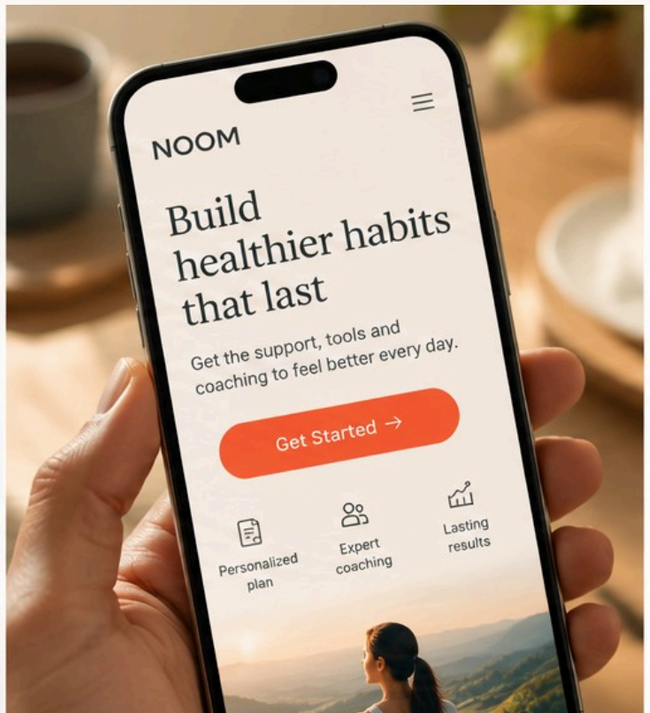
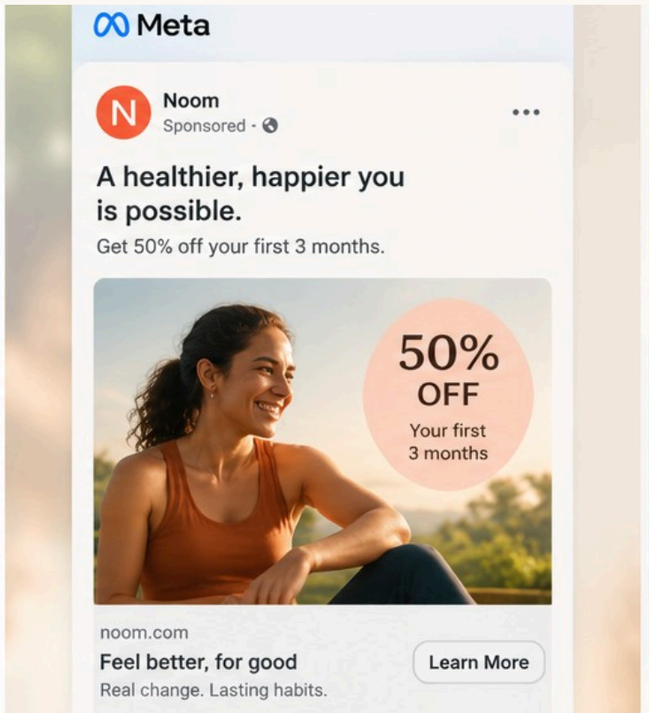
CUSTOMER STORIES

