



Quantcast increases player conversion rate 24%

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



The Challenge

Protect and increase IMVU's share of voice against an increasingly competitive landscape, while placing additional importance to mobile targeting.

Driving ROI and increased registrations

Increase in registrations

24%

Better than CPA goal

16%



"Quantcast delivered 24% increase in player conversion rate, beat IMVU acquisition goals and provided a strong ROI across all regions"

LOMIT PATEL - VICE PRESIDENT GROWTH, IMVU



The Solution

Quantcast ran an incrementally test to prove the campaign's impact. Quantcast beat CPA goals by 16% and achieved a 24% conversion rate lift.