and apps pushing towards web transactions... It's still a good time to:

Leverage CRM (email, push, in-app messages) to tap into your existing user base (those who haven't yet converted or have canceled)

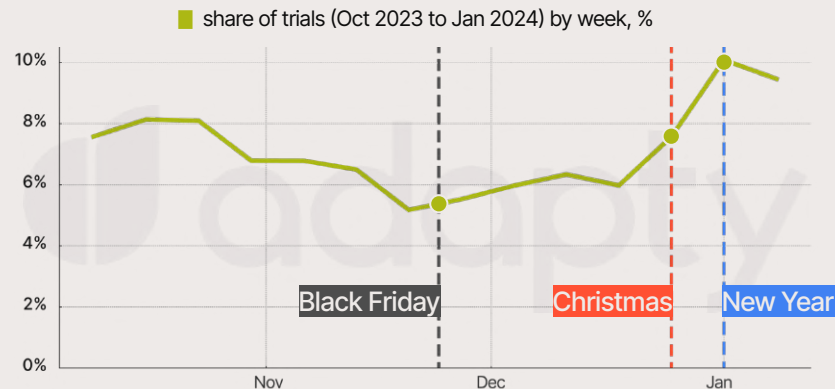
Create in-app events and promotional content to try and get exposure on the stores

However, for many apps, it's hard to beat the performance in "Q5". This might be the best time to invest more in paid acquisition (check your own data).

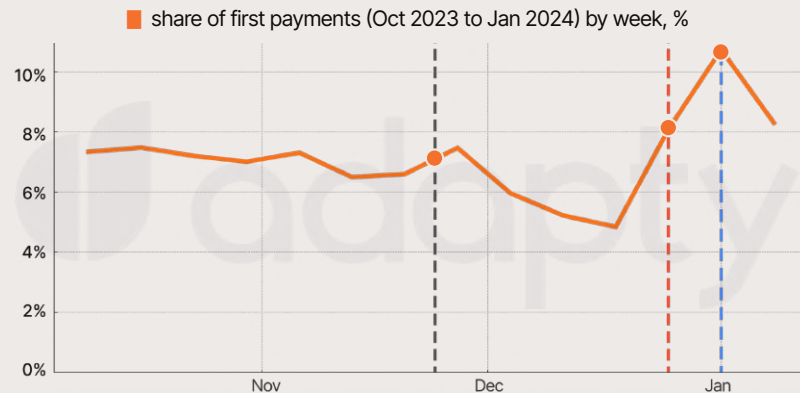


Sylvain Gauchet,
Director of Revenue Strategy, Babel

Share of trials



Share of first payments



Despite lower trial sign-ups, **Black Friday** still shows a significant increase in **revenue** from **first purchases**

“ Black Friday isn't just for e-commerce, it's a prime opportunity for apps and games to tap into consumers' love for deal shopping. Many brands see their revenue jump to 2-3 times their average daily sales during this period. To make the best out of the opportunity, focus on attractive, time-sensitive promotions that create a sense of urgency and excitement. Irresistible offers can capture attention and drive significant revenue.

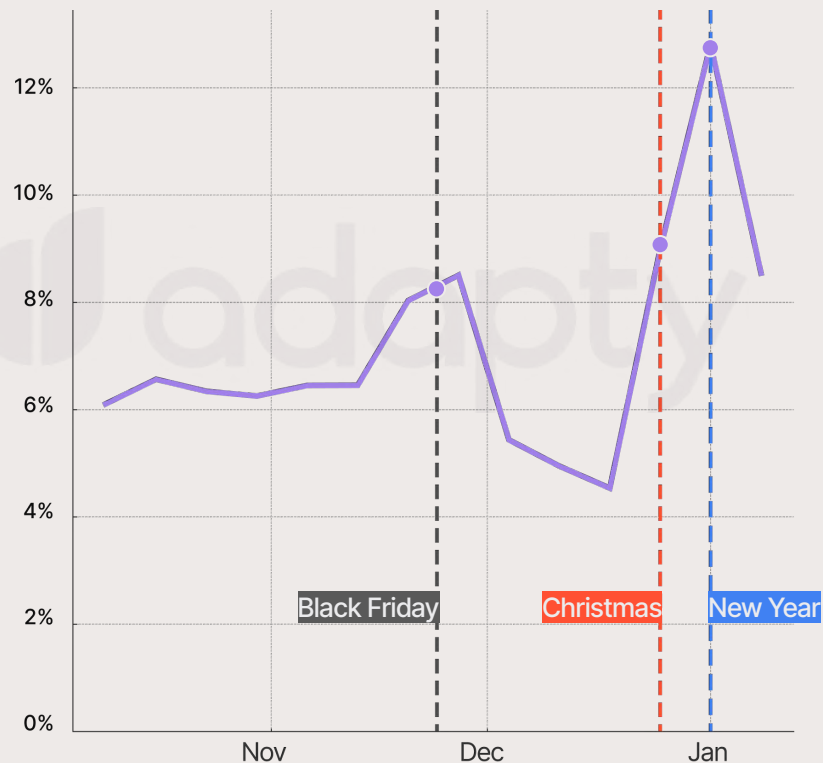
Also, if you haven't explored web-to-app before, now's the perfect time to dive in! It's a great excuse to maximize your profits with minimal effort – a simple payment page with key information can do the trick. No need for complicated funnels; just seize the moment.



Alper Taner,
App Marketing Specialist & Consultant

Share of first payment revenue

■ share of revenue from first payments (Oct 2023 to Jan 2024) by week, %



Adapty's Paywall Builder

will help you create the perfect paywall with **holiday-ready templates**

TRY FOR FREE

“ Adapty's Paywall Builder and A/B testing tools paired together are a game changer for anyone trying to do high-velocity testing and find quick wins.



Mike McSweeney,
Chief Product Officer,
Moodworks Inc.

