

4+ Million users
immerse themselves
in IMVU each month.

Users create their avatar, express themselves, and engage in a completely unique and creative social experience that brings a deeper level of connection than other social platforms.

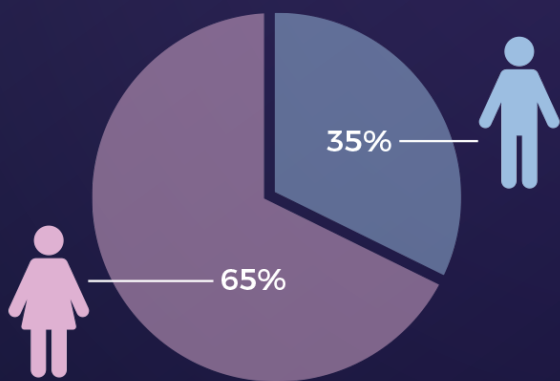
Partnering with IMVU gives advertisers a chance to connect with these highly engaged users, who express themselves creatively through fashion, personal presentation and sharing. IMVU facilitates shared experiences that benefit advertisers by connecting them with their fans through branded experiences only limited by imagination. Go beyond the banner by partnering with IMVU.

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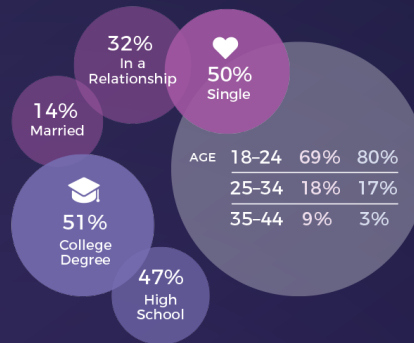
IMVU Users & Platform



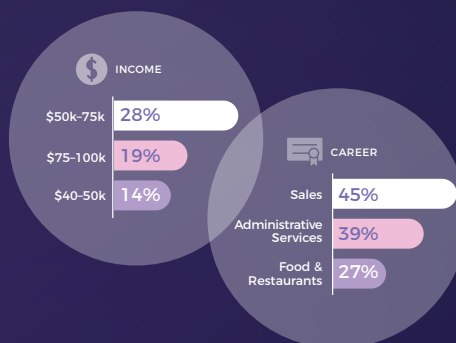
Over 4M+ monthly active IMVU users spend an average of 55 minutes per day customizing their avatars, dressing up, and connecting with other users.



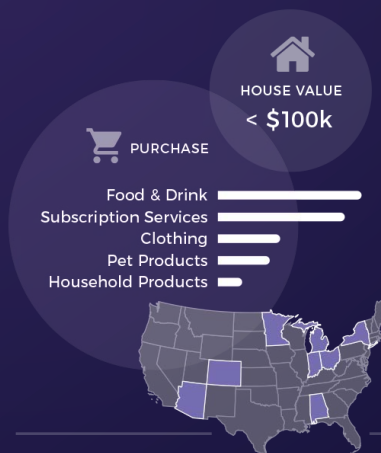
Over 65% of the users on IMVU are women, yet we still support a healthy and active male population.



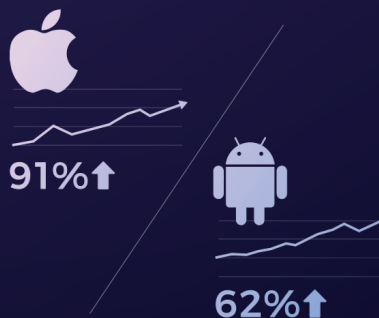
Looking more deeply at IMVU's demographics, there is a large percentage of singles on the platform, along with an even male-female divide. This creates an opportunity for romance themed ads to interest our users.



IMVU attracts a diverse range of users with interests that are a unique and valuable target demographic for entertainment and CPG brands.

