

CASE-X

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Case study on Clubhouse



Problem – Loss of Exclusivity

Initially, Clubhouse's invite-only policy created scarcity, driving demand. However, after the removal of this system in July 2021, the platform lost its unique appeal.

•**Impact:** Engagement decreased as Clubhouse became a mass-market product, losing its high-status allure and seeing a migration of users to competitors like Twitter Spaces and Spotify Greenroom.

Feb 2021	6
Mar 2021	10
Sept 2021	3.5

users (in millions)

Active user rate fell by 65% after July '21.

Source: [Business of Apps](#).

Strategies

Reintroduce Exclusivity and Brand-image:

- **Influencer-Led Exclusive Rooms:** Allow influencers and creators to create invite-only rooms for their most engaged followers, building fan communities.
- **Ticketed Events:** Offer paid access to exclusive rooms with high-profile hosts or expert-led discussions. Clubhouse can leverage the earlier user behavior of selling invites on third-party platforms (e.g., eBay).
- **Tiered Membership & Profile Perks:** Implement a reward system where high-profile users or those with better engagement ratings gain exclusive access to premium features or rooms.

Areas of Impact:

Community Engagement:

Exclusive events foster tight-knit communities and incentivize participation.

User Retention: Users stay for premium perks and influencer-led content, reinforcing loyalty.

Exclusive Engagement: Clubhouse peaked at 10 million weekly users during its invite-only phase.

Demand for Exclusivity: Invitation codes were once sold for as much as \$400 on eBay, showing a market for premium access.

References link

[Android Central](#)

[Startup Talky](#)

[Fourweek MBA](#)

[Dame Magzine](#)

[BoldHouse](#)

[Hult ISB](#)

[Publize](#)

Problem – Monetization Struggles

Clubhouse's inability to convert its popularity into sustainable revenue impacted its growth and creator retention.

Strategies

- **Premium Subscriptions:** Offer subscription models for exclusive content, events, and advanced networking opportunities.
- **Influencer Chat Rooms:** Introduce monetisation options for creators, allowing them to charge for exclusive rooms for their most dedicated fans.
- **Ticketing for Rooms:** Implement a built-in ticketing system for high-value conversations or celebrity events to replace third-party resales.
- **Creator Monetization & Revenue Sharing:** Allow content creators to earn via tips, paid rooms, and sponsorship deals, with Clubhouse taking a percentage of the revenue.
- **Branding and Advertisements :** Target audience being niche, platforms can host paid brand launches, brand talks, and also incorporate advertisements from ultra luxury brands.

Areas of Impact:

- **Revenue Growth:** Premium memberships and ticketed rooms drive steady income streams.
- **Creator Retention:** Creators earn via tipping, paid rooms, and branded partnerships.
- **Differentiation:** Unlike mass-market platforms, Clubhouse can offer an exclusive, monetized premium community experience.

Creator Economy Growth: The global creator economy surpassed \$100 billion in 2022, highlighting the potential of monetizing creator-led experiences.

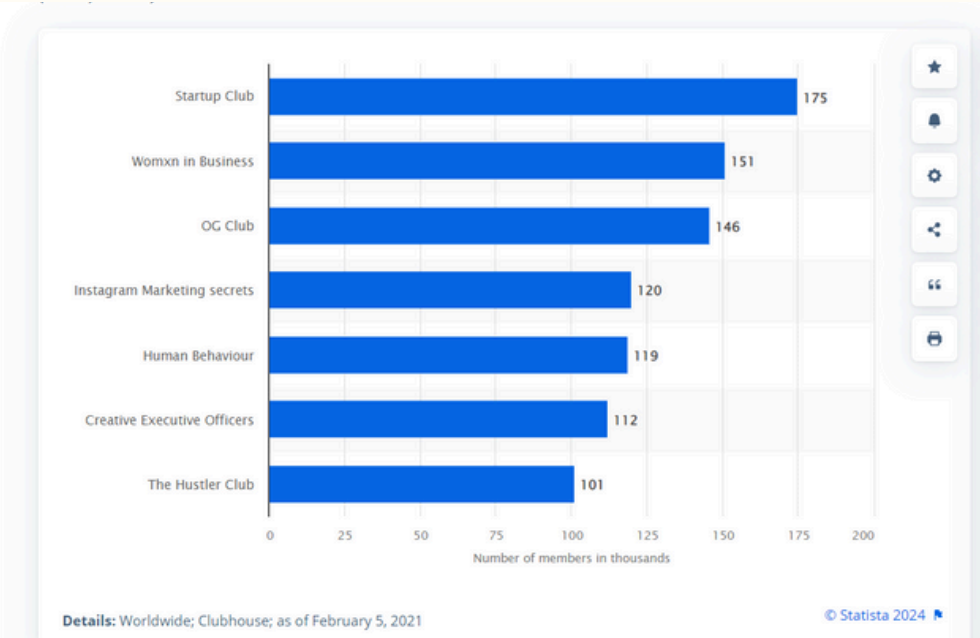
Problem – Intense Competition

Twitter Spaces and Spotify Greenroom replicated Clubhouse’s audio-based format, eroding its competitive advantage. Their integration with larger platforms and user bases gave them a head start.