The image shows the Adapty Paywall Builder interface. On the left is a configuration panel with the following sections:

- Show on device: Off
- Layout settings: >
- + Add element
- Hero Image
- Card
- Carousel
- Review 1
 - Title
 - Image
 - Caption
- Review 2
- Footer
- Products

On the right is a preview of a mobile paywall with a yellow background and a Christmas theme. The design includes:

- Header: "Merry Christmas" with a holly leaf border and three Christmas stockings.
- Section: "Get Onboard and Celebrate" with a list of benefits:
 - Access to over 1,500 lessons
 - Sync across all your devices
 - Personalised coaching
 - Session recap
- Subscription options:
 - 1 week: \$4.49 / week
 - 1 month: \$9.99 / week
 - 1 year: \$39.99 / week (marked as a SPECIAL OFFER)
- Buttons: "Continue" (green), "Terms", "Privacy", "Restore" (grey).

What's driving holiday revenue growth

“ We analyzed what's behind the holiday revenue spikes by focusing on key factors like first payments, subscription types, and user behavior.

The analysis reveals how different subscription types perform, helps define pricing strategies, and guides your overall holiday campaign approach.

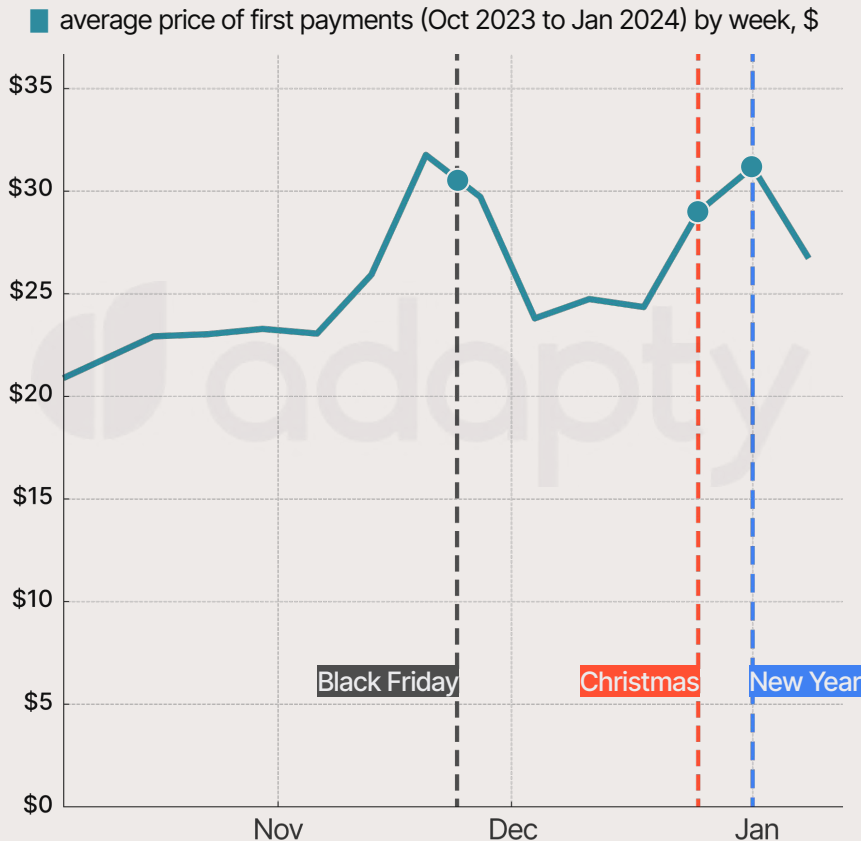
First payment prices spike during holidays, peaking on Black Friday

“ This means users are willing to spend more on their initial purchases during these holidays. Additionally, the psychological effect of events like Black Friday leads people to rush to find good deals and make more emotional purchases compared to off-season behavior. It’s a perfect opportunity to offer premium packages or higher-priced options.



Anton Marchanka, Ex-General Manager, Mosaic Group, Ex-General Manager, Daily Burn, Ex-VP of Marketing, Apalon

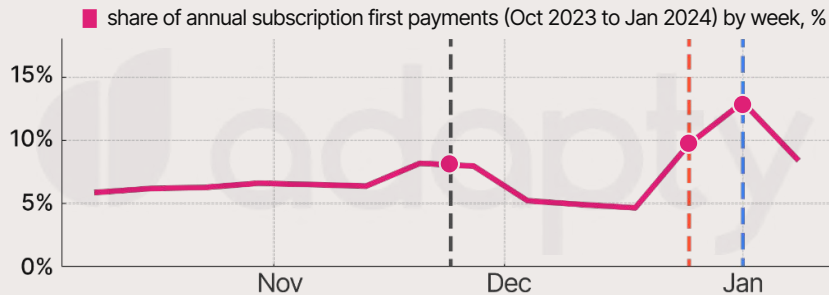
Average price of the first payment



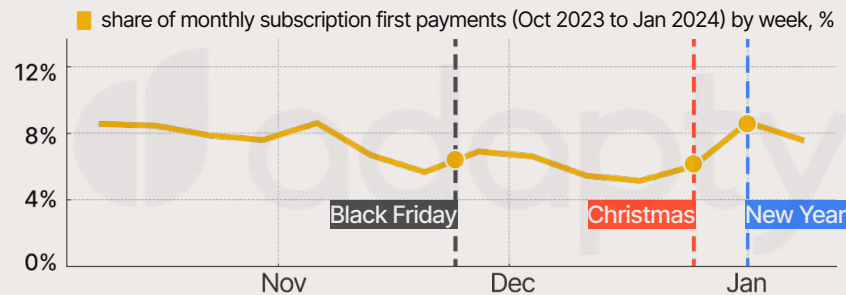
Annual and lifetime subscriptions peak during **Christmas** and **New Year**, showing that holiday deals drive people to commit longer.

Weekly & monthly decline in December but recover in January, suggesting a seasonal shift toward annual/lifetime options.

