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# How Heal Made AI Parenting Support More Accessible with Koah

Partnered since 2024

 [healbabycare.com](https://healbabycare.com)



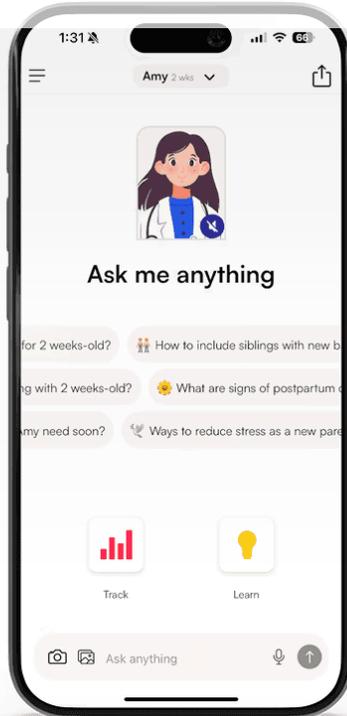
3x

Higher CTR

5%

Average CTR

Heal, an AI-powered pediatric advice app that provides instant, reliable guidance to new and expecting parents through their friendly AI companion. This approachable virtual character delivers health information and solutions in a warm, conversational way that helps parents feel supported and at ease.

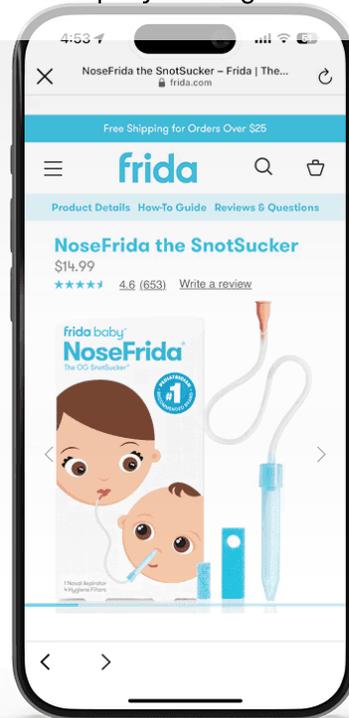
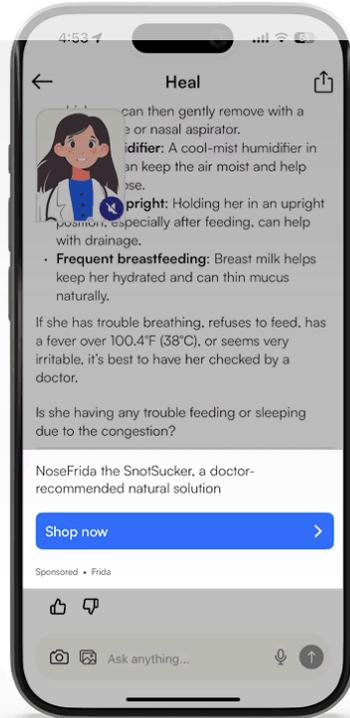


## The Challenge

The combination of being free with no paywalls, along with its friendly user interface tailored to its customers, Heal gained popularity among parents seeking credible pediatric insights. However, the app needed a sustainable monetization strategy. Traditional advertising methods risked harming Heal's credibility, while the introduction of paywalls threatened user retention and growth. Heal required a solution that would be non-intrusive, contextually relevant, and aligned closely with its core mission of delivering high-quality pediatric guidance.

## How Koah Turned AI Advice into AI Revenue

Koah addressed Heal's monetization challenges by providing an easy-to-integrate React Native SDK with a seamless AI ad component integration. This allowed Heal to append clearly marked, contextually relevant sponsored content at the end of AI-generated responses.



### Key highlights of the integration:

- **Contextual and Helpful Recommendations:** Ads served as meaningful product recommendations, directly addressing user inquiries and enhancing rather than disrupting the user experience.
- **Transparency:** Sponsored content was explicitly indicated, maintaining trust and transparency with users.
- **Collaborative Design:** Heal and Koah Labs jointly refined the ad format, visual styling, and messaging to align precisely with Heal’s brand identity and user expectations.
- **Reliable Analytics:** Implementation of lightweight impression tracking ensured accurate billing for advertisers while maintaining optimal app performance and UX.

This partnership allowed Heal to effectively monetize its free-to-use platform without sacrificing the integrity or quality of its pediatric advice.

## Results and Impact

Following integration with Koah’s easy to plug in ad module, Heal experienced following outcomes:

- Maintained User Engagement: User retention rates remained robust, demonstrating that the



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ads did not negatively impact user satisfaction.

High Performance: Achieved metrics that significantly exceeding industry averages, proving the

relevance and effectiveness of the contextual ad approach.

- Clear Path to Revenue: With Koah's monetization solution in place, Heal is now positioned for sustainable long-term growth and scalability, having established a viable revenue model that doesn't rely on user subscriptions.

## Ready to monetize your AI product?

Want to unlock advertising revenue for your AI product like Heal? [Schedule a call with us](#) to see how you can start monetizing your AI app with our easy-to-integrate SDK.





Native monetization for GenAI.

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