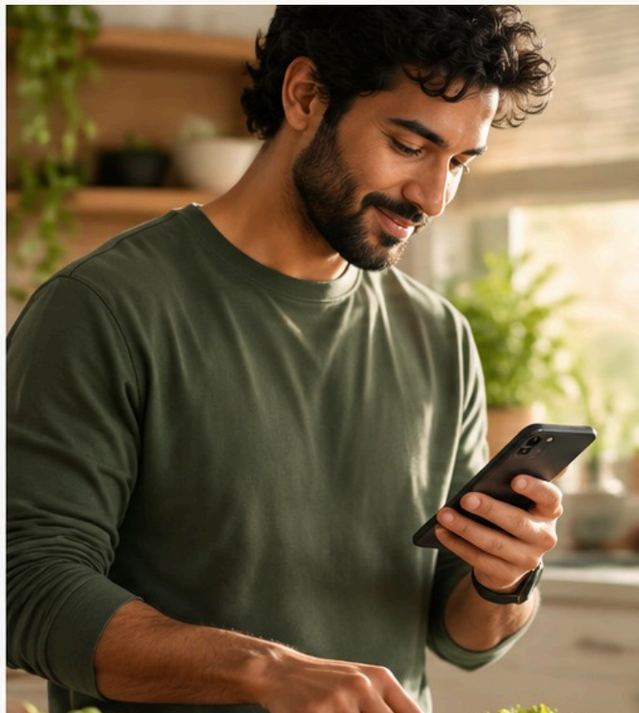
NOOM × fibr.ai

HOW NOOM SCALED FROM THREE LANDING PAGES TO 450+ MATCHED EXPERIENCES FOR PAID SEARCH AND SOCIAL TRAFFIC









NOOM × fibr.ai

↑25%

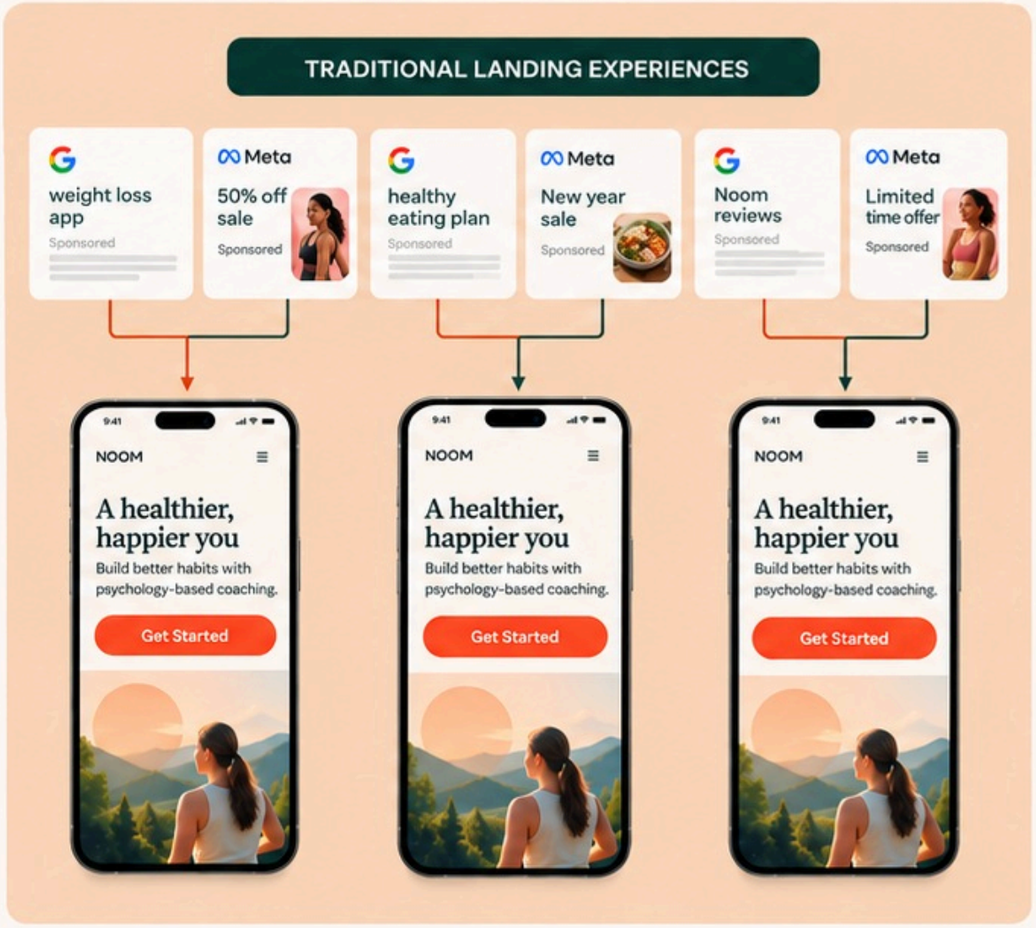
FORM FILL COMPLETION

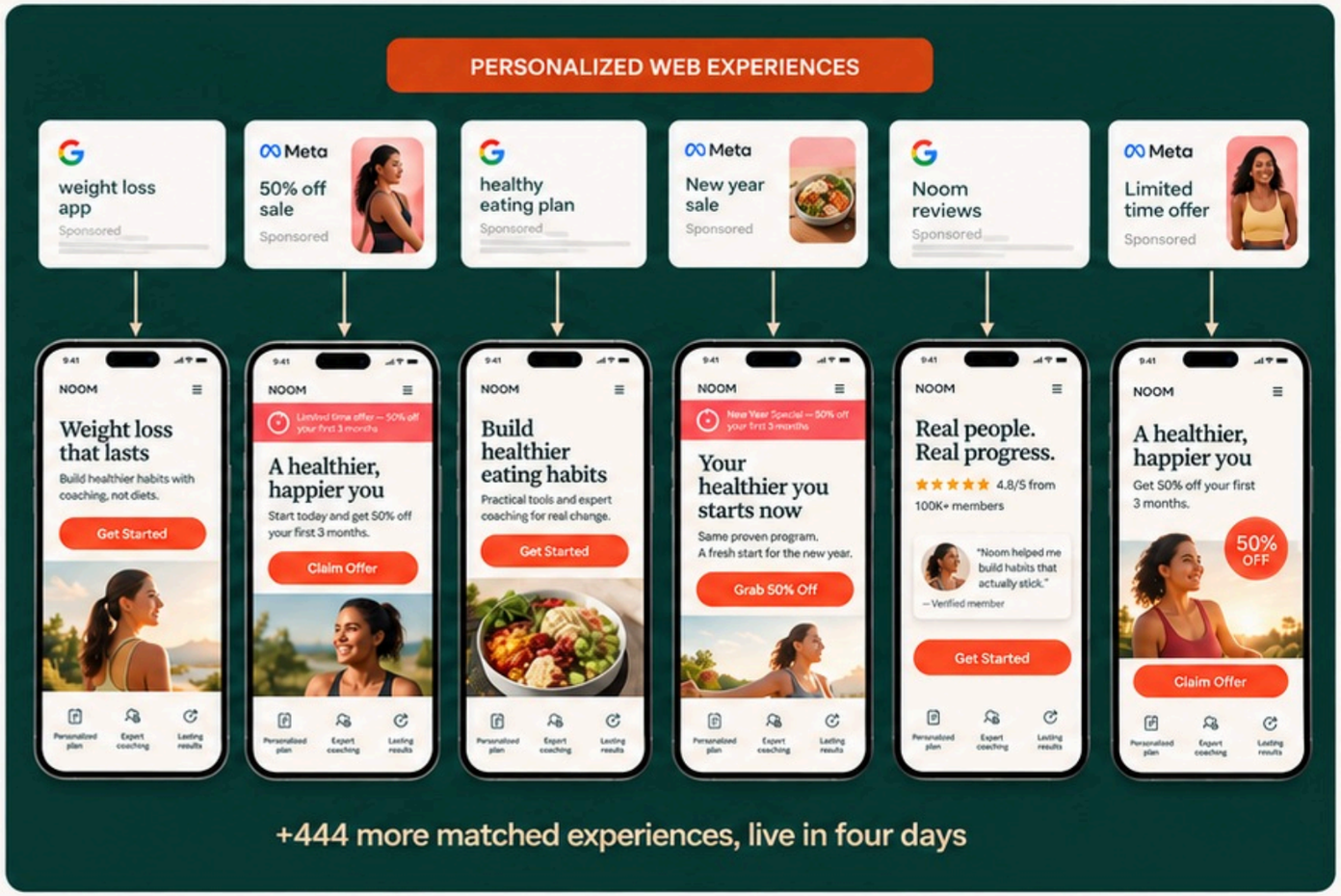
More visitors finished Noom's sign-up form, from the same paid traffic.

→ **The gap:** Three landing pages had to answer every search query and every sale ad.

→ **How Fibr AI helped:** Gave every ad its own matched experience, 450+ live in four days.

→ **The result:** Form fill starts up 14%, completions up 25%.





Noom, at a glance.

A digital health and weight-management company that helps people change how they eat, move, and think about their health. Instead of handing out a diet, Noom uses psychology-based programs and coaching to build habits that last, all delivered through an app.

FOUNDED	2008
INDUSTRY	Digital Health & Weight Management
EMPLOYEES	1,000+
GEOGRAPHY	Global, headquartered in New York
BACKED BY	Silver Lake, Sequoia Capital, Temasek, Novo Holdings, Oak HC/FT, Samsung Ventures, RRE Ventures
USE CASE	Ad to landing page personalization for Google and Meta Ads

SCALE OF OPERATIONS

$1B
Revenue (2023)

1.5M
Subscribers (2023)

$650M+
Raised from investors

18
Years in digital health

THE CAMPAIGN IN FOCUS

Paid campaigns on Google Search and Meta, covering high-intent search keywords and sale-led social ads, split across three landing pages. Alongside them, the homepage was personalized for organic and branded search visitors.