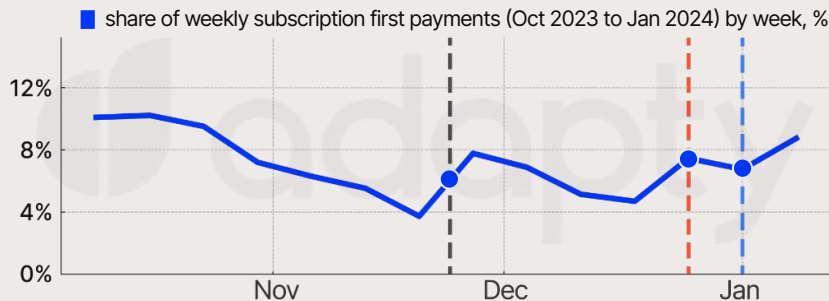
Share of annual subscription first payment



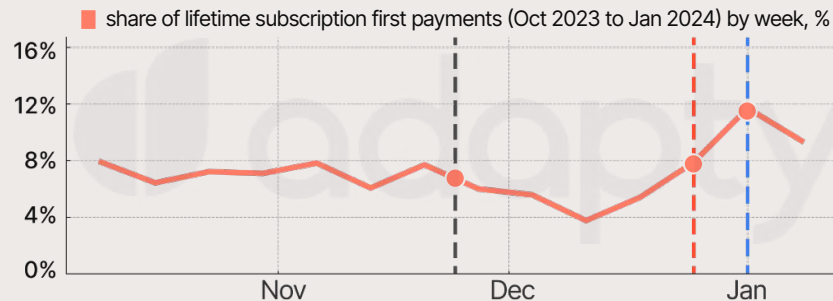
Share of monthly subscription first payment



Share of weekly subscription first payment



Share of lifetime subscription first payment



Annual subscription prices increase by 18% on **Black Friday** and 13% at **Christmas** / **New Year**, while **weekly** and **monthly** stay the same

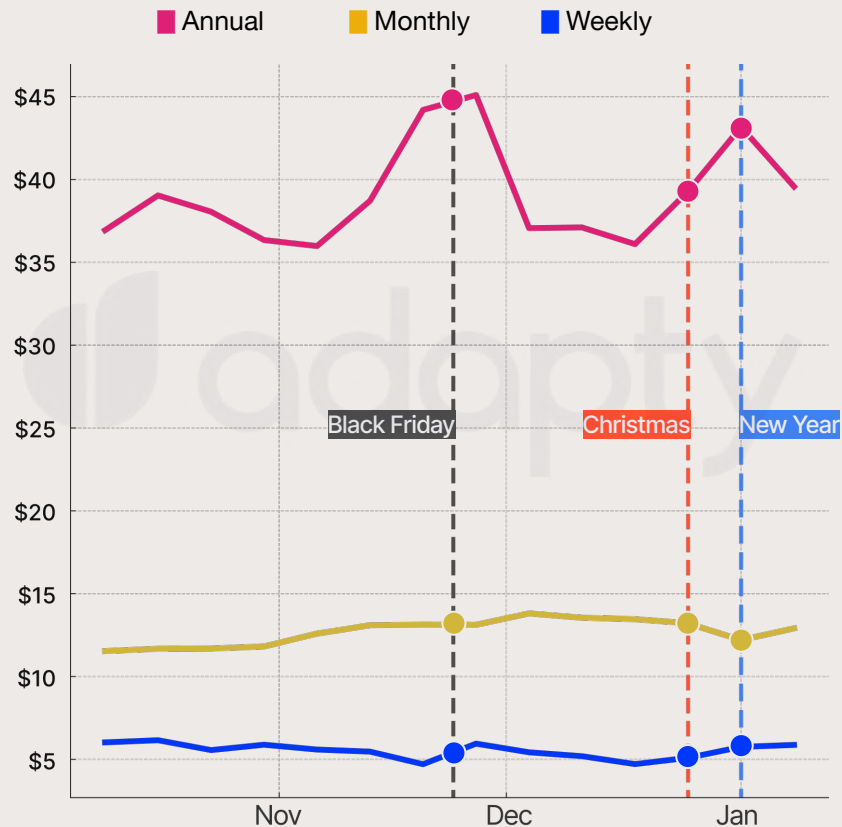
“ This shows that people are willing to pay more for long-term plans during the holidays. It’s a great opportunity to promote your yearly subscriptions – even at higher prices – because users are ready to invest in long-term value.

Consider focusing your holiday offers on annual plans to make the most of this trend.