Strategies

- **Focus on Niche Communities:** Instead of trying to compete directly with mass-market competitors, Clubhouse can focus on niche communities. This includes industries such as tech, business, entertainment, and specific hobbies, targeting professionals, creators, and influencers.
- **Exclusive Professional & Expert Rooms:** Host curated, exclusive events featuring thought leaders, influencers, and industry experts, establishing Clubhouse as a go-to for professional discussions.
- **Advanced Profiling & AI-Powered Content Discovery:** Leverage AI to help users discover high-quality rooms that align with their professional interests. A robust profiling system can reward highly-rated users with better access and visibility, improving engagement and content discovery.
- **Content Moderation:** Implement AI-powered tools to moderate conversations and provide ratings based on content quality, ensuring that users experience high-value, productive discussions.

Platforms that cater to specific communities (e.g., LinkedIn for professionals) outperform generalist platforms in engagement within their niche.



Most followed clubs on the Clubhouse app globally as of February 2021. Source : [Statista](#)

Areas of Impact:

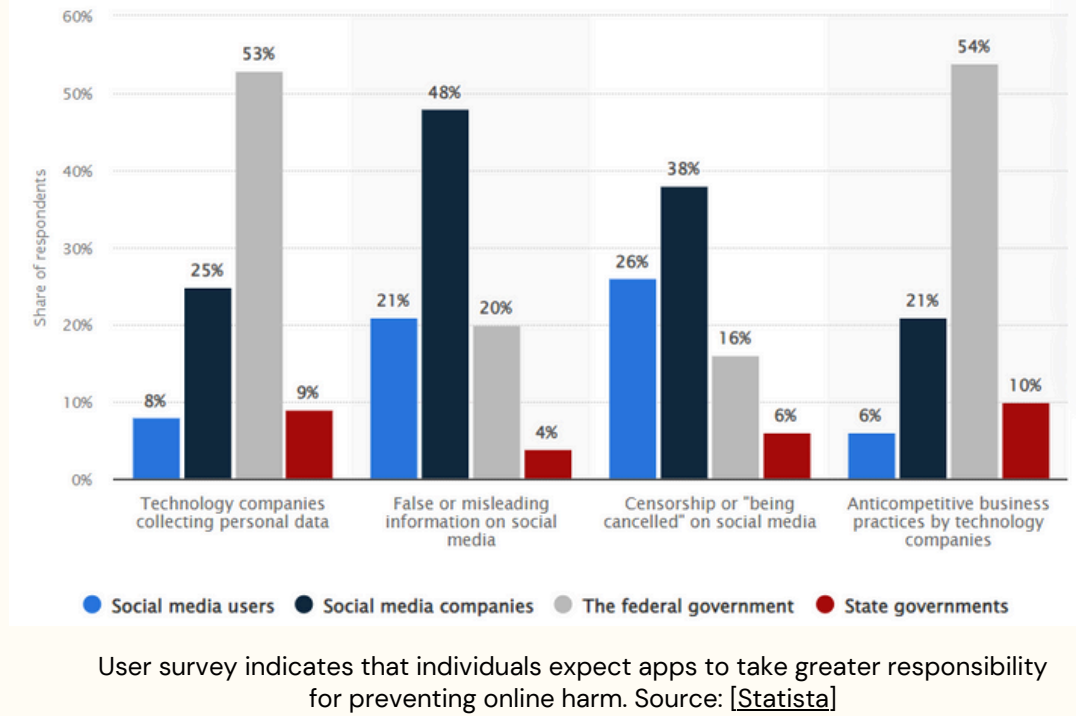
- **Market Differentiation:** Unlike competitors, Clubhouse can specialize in professional and expert-led conversations rather than casual social audio, attracting a higher-value audience.
- **User Retention:** Personalized recommendations keep users engaged, while well-moderated rooms improve the quality of conversations and help build trust.
- **Content Quality:** A robust moderation and rating system improves overall content quality, ensuring engaging and valuable discussions.

Problem –Lack of Feature Innovation & Content Moderation

- Feature Stagnation:** The slow rollout of features like replays or better room management tools led to user disengagement, with limited tools for creators to foster long-term user retention.
- Moderation Issues:** A lack of content moderation has led to toxic or unproductive conversations, impacting the platform’s credibility and user safety.

Strategies

- **Replay & Archive Features:** Enable users to replay and archive important conversations, adding value beyond live events.
 - **Advanced Room Formats:** Provide creators with more control, including structured formats like Q&As, panel discussions, and curated topics.
 - **Profile Perks & Ratings:** Introduce a robust user profiling system where highly-rated users get exclusive access, better room visibility, and perks.
 - **AI-Assisted Moderation:** Implement AI-based moderation tools to rate conversations, flag inappropriate content, and reward quality discussions, improving overall user experience
- **Replay Demand:** 70% of users prefer platforms that allow replay or revisit options for missed content
- Moderation Impact:** Platforms with better content moderation report higher user satisfaction and retention.



Areas of Impact:

- **Engagement & Retention:** Replays and advanced room formats will keep users returning for more, while AI-driven moderation will ensure a safe and productive environment.
- **Content Quality:** Creator control and user ratings help ensure high-quality conversations.
- **User Trust:** Better moderation and profiling systems foster a safer and more trustworthy environment.

THANK
YOU.

References link

[Android Central](#)

[Startup Talky](#)

[Fourweek MBA](#)

[Dame Magazine](#)

[BoldSpace](#)

[Hult ISB](#)

[Publize](#)

[Business of Apps](#)

[Statista](#)