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How IMVU Uses Leanplum to Drive Retention and Revenue

Although IMVU is a huge player on mobile today, it originated on desktop. IMVU's early stage mobile strategy was driven by rapid user acquisition. As IMVU VP of Growth Lomit Patel puts it, "proving mobile was viable was the initial priority." But as the brand's goals have evolved, "retention became increasingly more important. We try to focus on both sides of the coin."

This rapid acquisition led to a mobile user base that was three times larger than desktop. But making money meant IMVU had to engage and retain those users. Because in-app purchases significantly impact the company's revenue and more time in app means more purchases made, IMVU focused on improving engagement.

"You have to onboard people pretty quickly and engage them with the product pretty quickly, or else you'll lose them...pretty quickly."

— Lomit Patel
VP of growth, IMVU

imvu®

IMVU is where the real world comes to play. Its global avatar-based social community connects over 4 million monthly active users. Users enjoy the freedom to live the life they create and share their experiences.

Industry: Lifestyle

Headquarters: Redwood City, CA

Mobile Users: 4 million worldwide

Solution

To meet the challenge of optimizing engagement and driving revenue, IMVU turned to Leanplum, centering its strategy on "hooks"—or engagement opportunities.

IMVU used Leanplum to obtain a holistic view of its mobile data, pinpointing areas for improvement. As IMVU analyzed the Leanplum data, staring them in the face were a series of hooks—or golden engagement opportunities—that could help them drive retention and ARPU (Average Revenue Per User) for their app. Many of these hooks existed in the onboarding flow.

IMPLEMENTING HOOKS ON THE HOME SCREEN

Analyzing the user experience, there was "a huge drop-off" when users reached IMVU's home screen. With engagement data from Leanplum, IMVU designed campaigns to reduce the drop-off.
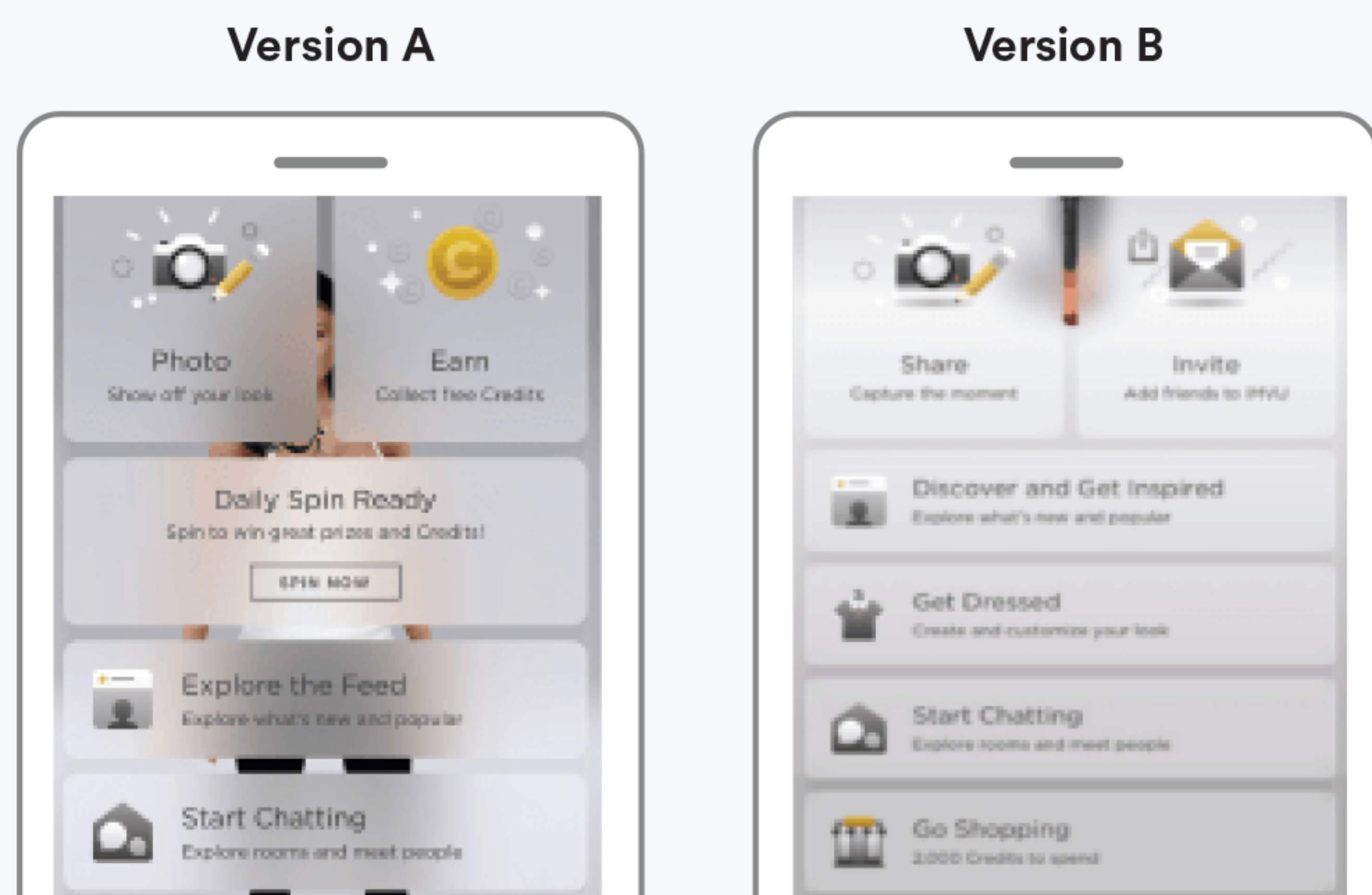
Version A   Version B

Following extensive A/B testing of different layouts, IMVU used Leanplum to segment its home screen experience, displaying different versions of the screen based on different stages of usage. The move paid off, leading to a 5% increase in retention and a 13% increase for in-app purchases.

Furthermore, the new home screen led users to engage more deeply with IMVU's key hooks—the update led to 7% more in-app chats, and a 17% increase in sharing activity on user profiles.

Results

IMPLEMENTING HOOKS DURING AVATAR CREATION

IMVU identified that avatar customization was an impactful hook for retention and revenue per user.

IMVU had been offering new users 2,000 free credits. However, through A/B testing with Leanplum, IMVU learned that it could give some users 10,000 free credits to encourage engagement. Users spent more time in the app and were even purchasing more credits. With that one tweak, IMVU increased retention by 157%, and doubled ARPU.

IMVU also leveraged a partnership with InMobi, and Leanplum webhooks to re-engage users outside of the app. To drive revenue, IMVU launched a display campaign retargeting its users in other apps with ads that encouraged them to return to IMVU to redeem their free credits.

IMVU is adapting learnings from its mobile UX op-tomization for its desktop and web products.

ABOUT LEANPLUM

Leanplum, the leading multichannel engagement platform, helps forward-looking brands like Zynga and Tesco meet the real-time needs of their customers. By transforming data into an understanding of users' needs and wants, our platform delivers unified experiences that are timely, tested, and relevant—building the customer loyalty that fuels business growth.

Read more customer case studies at:
www. leanplum.com/case-studies

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