

R Rakuten Viber

About

Viber is a cross-platform instant messaging and voice over IP application, operated by Rakuten.

www.viber.com

Goals

- Understand user behavior and messaging trends across web and mobile.
- Increase user acquisition, engagement and retention.
- Utilize user insights to continuously improve the overall experience.

Approach

- Used Mixpanel’s Funnels & Insights reports to identify where to improve user experience across their product.
- Leveraged native A/B testing features to launch the most successful possible optimizations.

The Results

+ 15%

increase in messages sent

+ 10%

increase in group chat creation

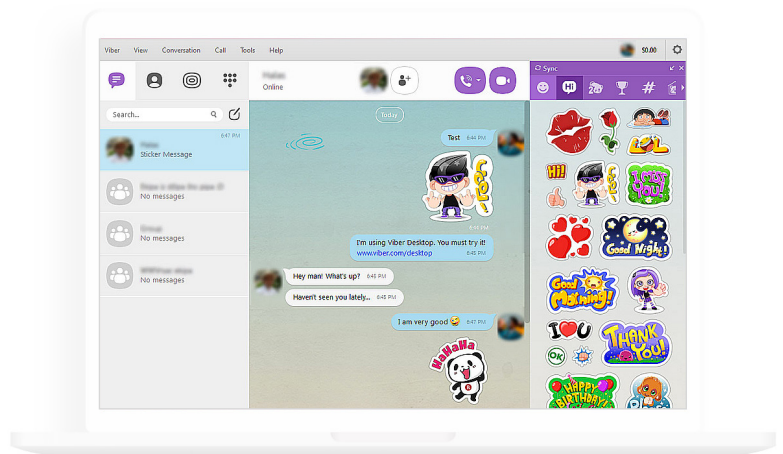
+ 9%

increase in sharing from external sources

How Viber Used Mixpanel to Increase Messages Sent by 15% for Its One Billion Users

With the rise of social media and apps, Viber quickly became a leader in a digital shift that keeps friends and family connected throughout the world. At over one billion users and counting, the app is a fun and seamless way to interact with users and brands.

Viber Product Managers Danny Odes and Oz Radiano’s jobs are to create products that help people make meaningful connections, at scale. They came to Mixpanel to create a best-in-class analytics environment that could help them drive engagement and feature usage.



Why Viber Chose Mixpanel

Mixpanel slots in seamlessly with Viber’s larger data ecosystem and is the primary way Viber conducts user behavior analysis across product and other teams looking for user insights.

“Viber needed a tool for the product managers to make quick and smart decisions. With Mixpanel, we get the answers we need to execute on our vision,” said Oz.

User Experience Improvements with Mixpanel



Attribution Data Sparks Innovation

Measuring attribution sources led Viber to one of their first discoveries: users often begin sessions by sharing photos and links from other apps.

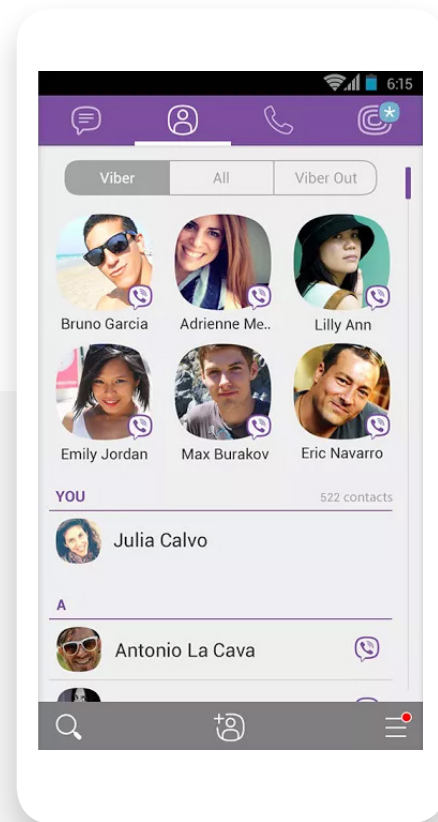
This gave the team an idea: if they could make sharing simpler from external sources, they might increase overall usage.

The team streamlined and shortened the sharing process by deploying Android's Direct Share feature, which made it incredibly easy to share something from just about any app on Viber. The change increased sharing from external sources by 9%.

A Data-Driven Layout Increases Messaging

Mixpanel's Insights feature showed Viber that their users were underusing keyboard functions hidden in the menu. Viber then used Mixpanel's native A/B testing feature to measure how moving stickers, doodles, chat extensions, and the gallery camera within the keyboard layout would impact messaging.

The team knew they had found a design that would positively impact engagement when they saw that the new keyboard increased overall messaging by 15%.



I love Mixpanel because it gives our team a clear and immediate window into how a newly released feature operates in the real world."

Danny Odes

Mobile Product Manager, Viber

What's next?

Leveraging user analytics, Viber is able to systematically move the needle on their most important business metrics: engagement and retention. These metrics signal to advertisers and brands, global powerhouses like Coca-Cola, L'Oreal and Uber, that Viber is a platform to partner with.

In the future, Viber is looking to leverage Mixpanel to build more targeted campaigns by integrating user data with their CRM, helping them identify new growth avenues.