Noom's ads spoke to hundreds of different reasons for clicking.
Three landing pages had to answer all of them.

THE TEAM ALREADY MOVED FAST

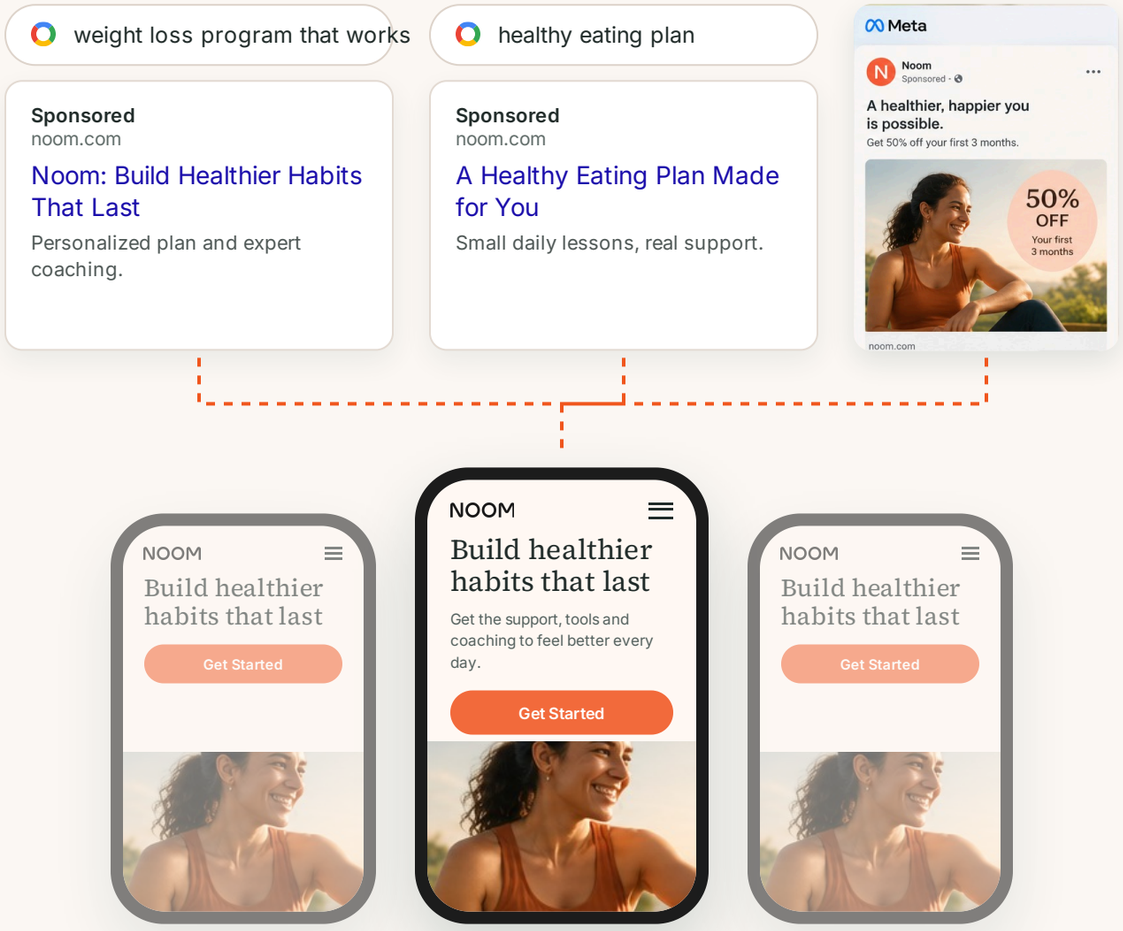
Paid campaigns ran on Google and Meta, and the growth team tested at a pace few marketing teams match. Ad traffic was already split across three pages, each with its own message.

THREE PAGES COULDN'T HOLD EVERY INTENT

High-intent searches and sale-led Meta ads brought in very different visitors. No tool on the market could build, review, and run personalization at the scale the campaigns needed.

