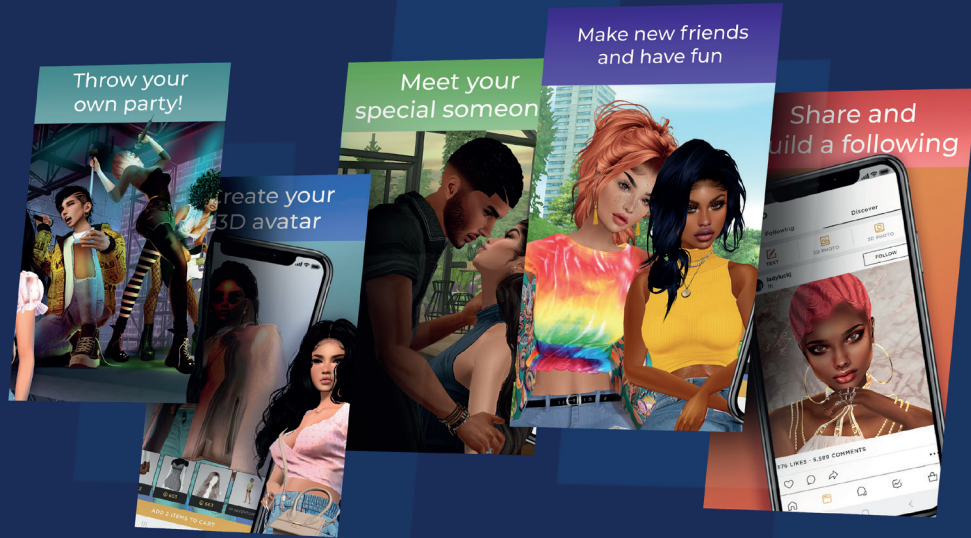


# InMobi DSP Helps IMVU Improve Retention, See Over 3x ROAS

Since 2018, IMVU, the world's largest avatar social platform, has tapped InMobi as one of its top retargeting partners. As a result of the InMobi partnership, IMVU is able to keep its users engaged with its mobile app and consistently sees a 2x to 3x return on ad spend (ROAS).



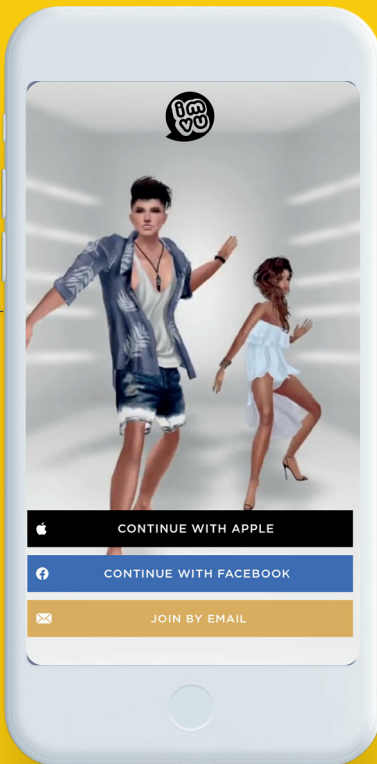
## Key Results

**3.5x**

ROAS in  
August 2020

**2x**

ROAS in June  
and July 2020



**279%**

increase in  
revenue from  
retargeting  
in 2019

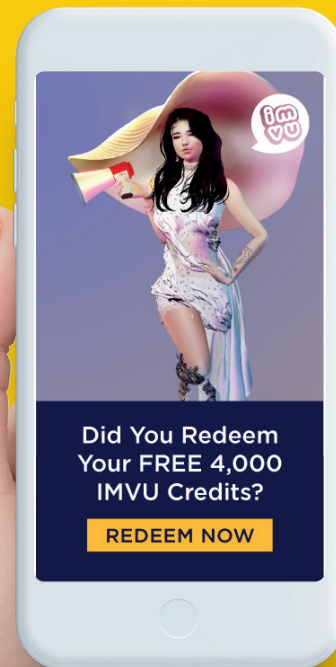
**16%**

Cost per order  
decrease

## Overview

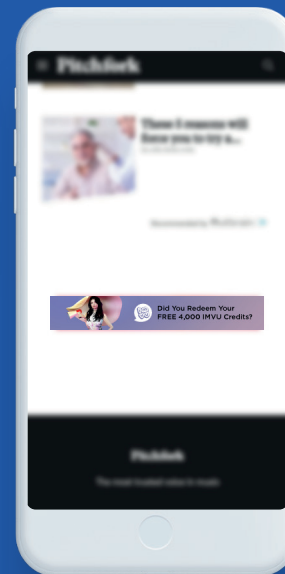
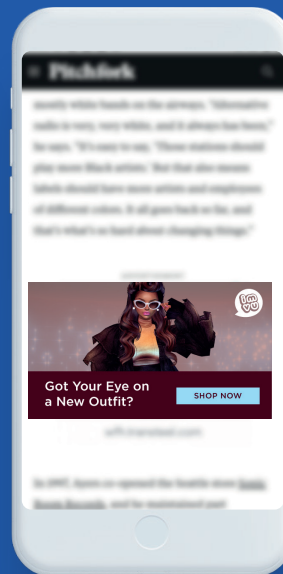
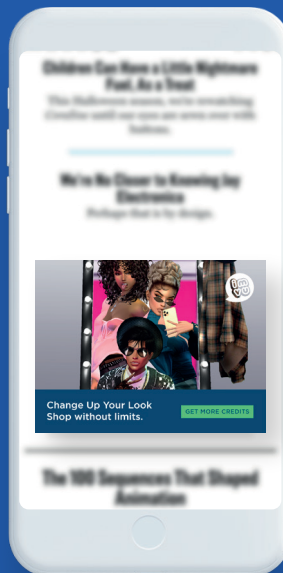
As the vast majority of people who have downloaded an app are likely to have never used it or to have deleted it entirely off their device just one week after first installing the app, IMVU decided to partner with InMobi since 2018 to help improve user stickiness and keep their user base engaged with their platform.

