

“The unique insights and great results we received from Rocket Fuel changed the way we approach our overall marketing efforts.”

**INDUSTRY**  
Social Internet

**PRODUCTS USED**  
Audience Booster, Retargeting Booster

**ADVERTISER**



IMVU is an avatar-based social network and virtual world where people meet and interact in 3D. The service offers a simple, yet immersive 3D environment where users can shop and dress up their avatar with their own personalized look, design and decorate their own 3D space, and connect with new people from around the world. IMVU has the world’s largest virtual goods catalog of more than 3–million items, almost all of which are created by its own users.

**OBJECTIVES** **Boost spend-per-member:**

- Increase spend of paying users on Black Friday
- Convert “freemium” users to paying “premium” users

**AUDIENCE** **Two distinct audience segments:**

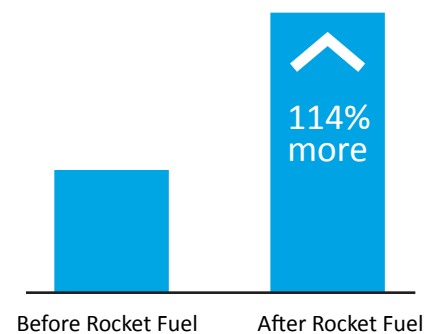
- Paying users
- Non-paying users

**CAMPAIGN** Display media using an exposed/control methodology to benchmark lift. Developed a view-through attribution model to understand the value of users who saw an ad, didn’t click on it, but registered at a later time.

Employed automated real-time bidding with targeting for time of day, day of week, sites, login-spending behavior, gender and age.

- RESULTS**
- Paying users spent 114% more money
  - Non-paying users were 10% more likely to convert into paying users

*In-flight Progressive Optimization improved average paying member spend by 114%*



“Like many CEO’s, I continually ask my marketing department to find better ways to spend our advertising dollars and create measurable value. Rocket Fuel brought us new ideas for driving revenue, and we have seen increasingly positive results from the campaigns they proposed. I trust Rocket Fuel will be a long-term partner for IMVU.”

**Cary Rosenzweig**  
CEO, IMVU