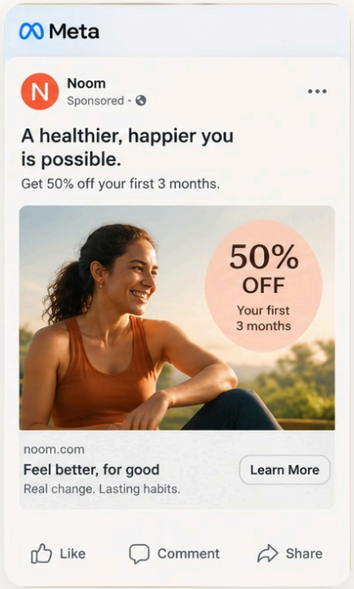
THE COST OF THE MISMATCH

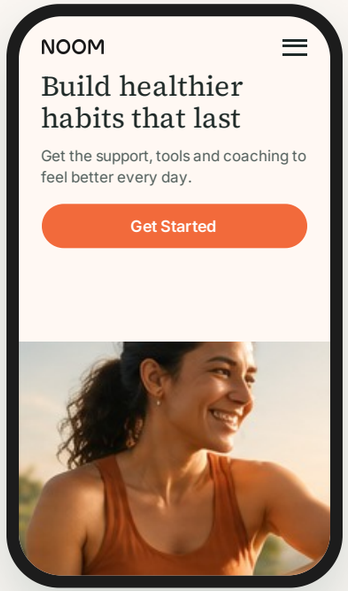
Form fill starts held the funnel back. Too many paid visitors left before typing a single answer, and at Noom's ad volume that loss repeated on every campaign, every day.



Three landing pages for every search and every sale ad

Analysis started where the ad hands over to the page.
Each URL was converting audiences it was never written for.





- Low form fill starts
- Message written for someone else
- Sale offer lost after the click

EVERY KEYWORD MAPPED TO ITS PAGE.

Fibr started with Noom's Google Ads performance data, mapping each keyword group and ad set to the URL it landed on.

ONE MESSAGE, MANY VISITORS.

A visitor with a specific goal and a visitor who clicked a sale ad could reach the same URL and read the same pitch.

THE OFFER DIDN'T FOLLOW THE CLICK.

The sale that earned the click on Meta was nowhere on the page. Most visitors were reading copy meant for someone else.

Fibr built personalization around three signals each channel was already carrying: search intent, sale creative, and visit history.

01 • GOOGLE SEARCH INTENT

weight loss program that works

Weight loss

weight loss program that works | weight loss app

Healthy eating

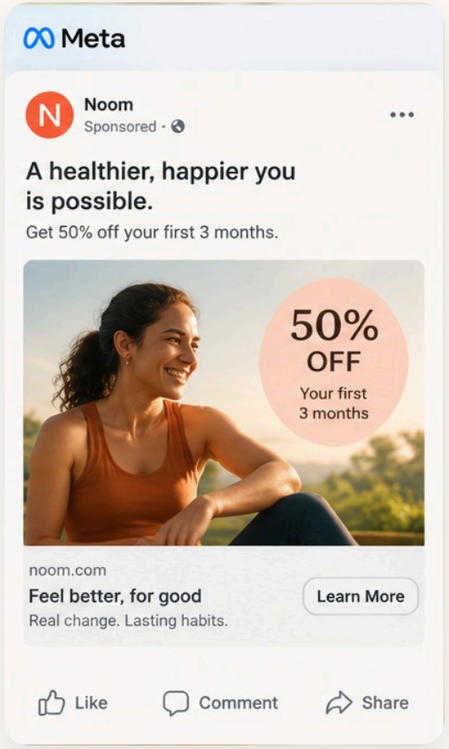
healthy eating plan | meal plan for beginners

Branded

noom reviews | how does noom work

Illustrative keyword examples

02 • META SALE CREATIVE



The offer in the ad became the offer on the page.

03 • HOMEPAGE VISIT HISTORY

First visit
An introduction to how Noom works

Returning visitor
Picks up where they left off



Noom went from three landing pages to 450+ matched experiences, live in four days without a single engineering ticket.

SPEED TO GO-LIVE

BRIEF TO LIVE IN FOUR DAYS, REVIEW INCLUDED.

Built from Noom's campaign data and ad creative, with no engineering involvement at any stage.

BRAND & COMPLIANCE

FINAL SIGN-OFF WAS DECISIONS, NOT CORRECTIONS.