During the first week after someone downloads the IMVU app, InMobi DSP displays uniquely tailored banner ads and interstitials to that person as they use other apps on their device. By showing creatives that highlight offers for new users and other features of the app, IMVU drives new users to stick around and become more familiar with the app.



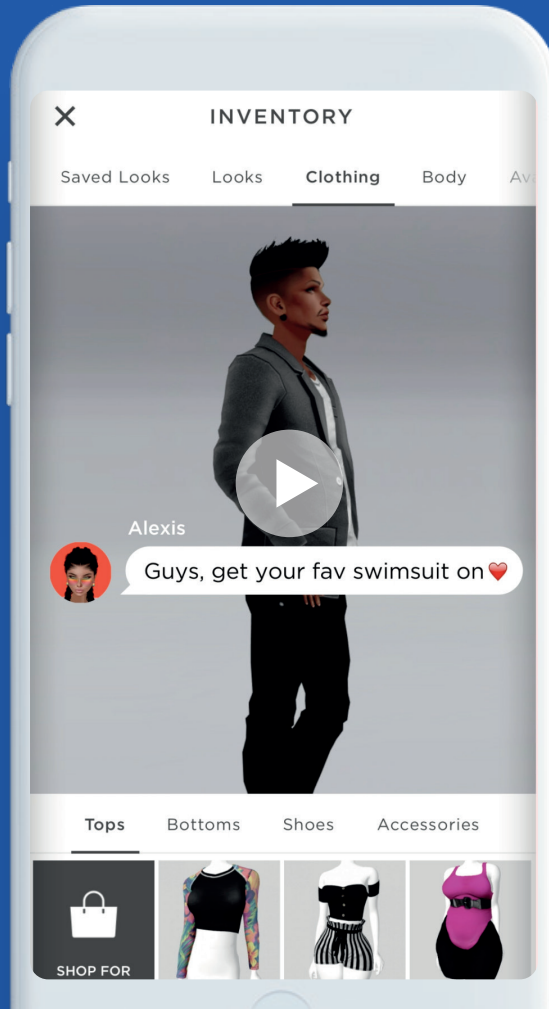
## Overview

To further drive engagement for IMVU, InMobi analyzed the purchasing propensity of users in the U.S. and personalized a new logic to reach and engage these types of people. InMobi Auto Bidder technology was critical to the success that IMVU saw from their retargeting efforts on mobile. With the data gleaned from the bidder, InMobi was able to determine that the best results arise when there is a higher frequency cap (i.e. more impressions) for users during the first three days after installing the IMVU mobile app.



## Overview

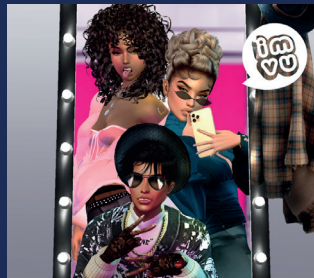
To further support its retargeting efforts, IMVU used data from its mobile marketing platform, Leanplum. Through Leanplum, IMVU gains a deeper understanding of its most loyal users, as user data from Leanplum is directly piped into InMobi for increased retargeting efficiency. Armed with these insights, IMVU can be sure it's retargeting its top users and those who share similar characteristics.



## Results

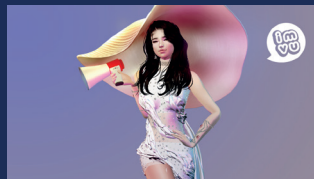
IMVU has seen incredible results over the course of their longtime partnership with InMobi. IMVU routinely sees 2x to 3x ROAS, with some months even seeing 4x or more ROAS. Keeping newly acquired users around has also helped IMVU remain profitable, as retargeting helped them boost revenue by 279% in 2019.

The InMobi Auto Bidder relies on deep-learning algorithms, and has been key to the positive results that IMVU has seen as well. Not only did it increase ROAS by 27% in the U.S., but the technology decreased their cost per order by 16% as well.



Change Up Your Look,  
Shop without limits.

GET MORE CREDITS



Did You Redeem Your  
FREE 4,000 IMVU Credits?

REDEEM NOW



Change Up Your Look  
Shop without limits.



Did You Redeem Your  
FREE 4,000 IMVU Credits?

REDEEM NOW



Got Your Eye on  
a New Outfit?

SHOP NOW



Go Shopping



Start Chatting



Free Credits



My Rooms

Go to your customized rooms



Discover and Get inspired

Explore what's new and popular



Dress Up



Post to Feed



People Search



Lomit Patel

VP of Growth, IMVU

“

User retention is key for us, as we want to make sure people stick around and continually use the app. InMobi DSP has been critical to our retention efforts by consistently delivering quality retargeting results. There's a reason InMobi has remained as one of our top global retargeting partners, as their mobile in-app capabilities and expertise keep bearing fruit for us.



## About IMVU

Based in Silicon Valley, IMVU (imm-view) is the world's largest avatar social platform, and a top 5 grossing app in the App Store, where millions of users customize their characters and explore over 400,000 destinations to connect with each other. Through chat and events, IMVU's massive metaverse enables and empowers friendship and human connection. A community of hundreds of thousands of users power IMVU's peer to peer economy by designing and selling virtual goods and destinations, adding to a growing catalog of 50 million items. The IMVU experience is available on the web, a desktop app, and as an iOS and Android app.



FEMALE



MALE