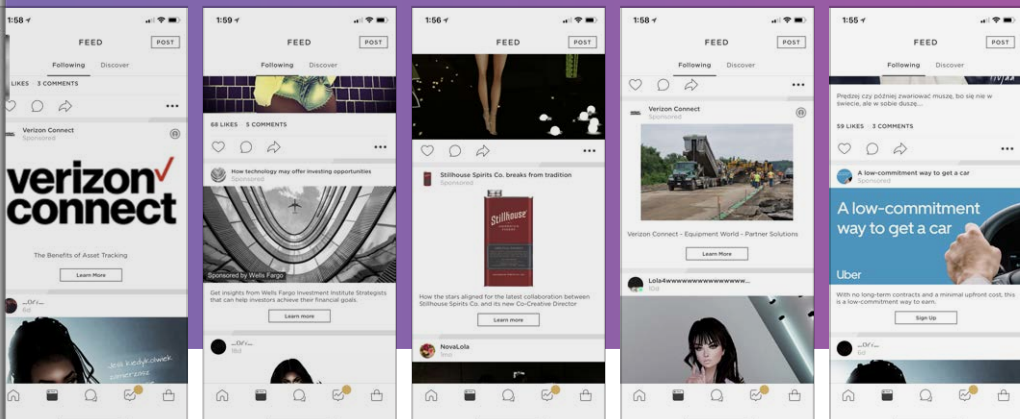
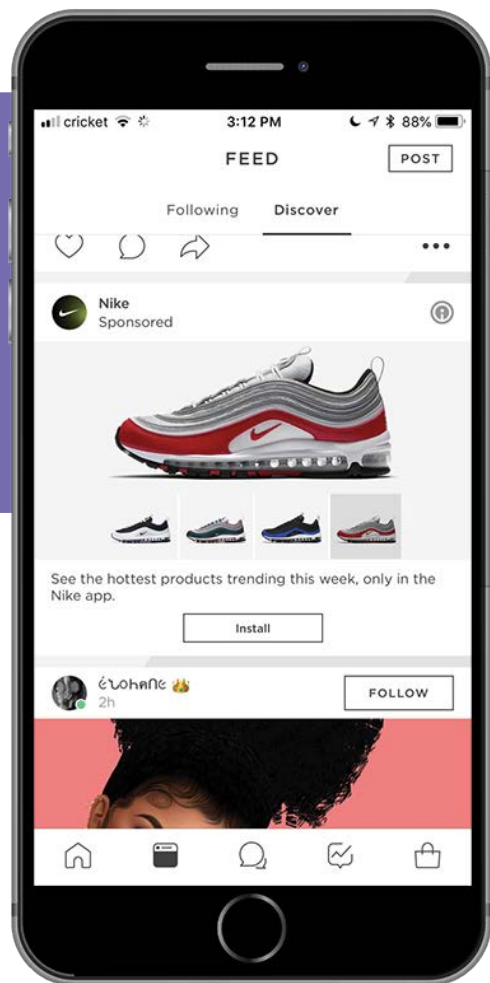


IMVU users are centered in lower-income regions yet have higher than average affinity in consumer product categories.



We are enjoying very very positive mobile growth on both dominant smartphone platforms YoY for the last two years and we expect that trend to continue.