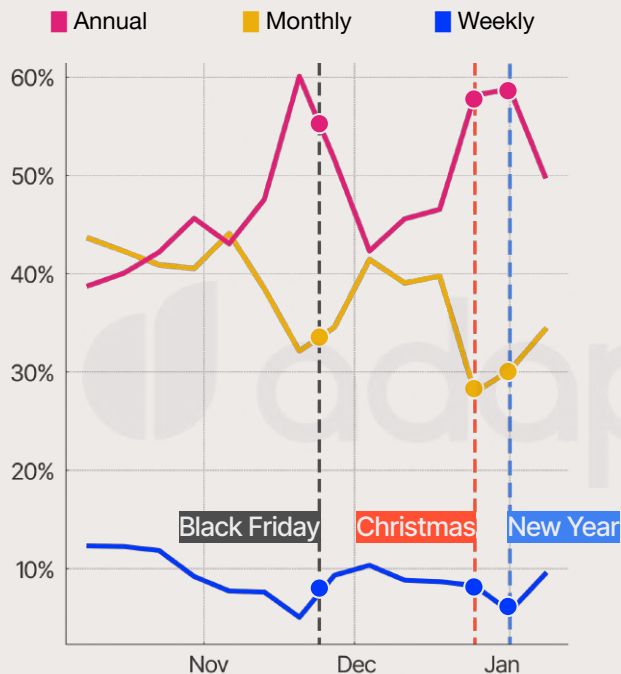
Steve Young,
Founder, App Masters

Average subscription price

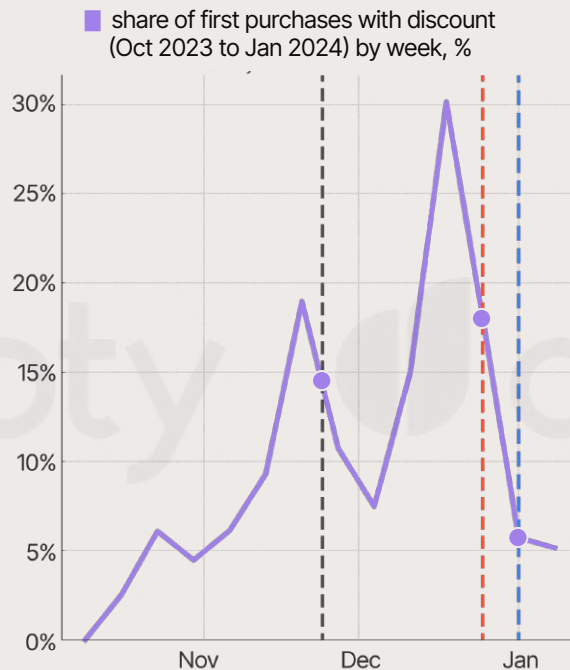


Christmas discounts are more attractive than Black Friday deals

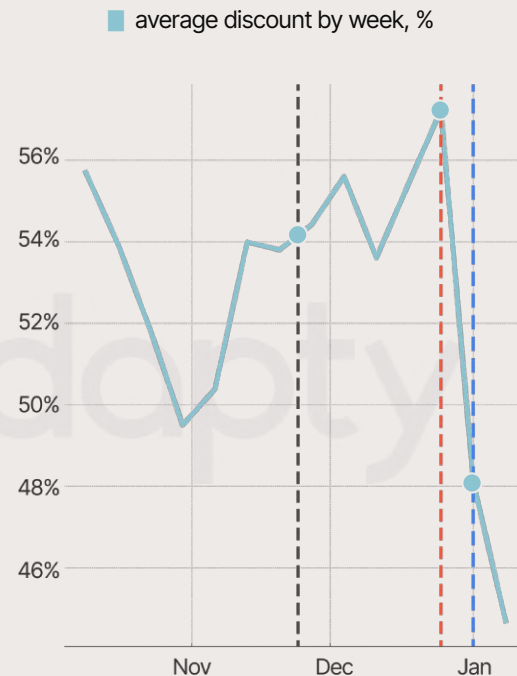
Subscription duration popularity



Share of first purchases with discount



Average discount



Focusing on **weekly** subscriptions during the holidays isn't effective, as attractive **annual** offers shape user expectations

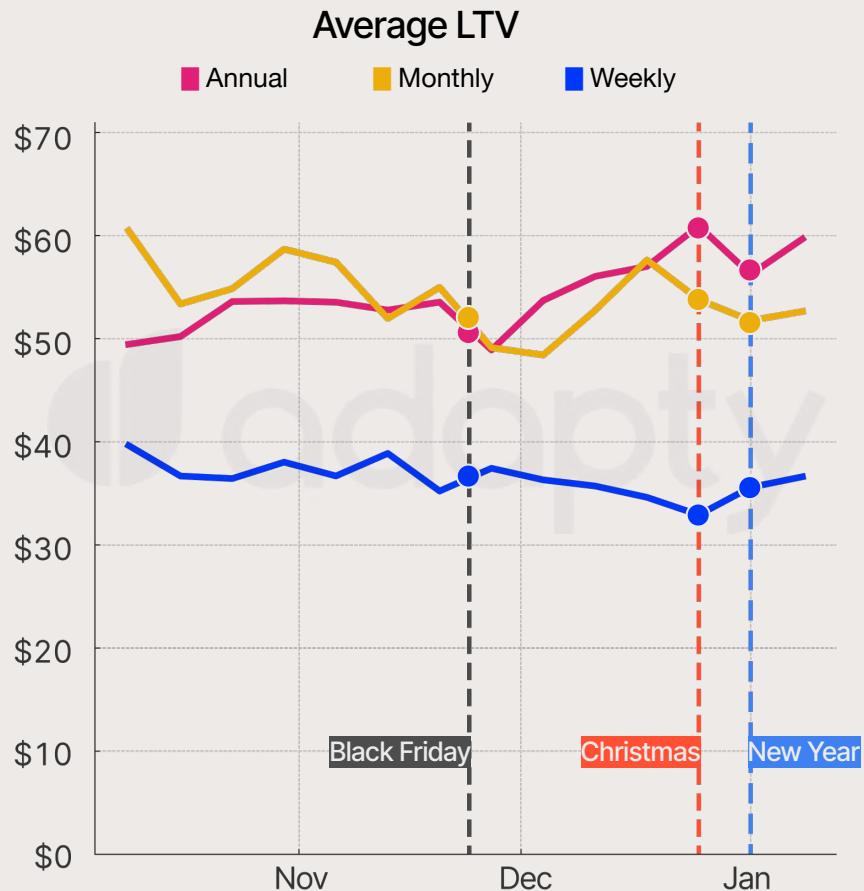
“ During the holidays, consumers are on the lookout for the best value, and well-anchored yearly offers are very enticing. Annual plans often win out over weekly subscriptions because they promise bigger savings, especially during a season focused on long-term commitments like New Year's resolutions.

For fitness, education, and utility apps, this is super key. Cognitive biases like overconfidence and the planning fallacy lead users to believe they'll stick to their plans and hit their goals, making longer-term subscriptions seem like a no-brainer.

To capitalise on this, focus on promoting your yearly subscriptions. These offers not only shorten the payback period but are also what customers are most drawn to during this time.



