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Better User Engagement and Monetization for **Social Apps**

Elevate User Experience in the Competitive Social Apps Landscape

Is There a Recipe for Successful Social Apps?

One of the defining phenomena of the present times reshaping the world as we know it is the worldwide accessibility to the internet. The lovechild of the World Wide Web is social media, which comes in many forms, including blogs, forums, business networks, photo-sharing platforms, social gaming, microblogs, chat apps, and last but not least social networks.

Presently, there are more than 3.6 billion* social media users across the world. This number is projected to breach the 4.4 billion* mark by 2025. One must ask, however, are all Social Apps equally successful? What drives the growth of a social app?

The answer lies in interactive User Experience, High Throughput System Design, and numerous elements that drive user engagement.

Building a Winning Social App Experience

| Ensure Optimal User-Interactivity

There is such a thing as under-engaged users and over-engaged users. Both situations are unfavourable for social apps as the former might bore the users, and the latter may overwhelm them. User interactivity must be sufficient to provide leeway for users to experiment with their profiles, generate, and share content. While this is partly a design challenge, it is majorly a technical challenge. Social apps with poor interactivity features are weeded out fast from the market.

On the other hand, Social apps with refined Real-Time Engagement features successfully captivate an ever-growing band of loyal users.

| Design a Highly Scalable Platform

Handling a high volume of active users requires a robust social app design. If a social app cannot handle too many active users at once, the app might behave unexpectedly, hang, or crash - compromising the end-user experience altogether.

Any interactive and live engagement feature must be integrated with thorough scrutiny - a solution that scales well and handles peak user volumes well, no matter how demanding the real-time engagement is.

| Make Reliability and Flexibility a Focus

Often, new Social Apps rely on native development for building real-time engagement features. While they may deliver the right results, they often break during scalability and user-experience changes.

Partnering with a leading Real-Time Engagement solution provider can be of immense benefit for Social App developers and Product Managers - given they bring the right expertise and powerful experiences to the table.

| Drive Effective Monetization

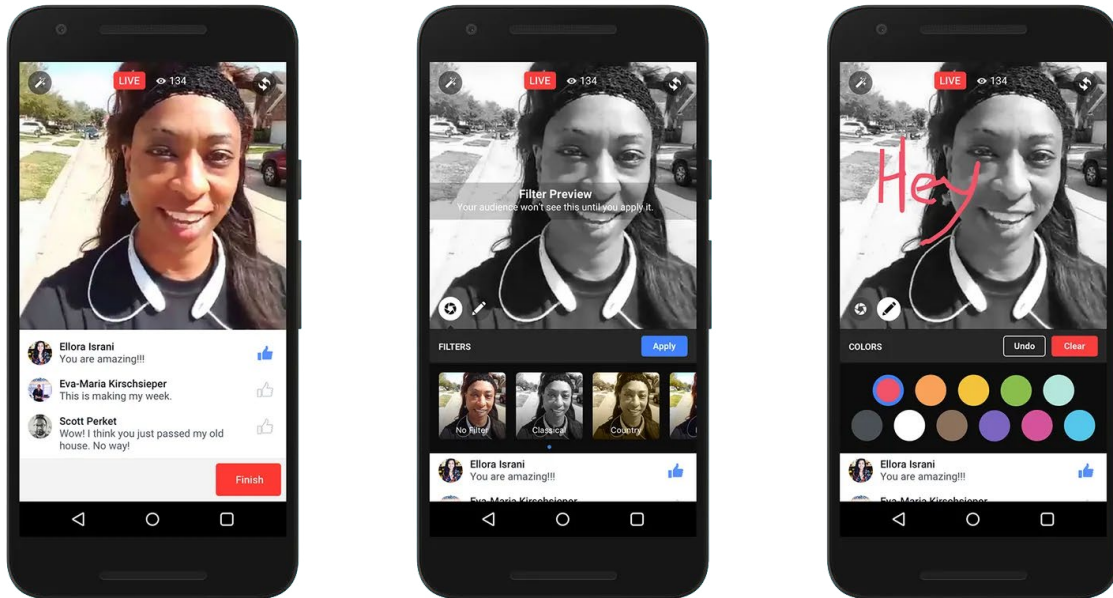
Often, new social apps have to wait long enough to achieve critical user success before they can monetize their platform - whether through sponsored ads or any other revenue model.

Real-Time Engagement accelerates user experience, an important metric that snowballs into massive user-base growth. Integrating the RTE capabilities within a social app can make monetization much faster because it directly corresponds to the user value.

*Statista | <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

Deliver a High End Social App Experiences

Experience-first products are centred around user engagement. Multiple tactics and strategies can be incorporated into building such a social platform. Live video engagement and live-hosted events are great examples of this philosophy.



| The New Social Paradigm: Live Engagement for All!

Part of the appeal of live video broadcasting is the direct interaction a user can have with the host or other users during a session. For instance, one of Agora's customers, which is a social discovery, and dating app, uses a feature that allows users to broadcast themselves, watch other broadcasts, invite others to join their streams, and chat with users in real-time.

Similarly, a social robotics company uses Agora for delivering real-time video and AI technology to enable transcended connected experiences for remote users.

Almost *3.5 billion people around the world use social media and many of those users are broadcasting or engaging in live streams.

Live streaming has become a vital feature in social apps as more users look to interact and share real-life moments with their family and friends in real-time, grow their followings, or even establish themselves as creators.

