

How LOVOO turned users into paying customers

“ The insights Leanplum provided helped us increase customer loyalty and become Germany’s most popular app. ”

—Saket Toshniwal
Product Manager &
CRM Lead, LOVOO

Increasing customer loyalty

LOVOO is growing their DAU (daily active users) every quarter, but they still needed to engage more non-active users—including those who installed and opened the app but didn’t complete a registration, and those who had been inactive for a defined period—and motivate more users who had reached the limits of their free usage to become subscribers. LOVOO also wanted to encourage more users to explore its video capabilities, a key growth area for the company.

For LOVOO, as for many innovative social apps, mobile is central to business growth. The majority of LOVOO’s 70 million-plus users leverage its mobile app every day to watch live video streams, match up with other people in their area, and strike up conversations. LOVOO monetizes the app through in-app advertising and video gifting, as well as subscriptions and premium features. User acquisition is on a steep upward trajectory, and the company is expanding into new markets in Europe and beyond. LOVOO is committed to fostering customer relationships and ensuring that it engages and retains new users for the long term.



Founded in 2012, LOVOO is a friendly, online place for users to chat with and get to know new people. Based in Dresden and Berlin, it’s the largest German-speaking dating app by downloads. LOVOO is available in 15 languages and has 70 million users worldwide, including 1.9 million daily mobile users.

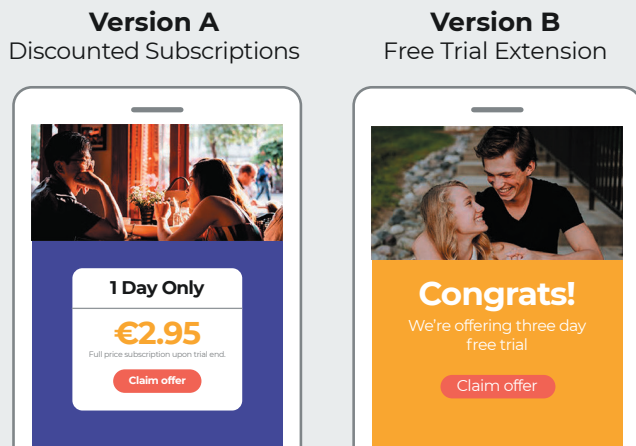
Industry: Lifestyle

Headquarters: Dresden, Germany

Mobile Users: 70 million worldwide

Solution

LOVOO turned to Leanplum's mobile marketing solution to drive user engagement, retention, and monetization. The company leveraged Leanplum's push notification functionality to send a gentle reminder to users who needed to complete registration. The solution also helped LOVOO build its "fear of missing out" (FOMO) campaigns to let users know what's new and interesting. Leanplum's A/B testing capabilities enabled LOVOO to investigate several different approaches to promote its video features; for example, one campaign targeted users who hosted a stream on a given day, but not the following day.



On the subscription side, the LOVOO team made an assumption: a low-barrier offer could entice a large part of the free-usage installed base into becoming paying users. Then, if these users made a single purchase, they might be easily persuaded into a monthly subscription.

About Leanplum:

Leanplum, the leading multichannel engagement platform, helps forward-looking brands like Tinder and Tesco meet the real-time needs of their customers. By transforming data into an understanding of users' needs and wants, our platform delivers unified experiences that are timely, tested, and relevant—building the customer loyalty that fuels business growth.



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www.leanplum.com/case-studies

LOVOO leveraged Leanplum to test three subscription options, comparing the results from free trials and reduced prices with those from a control group:

- A: A three-day free trial followed by the full subscription price**
- B: A significantly reduced price for one day, followed by the full subscription price**
- C: The same offer as A—but if users canceled the free trial, they were shown the significantly reduced price, followed by the full subscription price**

Results

Across segments and objectives, the Leanplum-driven campaigns produced exceptional results. For example, the reminder sent via push notification increased successful registrations by a double-digit percentage. The FOMO campaigns and video promotions drove engagement and conversions, increasing DAU (daily active users) and creating more value for paying users.

The subscription campaign also delivered impressive results. Of the three approaches that LOVOO studied, Option C showed the strongest results, increasing subscriptions by a double-digit percentage and driving significant new mobile revenue.

Leanplum's analytics uncovered substantial variability in the response to the offers in different countries. Customization by country was one of many reasons why LOVOO was voted Best of 2018 on Google Play in Germany last year. It wouldn't have been possible without a deep understanding of what users want and how to deliver the best value.