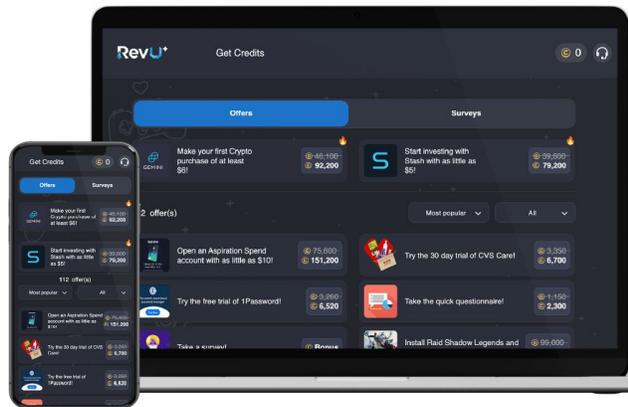


RevU contributes to 323% Lift in IMVU Offerwall Revenue over Memorial Day Weekend

BACKGROUND

IMVU is the world’s largest 3D social metaverse, where millions of global users customize their avatars and explore 40,000+ destinations to connect with each other through chat and events. IMVU began using RevU’s Offerwall on its desktop application in 2016, and now uses it on both desktop and mobile. In an effort to further enhance the relationship, IMVU and RevU recently partnered to develop promos to maximize revenue during key dates throughout the year.



STRATEGY & GOALS

Leverage the new and enhanced RevU+ Offerwall with an exclusive 3X Promo Campaign to drive increased awareness, engagement, and revenue.

CAMPAIGN ELEMENTS



Fixed Earn Credits Banner Ad



In-app Pop-Up Message



Mobile User Targeted Quick Message



3X Reward Messaging on IMVU Next

These four campaign elements, customized with RevU branding, drove users directly to the RevU+ Offerwall and generated almost **150,000 visits over the promotional period!**

CAMPAIGN RESULTS

↑ 323% Lift in Offerwall Revenue

3X promotion campaign that ran over the weekend resulted in a **323% lift in revenue** compared with the previous 6 days before the launch of the promotion.