Nathan Hudson,
Founder & CEO, Perceptycs



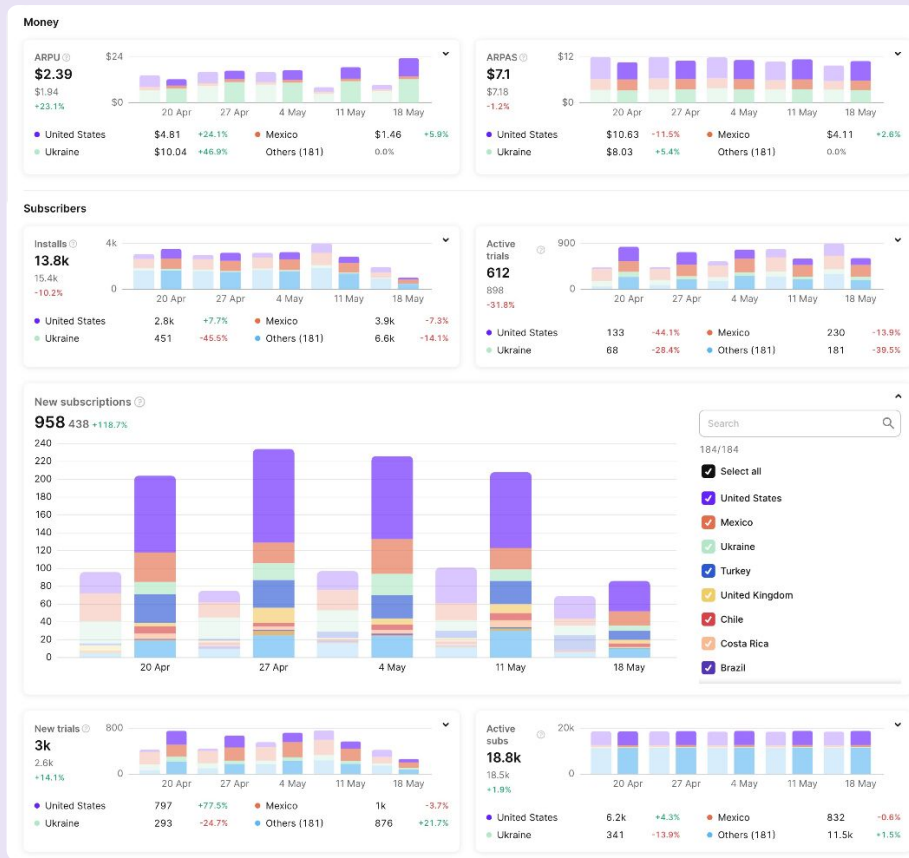
Adapty provides accurate app **subscription analytics** you can rely on

BOOK A DEMO

“ Adapty's analytics provides invaluable insights into our app's performance. With detailed real-time metrics like revenue, ARPU, and churn rate, we make informed decisions to optimize our monetization strategy.



Nikolay Chebotarev
Head of UA at Moonly.app



Practical tips to help your app thrive this season

“ Top experts reveal holiday strategies to boost your app’s success – covering app store presence, UA, and offers.

These tips will help you attract more users, boost conversions, and make the most of the season.

Get your store listing ready

1. Update metadata with Holiday offers and keywords

Use keywords such as **“Black Friday,”** **“Christmas deals,”** or **“holiday gifts”** into your app’s metadata.

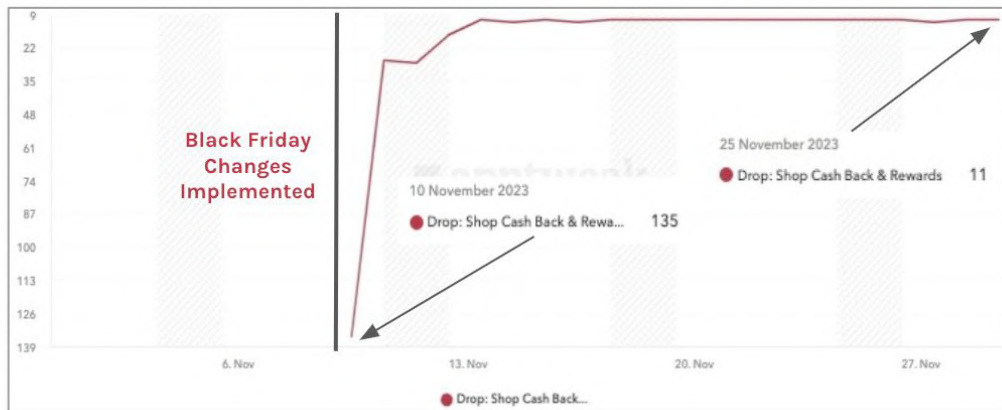
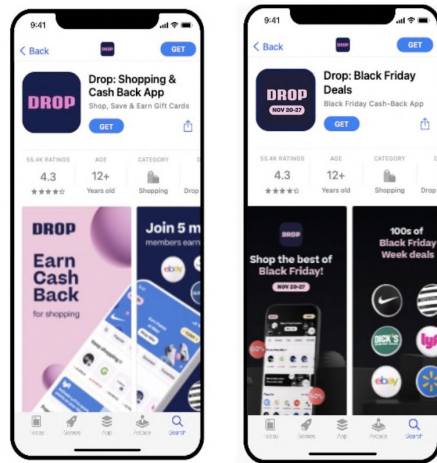
On Google Play, avoid phrases such as **“#1,”** **“top,”** **“best,”** or discounts like **“50% off”** in metadata. On Apple, use promotional texts to create urgency (e.g., **“limited-time offer.”**)

Pro tip: Holiday keywords like **“Black Friday”** start trending in October – prepare early for peak search traffic.

Example: Drop added **“Black Friday Deals”** in the US App Store and quickly ranked **#11** for this high-volume keyword.



Alexandra De Clerck
CMO, AppTweak



Get your store listing ready

“ 2. Refresh visuals with seasonal updates

Add festive touches to keep your app relevant.

- **Black Friday:** Showcase offers on the first screenshot; create urgency.
- **Holidays:** Use subtle elements like snowflakes to evoke nostalgia and togetherness.