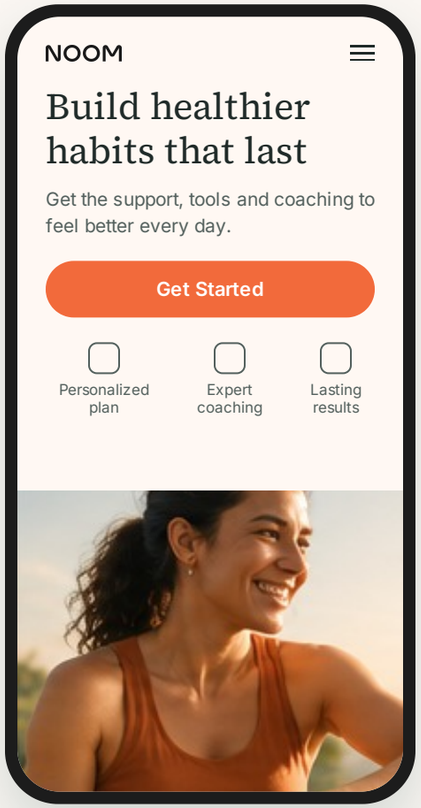
Noom's marketing team reviewed and approved every variant themselves before it went live.

BEYOND COPY

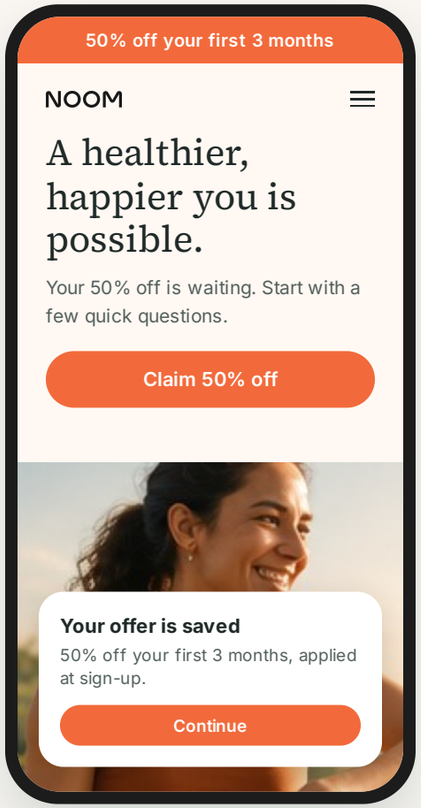
POP-UPS AND STICKY BANNERS ON EVERY PAGE.

New page elements kept the right offer and the next step in view as visitors scrolled.

BEFORE



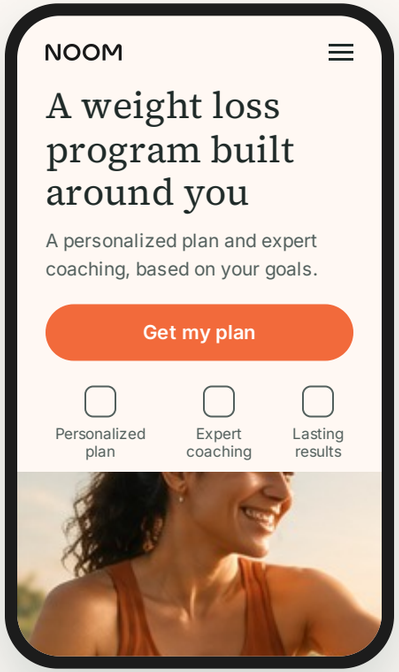
AFTER

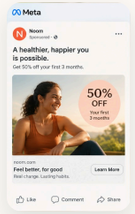


The same URL, now showing a different page to every visitor based on what brought them there.

