

Props Case Study

YouNow's engagement and revenue increase after integrating Props

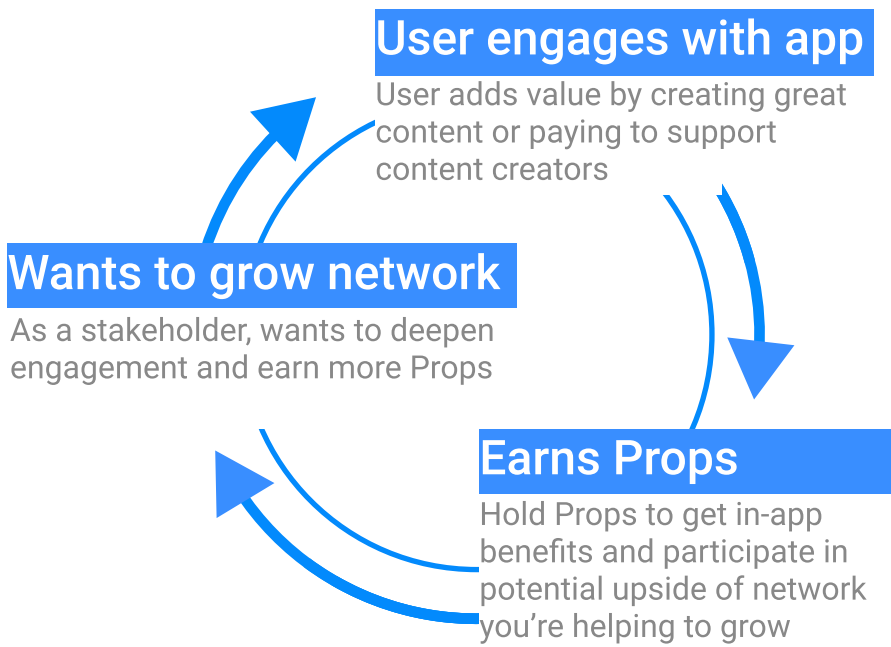


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YouNow is a live streaming social media app with 47 million registered users.

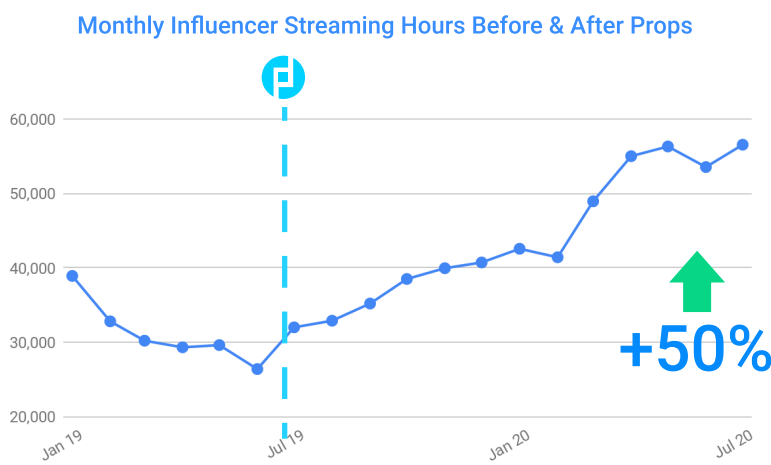
The app is free. Viewers can subscribe or buy virtual items to support their favorite creators, who in turn earn a share of the revenue.

Goal: Improve key metrics such as engagement and revenue



Props Virtuous Cycle

Results: Props used by >5 Million users and improved app KPIs



Increased Influencer Streaming Time

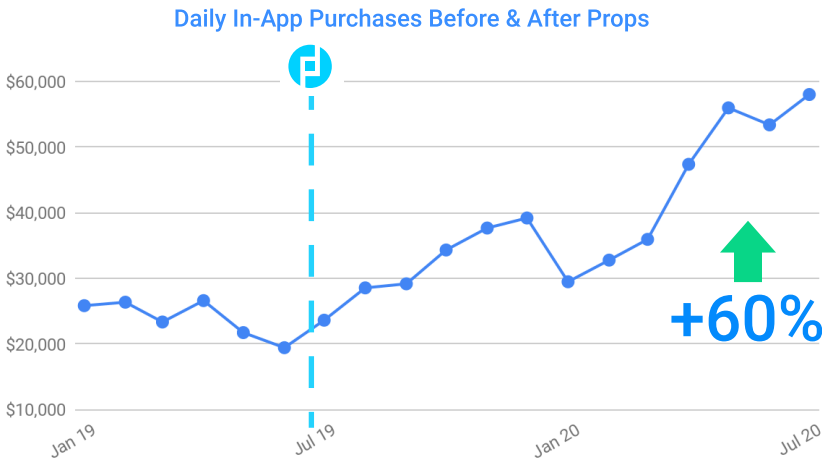
Content creators are streaming more frequently and longer than they were before Props launched.

Monthly Influencer Streaming hours have increased by 50% since Props launched in July 2019, resulting in a boost in user engagement.

Increased Revenue

The YouNow community is supporting broadcasters more regularly and in greater magnitude post-Props launch.

Daily in-app purchases have increased by 60% since YouNow integrated Props in July 2019.



“ I've created content for the past 10 years and this is the first time I will have a financial stake in any network... This is the beginning of an online movement that will take the internet by storm and for the first time ever give power and a financial incentive to the users. ”

Tyler White, YouNow star

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