Quantcast increases player conversion rate 24%

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

<table>
<thead>
<tr>
<th>Increase in registrations</th>
<th>Better than CPA goal</th>
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<tbody>
<tr>
<td>24%</td>
<td>16%</td>
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“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.