



IMVU boosts player conversion rates for their VR avatar-based social platform



Company Overview

IMVU, the world's largest avatar-based messaging platform, provides a virtual reality social experience for online users interested in gaming and 3D chat rooms.

“Any partner that's really proactive about coming up with new ideas, new concepts, it makes our job a lot easier, and we've found that working with Quantcast, where teams are just as much invested into our business as we are.”



LOMIT PATEL
VICE PRESIDENT OF GROWTH, IMVU

CHALLENGE

IMVU needed to protect their share of voice and users against an increasingly competitive entertainment landscape. They were looking for better and smarter ways to acquire new customers, retain existing customers, and monetize them. They also wanted to expand their advertising campaigns beyond the US.

SOLUTION

IMVU was happy with the performance they were seeing in driving user sign-ups, but they had multiple partners on the plan and wanted to have a better understanding of the incrementality of Quantcast campaigns. Having worked closely with Quantcast for over four years, they began to run a series of incrementality tests. Through these tests, they confirmed Quantcast's role in the continued acquisition of new customers as well as their retention.

RESULTS

IMVU has achieved their marketing objectives. Their campaigns have beaten CPA goals and boosted the player conversion rate. The social networking site has seen significant growth in their number of users; they also gained good quality users, getting a lifetime value out of them. As they expand globally, running recent campaigns in France and Germany, IMVU has been able to confirm that these campaigns are achieving the same level of success as previous campaigns in the US.

HIGHLIGHTS



+24%

increase in
registrations



16%

better than CPA goal