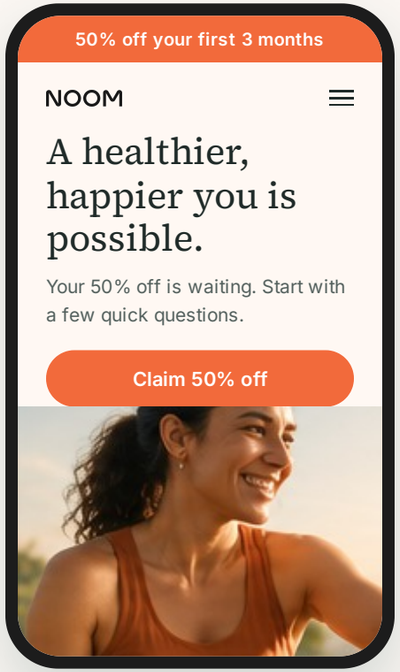
weight loss program that works

Sponsored · noom.com
Noom: Build Healthier Habits That Last



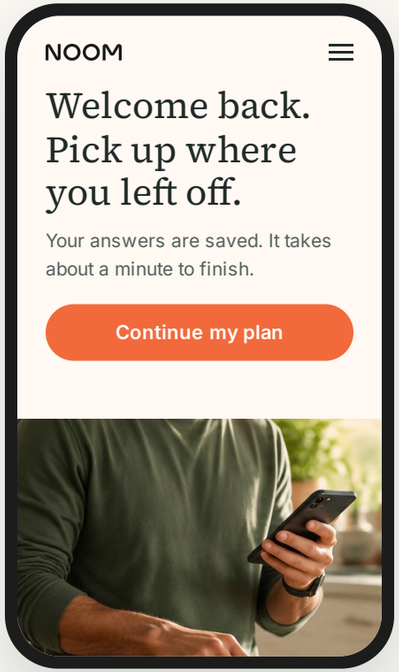


Clicked a Meta sale ad: 50% off the first 3 months



noom

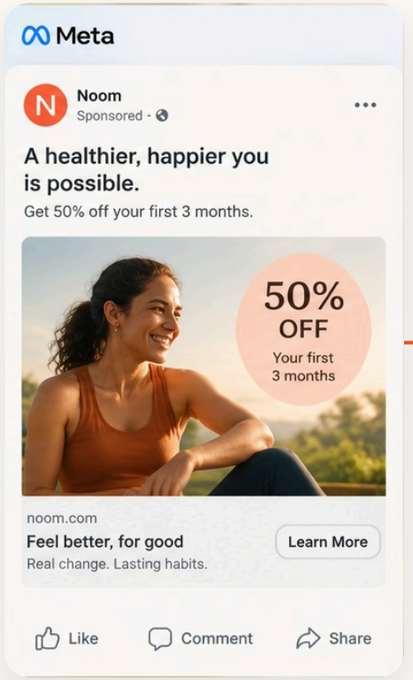
Returning visitor, back through branded search



Every screen after the click carried the reason for the click, from the ad all the way to the sign-up form.

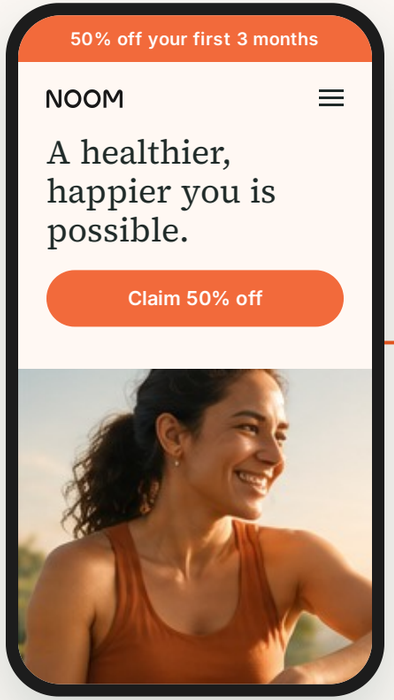
The Ad

A Meta sale ad offers 50% off the first 3 months.



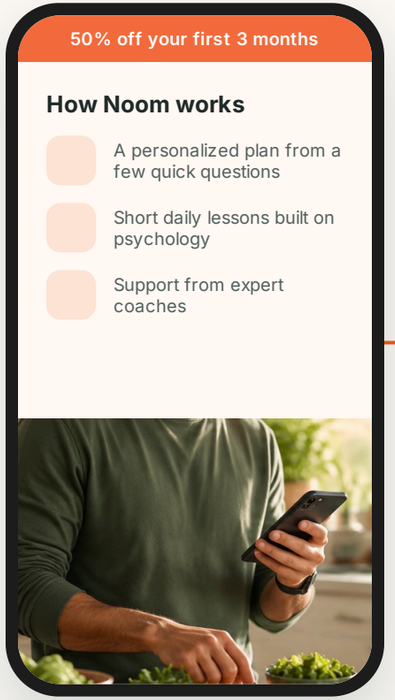
The First Fold

The headline and offer repeat what the ad promised.



