Phiture

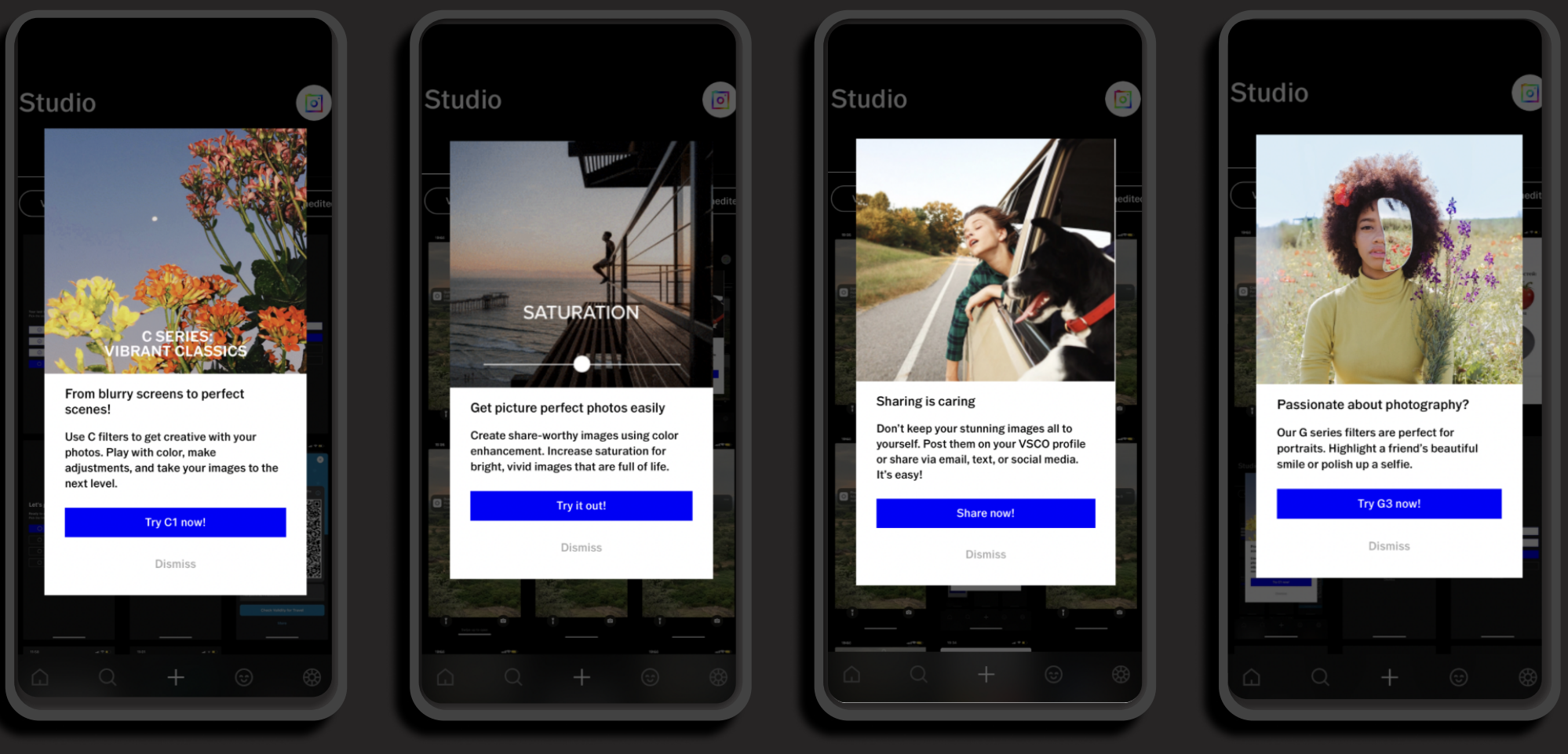
How Phiture boosted VSCO's engagement and decreased churn.

vsco

Photo editor app

+41%

uplift on key action



THE CHALLENGE

Phiture partnered with VSCO in 2021 to address one specific challenge: improve the engagement of users. VSCO is a leading photo and video editor, and already had a well-established community of creators of over 250 million people. To improve engagement, Phiture would need to quickly identify areas to make more efficient, instigate new processes, and help build VSCO's expertise to maintain improvements.

THE SOLUTION

Phiture created new education and feature recommendation campaigns to engage new users, the goal being to increase the number of pictures being edited in a user's first month. Strategic in-app messages were also created to showcase VSCO's premium features. At the same time, Phiture advised on user journeys to improve engagement and reduce Membership churn. For example, an entirely new flow highlighted different premium parts of the product in the weeks and months before subscriptions expired.

THE IMPACT

At the beginning of our engagement, we saw some great campaign-level results with our activation experiments. We achieved a 15% uplift on editing an image, and a 41% uplift on uploading a profile image. Significant progress was also made to reduce churn. Members that had Auto Renew off renewed their subscriptions after being reminded of premium features. Here we saw an improvement of over 21% subscription renewals compared to the experiment control group.

Interested in working with us to grow your app?

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