1. Display Advertising

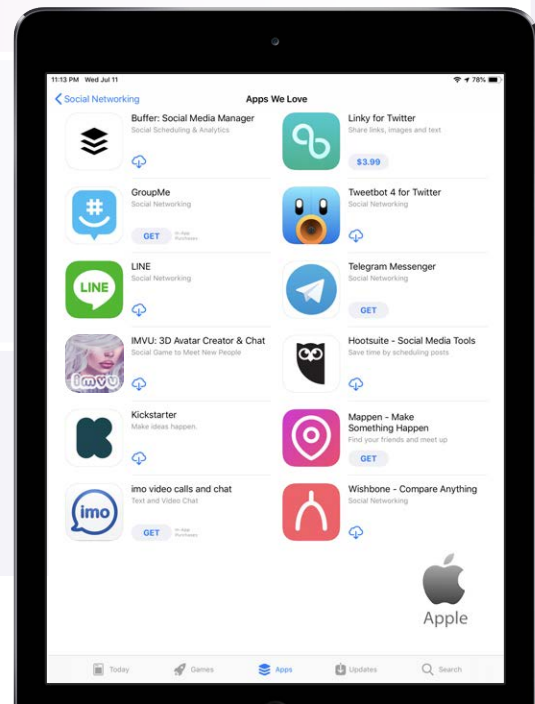
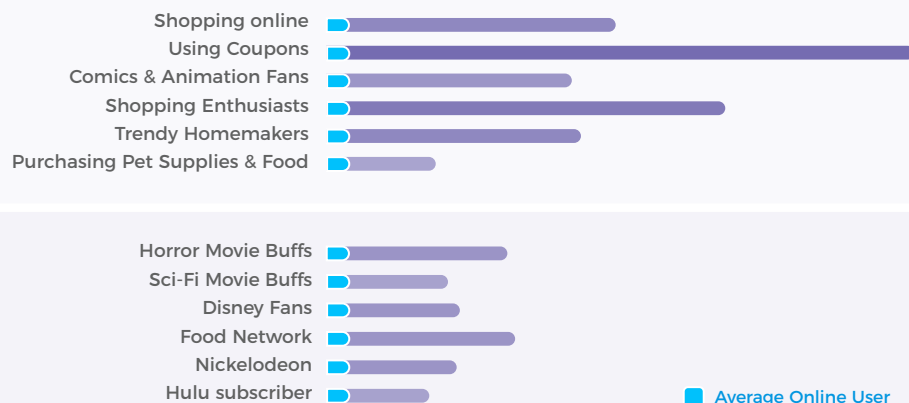


Our display media packages offer premium placement within both our downloadable desktop applications as well as multiple, high-traffic placements on Web, and of course our highly-valued native advertising "in-Feed" on our mobile app.

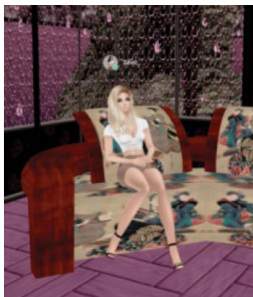
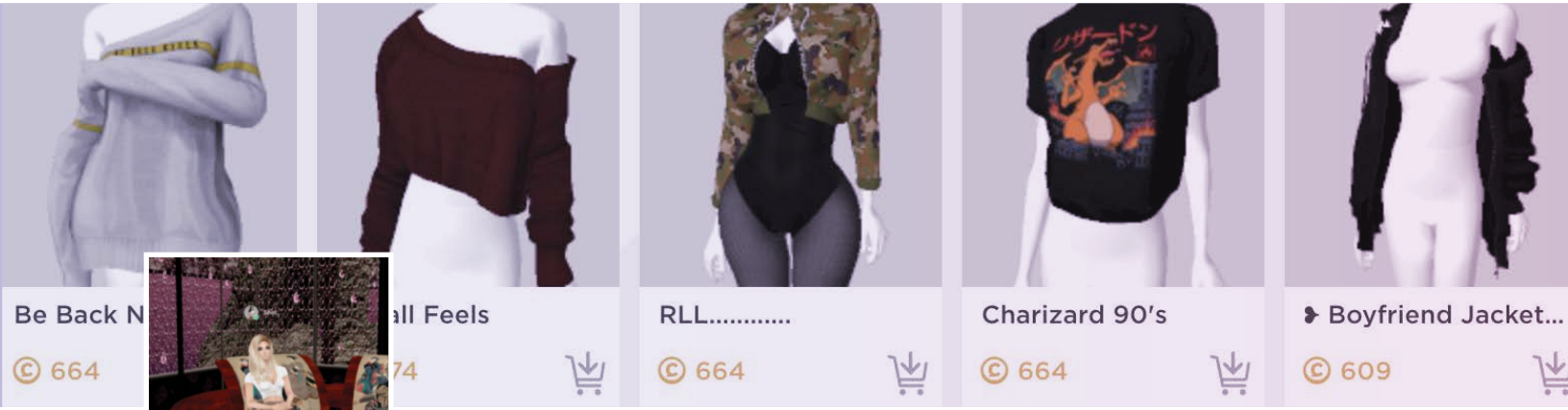
We serve 72.8M Impressions per month on average.