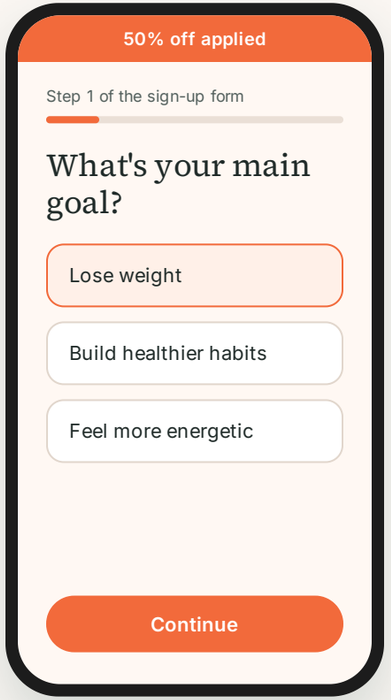
The Sticky Offer

As the visitor scrolls, the offer stays pinned in view.



The Form

One clear next step, with the offer still on screen.

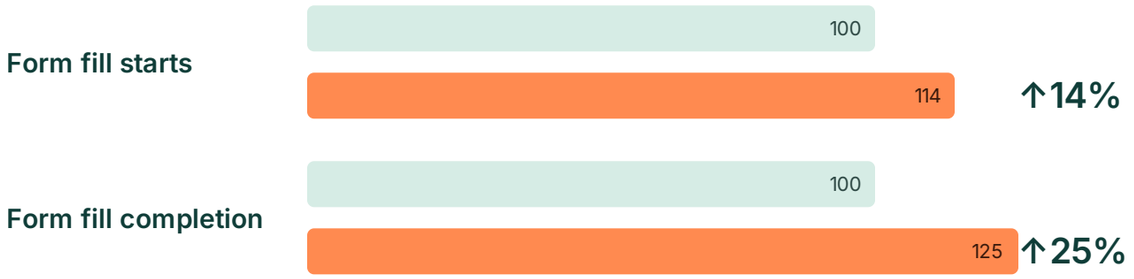


More visitors started the form. Even more of them finished it.

Personalized pages vs the original pages

Control Personalized

Indexed to control = 100. Same audiences, ads and spend, run at the same time.



Every cohort beat the control

10%+ minimum uplift in every cohort tested

On the homepage, personalizing for organic and branded visitors also lifted click rate and form start rate, with no effect on search rankings.

FORM FILL STARTS

↑14%

More ad visitors took the first step into sign-up.

FORM FILL COMPLETION

↑25%

Matched visitors were more likely to see it through.

EXPERIENCES LIVE

450+

Across Google, Meta and the homepage, up from three pages.

SPEED TO GO-LIVE

4 days

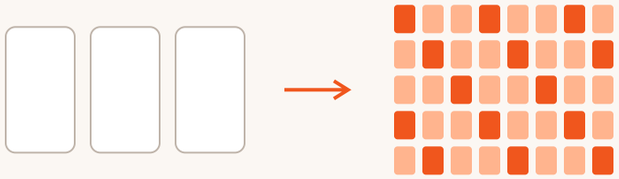
From brief to live, marketing review included.

What's next: Noom is expanding into full-scale personalization and experimentation with Fibr.

What you can learn about personalization for teams that already test fast.

INSIGHT 01

Three pages is segmentation. It isn't personalization.



↑14% *Form fill starts after moving from three pages to 450+ experiences*

Noom had already done what most teams never get to: separate pages for separate intents.

But a page per segment still asks each visitor to fit a broad bucket, from traffic the team was already paying for.

INSIGHT 02

A better start leads to a better finish.



↑25% *Completions grew faster than starts, so the match carried through the form*

Visitors who found a page that matched their reason for clicking didn't just begin the form more often.

They followed through more often too. The match made at the first fold kept paying off to the last field.

INSIGHT 03

Speed is decided by tooling, not by talent.



4 days *For 450+ experiences, reviewed by marketing alone*

Noom's team already had the skills and the habit of testing quickly. What capped them was building and approving variants at scale.

Once that went away, the program grew into full-scale personalization and experimentation.

fibr.ai

Turn your URLs into infinite web experiences

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