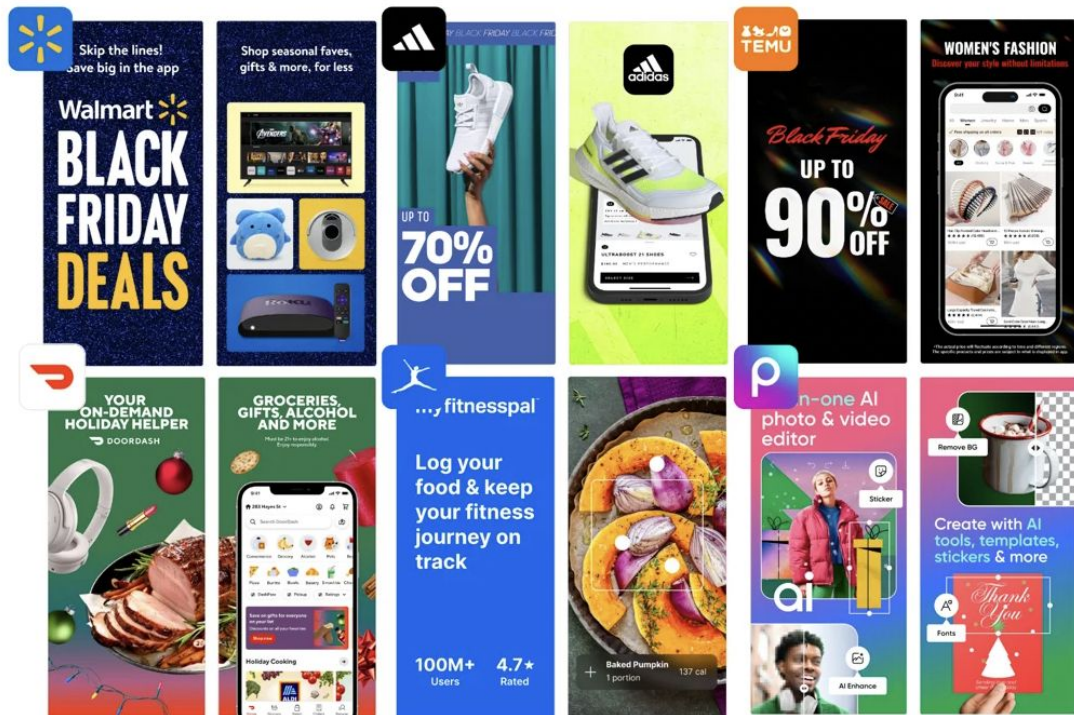
Consider updating your app icon with subtle holiday elements to spark curiosity and re-engage users.

Pro tip: Use large, clear fonts. If your text isn't readable at arm's length, make it bigger

Examples: Last year, apps updated screenshots for seasonal events, enhancing relevance and engagement.



Alexandra De Clerck
CMO, AppTweak



Get your store listing ready

3. Leverage Custom Product Pages or Custom Store Listings

Use **Custom Product Pages** (App Store) and **Custom Store Listings** (Google Play) to match your app with seasonal campaigns.

Pro tip: Google Play allows Custom Store Listings for any keyword, maximizing targeting options - tailor your listing to user intent.

Example: Apps like MyScreen and Trivia Crack created Halloween-themed pages, targeting related keywords to increase visibility.



Alexandra De Clerck
CMO, AppTweak

The image shows two examples of Custom Store Listings on the App Store. The first example is for the app 'MyScreen - Live Wallpapers', which is ranked 18th. It features a grid of nine custom product pages with titles like 'Awesome Wallpapers', 'Custom Home Screen', 'Custom Lock Screen', 'Depth Effect Wallpapers', 'Charging Animation', 'AI-Generated Avatars', 'Themes 3-in-1', 'Extensive Catalog', and 'Stylish Keyboard'. Below the grid are search filters for '146 Keywords' including '3d live wallpaper', '3d wallpapers backgrounds', '4change energy', '4d live wallpaper', '4k hd wallpapers', '4k live wallpapers', '4k wallpaper live backgrounds', '4k wallpapers anime', '4k wallpapers free', '4k wallpapers live', 'abstract wallpapers', and 'animated wallpaper'. The second example is for 'Trivia Crack', ranked 2nd. It features a grid of seven custom product pages with titles like 'TRICK OR TRIVIA?', 'SHARPEN YOUR BRAIN', 'WITH OVER A MILLION QUESTIONS', 'AND TONS OF FUN TOPICS', 'ANSWER AND WIN THE CHARACTERS', 'PLAY WITH FRIENDS', and 'LEARN SOMETHING NEW EVERY DAY'. Below the grid are search filters for '183 Keywords' including '1haunted', 'addams family', 'adult trivia games', 'ai effects halloween', 'ai filter spooky', 'ai halloween effects', 'ai photo spooky', 'ai skary halloween', 'ai spooky filter', 'ai spooky photo', 'alternate watch', 'autumn', 'autumn games', and 'best halloween games for'.

Get your store listing ready

“ 4. Create in-app events or promotional content

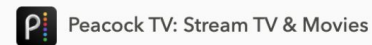
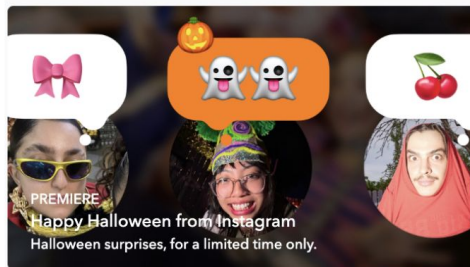
Use Apple’s and Google Play’s in-app events to highlight holiday challenges or sales.

Pro tip: On App Store, keywords in events titled rank in search. Include keywords like “Black Friday Deals” for better visibility.

Example: Apps across categories are using Halloween-themed events to increase engagement and visibility.



Alexandra De Clerck
CMO, AppTweak



Capture more users through paid UA channels

“ Q5' is the magic time for marketers!

New year, new commitments! Key time for app verticals, driven by people's resolutions.

Use *Meta Consumer Trends* to spot rising trends and prepare products.

Focus topics

Spikes on Jan 1 - ideal for targeting fitness, health, and fasting focused audiences.

