

# MyFitnessPal User LTV Model (2024)

Shoryoung Gong

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## Paying/Free Users

- **Total MyFitnessPal Users(2024):** 220 Million<sup>1</sup>
- **Subscription Conversion Rate:** Based on freemium subscription conversion rates from comparable health and fitness apps: Strava (2%)<sup>2</sup>, Noom (3.75%), and Healthify Me (2%), the average subscription conversion rate is approximately **2.58%**, which serves as a benchmark for estimating MyFitnessPal's subscription user base.
- **Annual Revenue(2024):** \$310 Million<sup>3</sup>

## Step 1: Paying users =  $0.0258 * 220 = 5.676$  million

## Step 2: Free users =  $220 - 5.676 = 214.324$  million

**Methodology:** Using average subscription conversion rate based off of relevant freemium subscription health and fitness companies and multiplying it by the total users to obtain total subscribing users. Then subtracting that from the total users to find amount of free users.

## Monetization

- **Subscription:** Approximately 75% of health and fitness app revenue comes from subscriptions<sup>4</sup>. HealthifyMe generates 80%<sup>5</sup> of its revenue from subscriptions and Strava generates 90%<sup>6</sup> from premium subscriptions. Averaging out the data from similar freemium subscription health/fitness apps as well as overall generalizations we approximate **81.6%** of MyfitnessPal's revenue comes from its premium subscriptions.
- **Advertisements:** Premium subscriptions allows for viewers to not receive ads meaning they become mutually exclusive in calculations.

## Step 1: Subscription revenue =  $\$310\text{M Annual Revenue} * 0.816 = 252.96$  million

## Step 2: Advertisement revenue =  $\$310\text{M Annual Revenue} - 252.96 = 57.04$  million

**Methodology:** Using average percentage of revenue from subscription through relevant freemium subscription health and fitness companies to multiply by total annual revenue to receive subscription and advertisement monetization details.

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<sup>1</sup>ElectroIQ, 2024

<sup>2</sup>Sacra, 2024

<sup>3</sup>Businessofapps,2024

<sup>4</sup>Businessofapps,2024

<sup>5</sup>Oyelabs,2024

<sup>6</sup>Sacra, 2024

## Churning

- **Retention:** Industry Standards for free users: 3.5%-8%<sup>7</sup>. Strava's 30 day retention rate is around 19%<sup>8</sup>. HealthifyMe's monthly retention rate is around 25%. The churn and retention rates are highly variable across different sites citing industry standard. Additionally, MyFitnessPal has recorded a retention rate of 24% after 90 days<sup>9</sup>.

## Step 1: Estimate churn from 90-day retention =  $1 - (0.24)^{(1/3)} = 0.3786$

## Step 2: Estimated monthly churn = 37.86 %

## Step 3: Estimated user lifetime =  $1 / 0.3786 = 2.64$  months

**Methodology:**  $R(t) = (1 - c)^t$ . Where  $c$  is the retention rate and  $t$  is the time. We are posturing a monthly churn rate so  $t=3$ . Churn rate is typically measured by  $1-(\text{retention rate})$ . Expected lifetime is calculated by dividing 1 by the estimated monthly churn.

## LTV Calculation

**LTV:** Lifetime Value estimates how much revenue a business can expect from a single user over their lifetime before churning.

The Lifetime Value is calculated as:

$$LTV = ARPU \times \text{Customer Lifetime}$$

Where:

- ARPU = Average Revenue Per User (monthly or annual)

$$ARPU = \frac{\text{Total Revenue}}{\text{Total Users}} = \frac{310M}{220M}$$
$$LTV = 0.1174 * 2.64 = 0.309936$$

**Interpretation:** The life time value per MyFitnessPal user until they churn is approximately \$0.31.

## Sources

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<sup>7</sup>AppsFlyer,2025

<sup>8</sup>Alchemer,2021

<sup>9</sup>MobileAction,2023