These packages offer the most accessible ways to reach our highly-engaged audience.

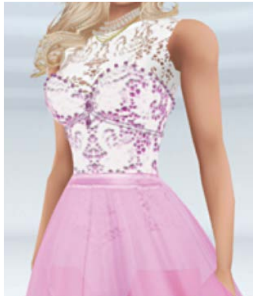
IMVU Users are more likely than the online average to be...



2. Product Integration



Interactive environments that are at the center of the experience.



Design highly detailed and accurate clothing.



High-fidelity design control and variations.

Your brand's products can easily become part of our users' experience by creating virtualized versions of clothing, accessories, rooms, furniture – just about anything you can imagine.

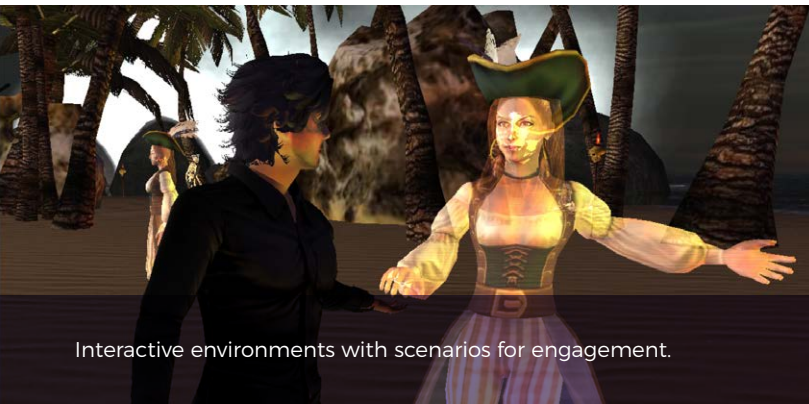
These products can then be merchandised and promoted in our catalog, then ultimately purchased and used by users in their experiences. We offer packages that include merchandising and promotion of these products in conjunction with our regular user events and contests.



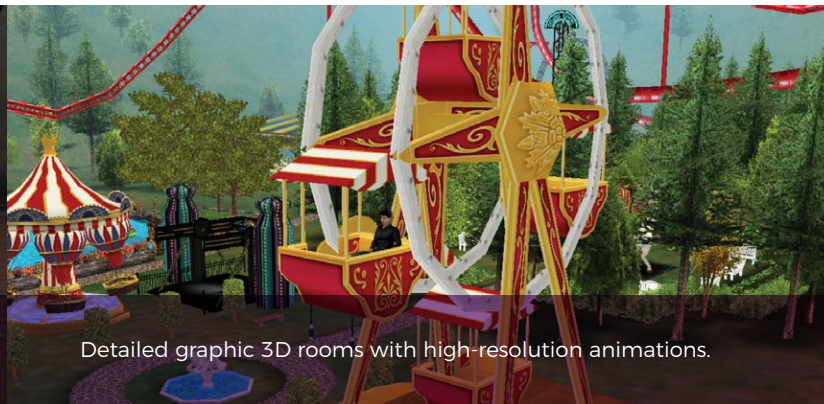
Contact Us for more details on this AD product

advertising@imvu.com

3. Immersive Experience & Exposure



Interactive environments with scenarios for engagement.



Detailed graphic 3D rooms with high-resolution animations.



Environment and product placement stimulate connection.

Beyond traditional advertising, we also offer the ultimate opportunity for brands to create a customized experience where our users can fully immerse themselves.

Whether a replica of a restaurant or store where users can interact with products; or a scene from an upcoming movie launch where users can play a role, an IMVU experience can dramatically and virtually expose our vast audience to your brand.



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on this AD product

advertising@imvu.com

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