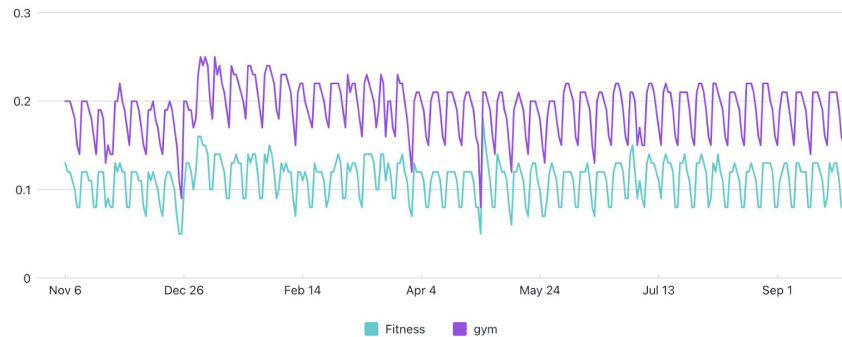
Timing and readiness are essential. Identify and align campaigns with trending topics.



Vasyi Sergienko,
Client Solutions Manager, Meta

Daily Topic Mentions

Nov 6, 2023 - Sep 30, 2024



Capture more users through paid UA channels

“ Analyze the best media type for your target audience (e.g., fasting enthusiasts may prefer static photos over videos). Track interest trends and map out campaigns for the year, with Q5 being a prime time.

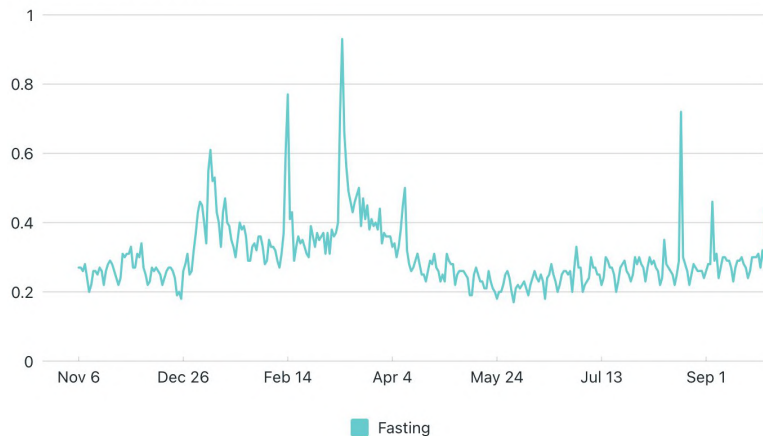
Get ready to capitalize on the increased demand and lower competition during this magical period!



Vasyl Sergienko,
Client Solutions Manager, Meta

Daily Topic Mentions

Nov 6, 2023 - Sep 30, 2024



Media Type

Nov 6, 2023 - Sep 30, 2024



Who and where to target holidays offers?

Who?

**New
users**

Where?

- Onboarding / in-app paywall
- In-app popup / UI elements
- Push notifications

Why?

Showing a holiday offer to new users creates an immediate sense of value and urgency, encouraging quick conversions.

Who and where to target holidays offers?

Who?

**Churned
users**

Where?

- Upon cancellation & app opening popup / UI elements
- Push notifications

Why?

Black Friday / Christmas / New Year is a prime shopping season, so churned users may be more open to returning if they perceive the offer as a significant savings opportunity.

Who and where to target holidays offers?

Who?

**Old free
users**

Where?

- In-app paywall
- In-app popup / UI elements
- Push notifications

Why?

These users have already shown interest in your product but may not have upgraded due to cost. A holiday discount gives them a compelling reason.

Who and where to target holidays offers?

Who?

**Active
monthly
subscribers**

Where?

- In-app popup / UI elements
- Settings
- Push notifications

Why?

Encouraging monthly subscribers to upgrade to an annual or weekly subscription offers them significant savings over time, locking in their commitment for a longer period.

How to maximise ROAS for holiday campaigns

“ 1. Consider web-to-app user acquisition campaigns

With web-to-app, you can reach new audience, achieve 100% marketing data transparency and higher LTV.



Andrey Shakhtin,
CEO, FunnelFox

“ Web campaigns are a powerful strategy for holiday promotions.

While they require preparation – like building and testing web flows – the payoff can be substantial.

Web campaigns open up access to a new audience (with only 15% overlap between web and app users) and can double or even triple revenue compared to regular seasons.

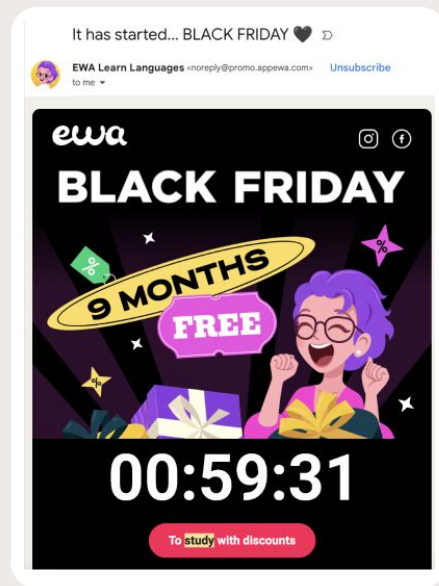
How to maximise ROAS for holiday campaigns

“ 2. Build your audience before the peak season

- Use email sequences and win about 21% of new users through nurturing (Hubspot).



Andrey Shakhtin,
CEO, FunnelFox



How to maximise ROAS for holiday campaigns

“ 3. Optimize your funnel

- Ensure your onboarding and monetization strategies are fully optimized.
- The higher your conversion rate and LTV before Q5, the more revenue you'll capture.

4. Test your creatives in advance

Only 2-3% of the creatives you test will be scalable, meaning you'll need to try over 100 options to find just one that works.



Andrey Shakhtin,
CEO, FunnelFox

Headspace
Sponsored

Get 30% off the gift of joy, less stress, and restful sleep with everyone you love.

Headspace
Sponsored

Get 30% off the gift of joy, less stress, and restful sleep with everyone you love.

Headspace
Sponsored

Build a happier, healthier you this year with 40% off everyday mental health tools that fit your life.

