tap research

CASE STUDY

APP MONETIZATION

How Together Labs made TapResearch its #1 monetization partner

Inside IMVU's rewarded-survey strategy — how one of the world's largest avatar-based social platforms grew revenue without sacrificing engagement or retention.

+50%	+250%	#1
Boost in engagement rate	ARPU growth per engaged user	Ranked partner, iOS & Android

Together Labs · IMVU

WHAT'S INSIDE

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A look at how Together Labs and TapResearch turned rewarded surveys into IMVU's top third-party revenue stream — the challenge, the strategies, and the results over time.

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THE STORY AT A GLANCE

+50%	+50%	+250%	#1
Engagement rate	Participation rate	ARPU growth	Partner by revenue

01 BACKGROUND

About the company

Together Labs is the company behind **IMVU**, one of the world's largest avatar-based social platforms and virtual worlds. The company helps people connect, create, and earn in digital environments through immersive social experiences, creator-driven economies, and virtual commerce. IMVU is the flagship product — users create avatars, socialize in 3D spaces, attend events, and buy or create virtual goods.

Who their users are

The community is made up of social, highly engaged users who come to express themselves through avatars, build relationships, join virtual communities, and engage with creator-generated content. Together Labs has millions of users, with strong engagement and a large creator ecosystem powering its virtual economy — including a notably strong presence among younger adult users and women.

02 THE CHALLENGE

With user acquisition more expensive than ever and retention difficult across mobile gaming, Together Labs needed a way to monetize non-paying users **without bombarding them with more interstitial ads** that could hurt engagement and retention.

As a platform built around social interaction and virtual commerce, they had to balance monetization opportunities against engagement, retention, and the health of their creator ecosystem. Their Ad Monetization team partnered closely with TapResearch to better understand users and optimize Rewarded Survey promotions — improving engagement and revenue while safeguarding the user experience.

03 THE SOLUTION

Together Labs and TapResearch explored a range of strategies together: new-user rewards, personalized bonuses for users who hadn't engaged recently, and periodic currency-sale promotions. TapResearch also built the free **Quick Question** survey product, now used to gather honest feedback on the in-app experience.

Optimization strategies implemented in IMVU

- **Quick Questions** — streamlined user feedback on key topics, including UA attribution and event feedback.
- **TapResearch Banners** — improved visibility and click rate during promotions.
- **Periodic credit-sale promotions** to drive participation.
- **First-Time-User sales** — improved participation and retention for new users.
- **User Boosts** — personalized, targeted promotions to re-engage lapsed Rewarded Survey participants.
- **TapResearch Offers** — an additional earn option for users inside the TapResearch experience.

> **“TapResearch proved to be the most nimble and responsive partner we worked with on a regular basis. They encouraged feedback and collaboration to help identify opportunities for feature enhancements or solve challenges we were working through.”**

RD **Ryan Dong**
Together Labs

04 THE RESULTS

TapResearch is now Together Labs' top monetization partner by clicks and revenue across both iOS and Android. The optimization strategies delivered:

+50%

Boost in user engagement rate

+50%

Boost in participation rate (survey clicks per user)

+250%

ARPU growth (average revenue per engaged user)

Ranked #1

By revenue on both iOS and Android

44% / 36%

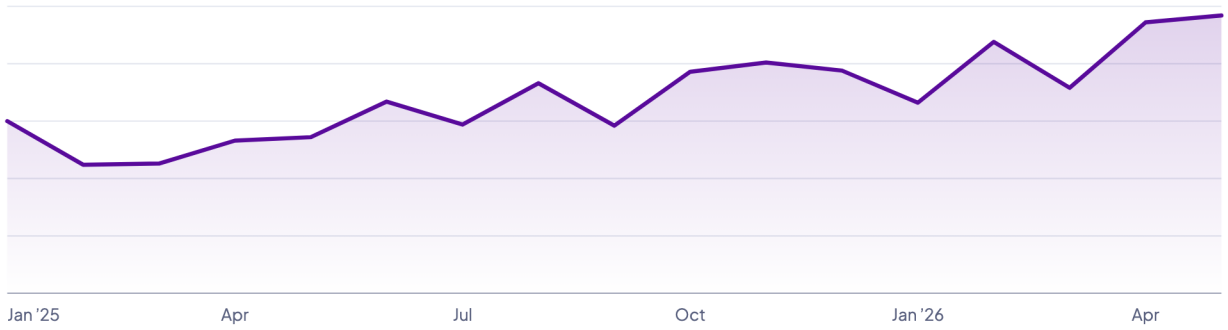
Of all managed offer & survey revenue (iOS / Android)

