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How IMVU partnered with Equativ to create a first-party data strategy



Context

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 users spend an astonishing average of 55 minutes on platform per session and hundreds of thousands of creators earn real money creating virtual products. IMVU's parent company, Together Labs was named to TIME's list of the 100 most influential companies in 2022.

Challenge

IMVU was looking for a more advanced ad server to meet its targeting needs. Their targeting was limited with their previous system, and setting up campaigns cost a lot of time and effort. That's why they wanted a partner with technology that would allow them to utilize their first-party data in a simple and efficient way.

Objective

- Increase the value of the inventory and monetize IMVU's traffic with direct and third-party partner ads
- Craft a solution to help them leverage their first-party data for better targeting in a cookieless era
- Increase creator revenue by running internal campaigns
- Set up everything within a simple and effective system

Solutions

A flexible and customizable ad server

- **Maximum Yield in Real-time:** Unified ad decisioning solution
- **Flexible & Customizable:** Unique format templating system with 100% flexibility. Unlimited creative possibilities
- **Deep Insights:** Unified Reporting Management API (CPM & fill rate monitoring)

A tailored first-party data strategy

IMVU wanted to utilize first-party data for targeting ads to specific users. That's why, together with their account managers, they have created 44 segments that populated around 900k profiles.

Solutions

The segmentation makes them capable of targeting specific user groups and, of course, a combination of user groups (e.g., VIP users and those between 18-24 years old) for specific internal sales and discounts. It also allows the use of unique targeted ads to boost interactions as they can study which user groups are more likely to engage with particular ads.

To summarize, importing first-party data allow them more visibility, control, and opportunities regarding their inventory as a whole without needing an external DMP.

Results

- Less time spent setting up the ads and targeting
- Ability to utilize their first-party data to target ads to their customers
- 44 segments were created based on 900k IMVU user profiles. Associated directly with campaigns for targeted delivery.

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“We chose Equativ because we were impressed with the platform and its customization capabilities. Additionally, the service that has been provided by Equativ, like personalization, customer support, and account management, has been impressive.

They have been able to provide a service tailored to our specific needs. In a partnership, we look for two things. First, a long-term, strategic partner aligned with our goals. Second, an active partner who makes recommendations on how we can improve our business. Equativ was able to meet these criteria“

— Darren Markovitz, Head of Monetization at IMVU

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Equativ

is the new single name for Smart Adserver, DynAdmic and LiquidM — three proven innovators in advertising technology. The vertically integrated company provides brand and privacy-safe solutions that empower its clients to achieve maximum impact while respecting the rights of consumers. The union combines client expertise and engineering excellence to serve the interests of both the supply-side and demand-side with equal professionalism and technical sophistication.

IMVU

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