Blinkist
Sponsored

Dive into a year of transformation! 📖 Unlock the power of knowledge with Blinkist book summaries at an exclusive 60% discount. 🎧 Elevate your habits, elevate your year. Ready for change? Let's make 2024 extraordinary! ✨

Blinkist
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Dive into a year of transformation! 📖 Unlock the power of knowledge with Blinkist book summaries at an exclusive 75% discount. 🎧 Elevate your habits, elevate your year. Ready for change? Let's make 2024 extraordinary! ✨

Blinkist
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Dive into a year of transformation! 📖 Unlock the power of knowledge with Blinkist book summaries at an exclusive 75% discount. 🎧 Elevate your habits, elevate your year. Ready for change? Let's make 2024 extraordinary! ✨

How to maximise ROAS for holiday campaigns

“ 5. Prepare your support team for high demand

More users mean more feedback. Ensure your team is prepared to handle issues smoothly, keeping refunds low and satisfaction high.

6. Finalize changes before Q5

Establish a no-change period 1-2 weeks before scaling up to avoid unexpected issues.



Andrey Shakhtin,
CEO, FunnelFox



FunnelFox

Web-to-app funnels.

User acquisition made profitable.

Campaign attribution to optimize ROAS

No-code builder with CR-boosting templates


Seamless payments to grow LTV

A/B testing, analytics, and auto-sync for users & subscriptions


[SCHEDULE A DEMO](#)

Create a compelling holiday offer

Use a sense of urgency



SPECIAL HOLIDAY DISCOUNT!
50% OFF



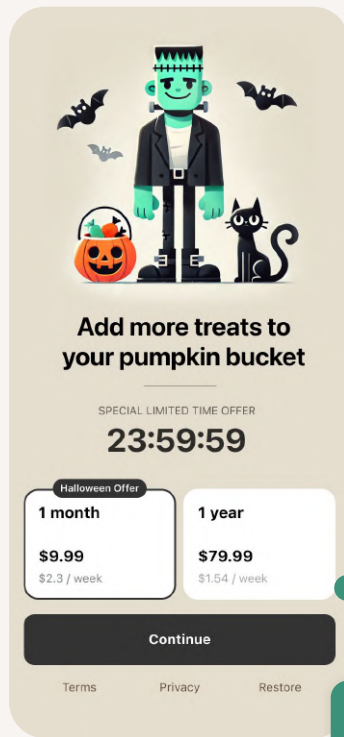
Make the season brighter!

LIMITED TIME ONLY
06:23:59:59

~~\$79.99~~ **\$39.99 / year**
\$0.77 / week

CONTINUE
with 1 week trial

Terms Privacy Restore



Add more treats to your pumpkin bucket

SPECIAL LIMITED TIME OFFER
23:59:59

Halloween Offer

1 month \$9.99 \$2.3 / week	1 year \$79.99 \$1.54 / week
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Continue

Terms Privacy Restore

Add a discount label

Make price comparable



Don't be afraid!
Go towards your goal!

Enjoy our HALLOWEEN offer!

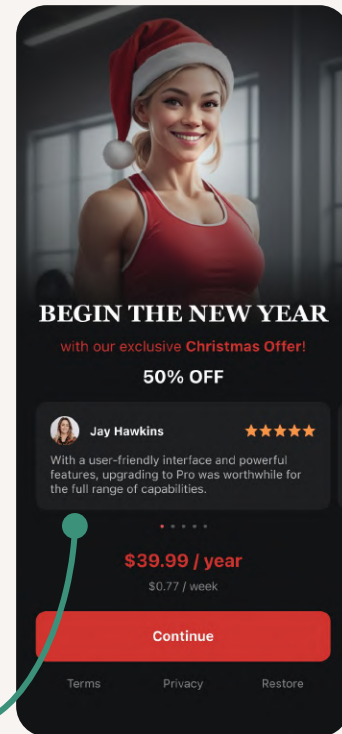
- Personalized fitness training
- Unlimited workouts
- Build healthy habits and track progress

50% OFF 1 week \$2.49 \$2.49 / week	1 month \$9.99 \$2.3 / week	1 year \$79.99 \$1.54 / week
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Continue

Terms Privacy Restore

Use social proof



BEGIN THE NEW YEAR
with our exclusive Christmas Offer!
50% OFF

Jay Hawkins ★★★★★

With a user-friendly interface and powerful features, upgrading to Pro was worthwhile for the full range of capabilities.

\$39.99 / year
\$0.77 / week

Continue

Terms Privacy Restore

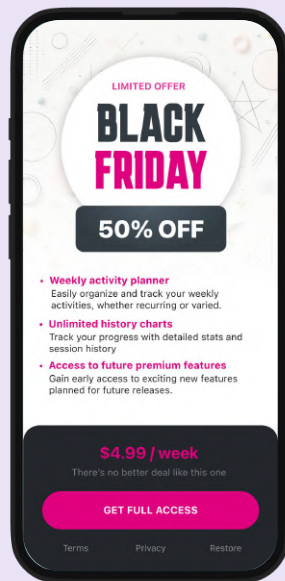
Boost your app's revenue with Adapty's easy no-code paywall A/B testing

BOOK A DEMO

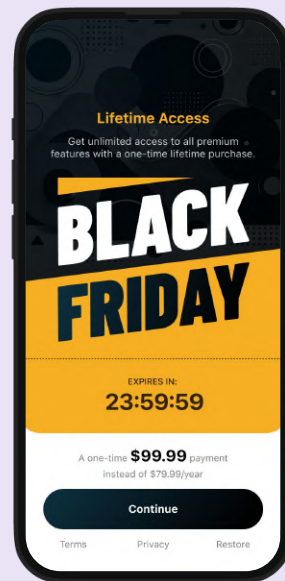
“ We like it that Adapty provides deep customization possibilities for paywalls and A/B tests. For a long time we've been using Remote config to change elements and localize our paywalls in a matter of minutes without having to wait for another app review.



Magnús Ólafsson,
Chief Technology Officer, Smitten



Variant A



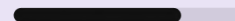
Variant B



Predicted winner

Variant A

74.5%



Variant B

25.5%



Help us keep the insights coming –
share this report with others!