05 RESULTS OVER TIME

Trend lines below track the key metrics through the optimization period, from January 2025 onward.

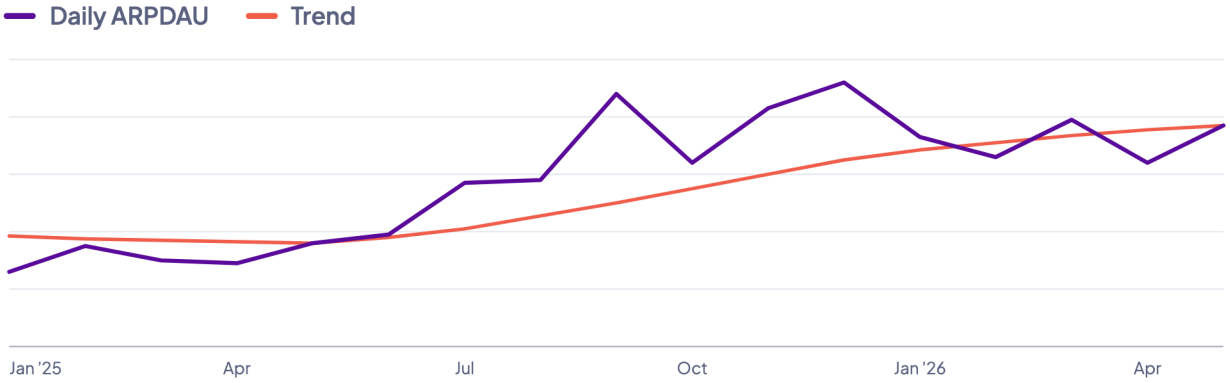
Opt-In Rate %

Percentage of Daily Active Users engaged with TapResearch



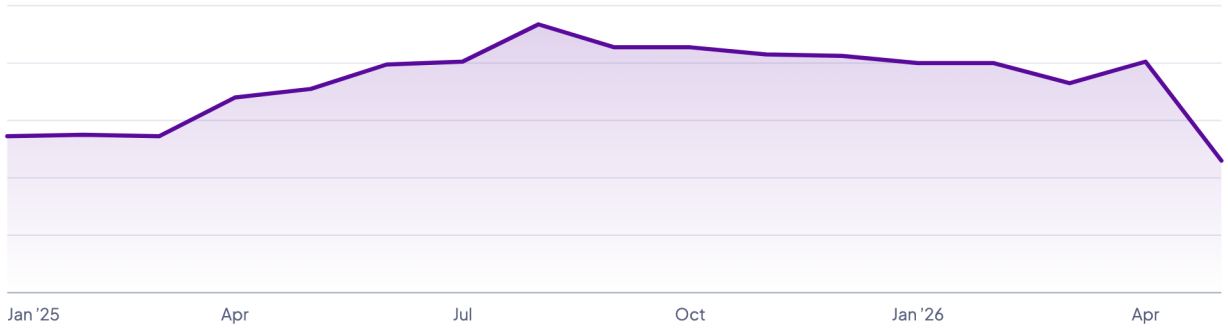
ARPDAU

Average Revenue per Daily Active User



Matches per user

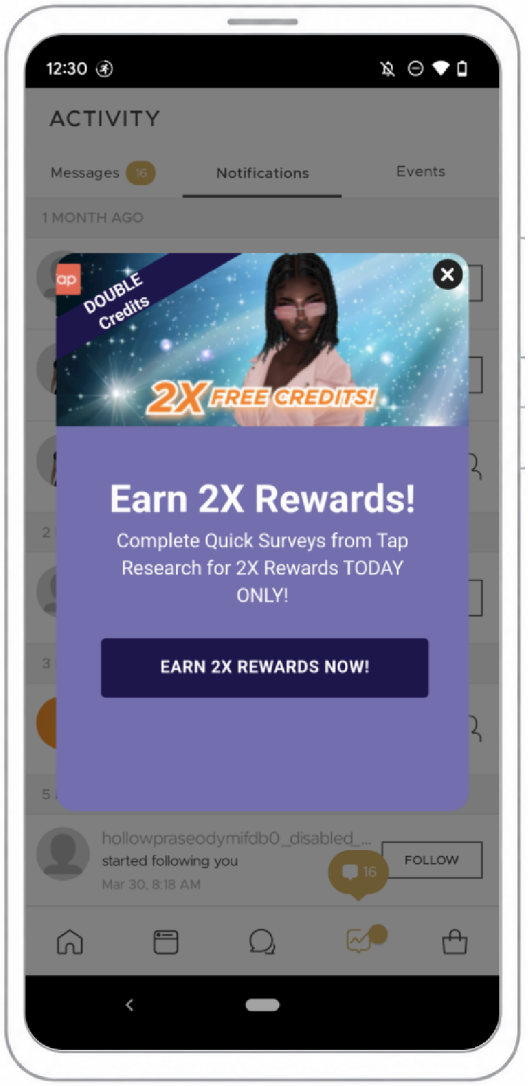
Average survey clicks per Engaged User

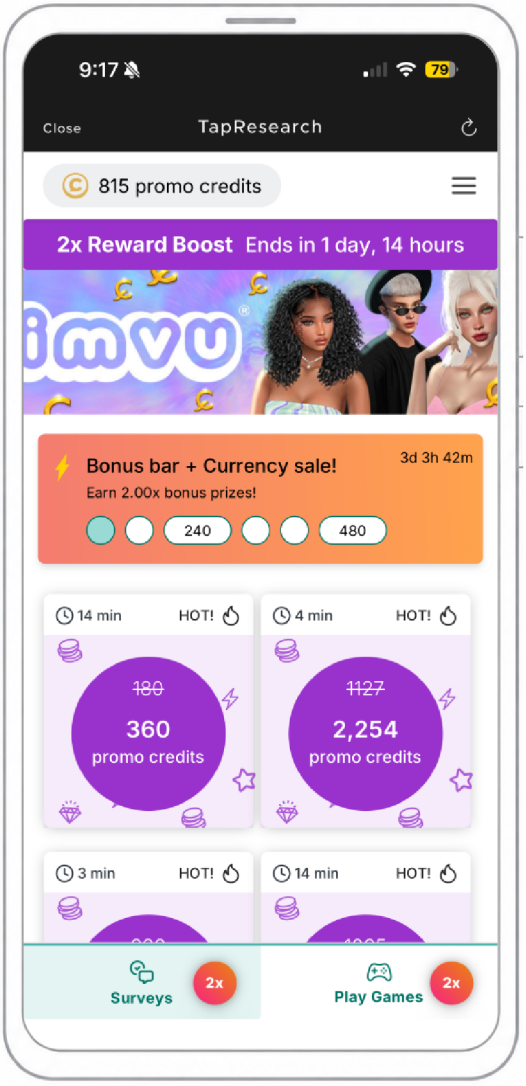


IN THE APP

This is what your app users can earn

Real rewards, surfaced right inside IMVU — from 2× reward boosts to promo-credit offers that keep users coming back.





FROM ACCESS TO ADOPTION

Rewarded surveys, done right.

The publishers getting the most from rewarded surveys treat them as part of the experience — not an interruption. By pairing the right placements with a nimble partner, Together Labs grew revenue while protecting the engagement and retention its community depends on.

TapResearch is now their #1 monetization partner across iOS and Android — proof that understanding what users believe is good for the business and good for the player.

Ready to turn opinions into revenue?

See how rewarded surveys can grow revenue in your app — without the ad fatigue.

Talk to our team →

tap research