A high-end Social App experience must be critical for user engagement, retention, and monetization.

The foundation of delivering such an experience is centred around the Real-Time Engagement capabilities of the platform itself.

*Statista | <https://blog.hootsuite.com/simon-kemp-social-media/>

| Enabling Live Engagement and Media Rich Experiences

Your ideal users are already habitual of using social apps and platforms that offer them live-engagement features namely - live videos, live chat rooms, virtual host-centred events, and rich media experiences (including interactive activities, games, etc.).

A key growth driver for your brand can be feature-rich live engagement capabilities that allow your users to create memorable experiences and compel other users to join your platform. For instance, you add pizzazz to online dating apps, chatrooms, virtual Karaoke, podcasts, and other social engagement features that attract user growth.

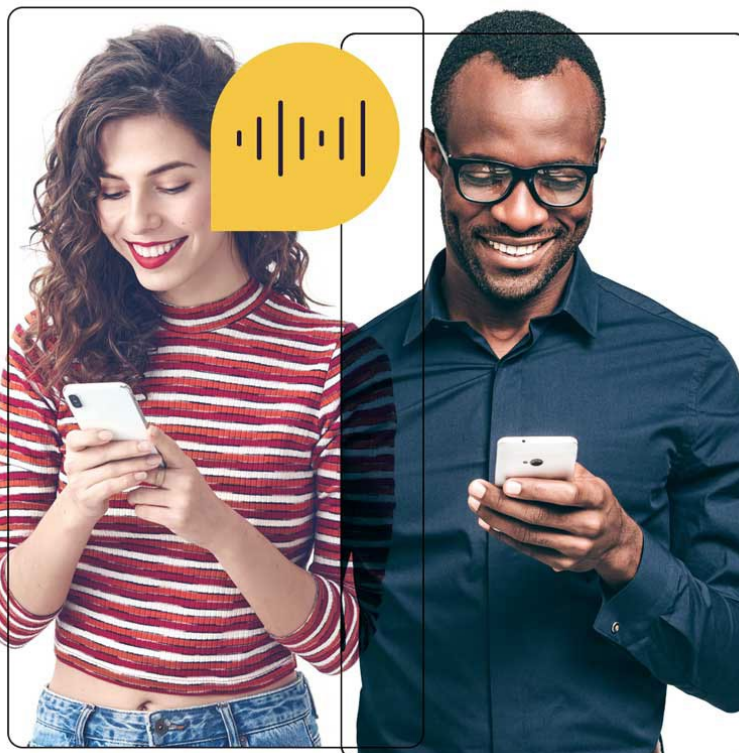
| Create a Robust Design for Monetization

The goal of any app is to increase engagement among users and with the app itself, but social apps are particularly dependent on their *engagement metrics, as the numbers are used to drive in-app advertising and other monetization opportunities. However, finding a way to keep users engaged and encouraging them to return to the app beyond the initial download can be difficult.

That's why more social apps are implementing live features—live interactive streaming and live group chat into the user experience.

| Delivering a Seamless User Experience

Besides a high-throughput design, your social app must also feature ultra-low latency across the board to bring people closer in real-time. A seamless user experience calls for an immaculate design and superfast functionality - something that can be implemented through reliable real-time engagement solutions. Agora's for Social Apps.



*Statista | <https://www.agora.io/en/blog/in-game-monetization-with-live-engagement-features/>

Agora for Social Applications

| How Social Apps Leverage Agora's Capabilities?

Agora's voice, video, and interactive streaming delivered with ultra-low latency across our SD-RTN network bring people closer together in real-time. Recording, real-time messaging, content moderation, and other engaging features make for a super-rich social experience — for groups and audiences large and small.



Outstanding audio and video quality

Agora's SD-RTN™ provides a smooth experience so your users can focus on their interaction—not the technology they're using. Our SOLO™ and NOVA™ audio codecs ensure natural audio reproduction.

Advanced in-house algorithms provide adaptive resolution, while immediate initial video rendering and seamless channel switching provide a reliable stream without delay, against even the most challenging network conditions.



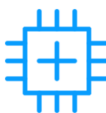
Full functionality

Agora gives you the best of both worlds: more functionality than CDN services and affordable pricing. Our RTE Platform provides cross-channel co-hosting, enables real-time messaging features, and lets you monitor channel status in real-time. Record multiple streams locally or on the cloud, controlling the audio and video quality as well as the recording layout. Our SD-RTN™ enables both local and server-side RTMP conversion for seamless integration with CDN services.



Fun and engaging effects

With smooth, reliable interactive streaming, you can start to have fun. Creative options keep users engaged and excited about coming back. Agora's real-time engagement solution includes voice effects— from sound mixing to reverb—and the ability to include local background sound and sound effects. With AR facial masks and filtering, your users can even play with their physical appearance.



AI-powered services

Take advantage of smart algorithms to improve the quality of engagement while reducing the need for human intervention. Use Agora's adaptive noise cancellation to filter out ambient or unwanted noise so that voices come through crystal clear.

You can extend Agora's platform capabilities with third-party services including facial recognition, AR facial mask, facial beautification, and more.

Use Cases for Social Apps

| Live Streaming

Apps based on small social groups require seamless peer-to-peer engagement. Dating apps are an example of social apps that require superb real-time engagement features to be successful. Features like live streaming and virtual group activities are staple for modern social apps to retain users and accelerate growth.

| Social Collaboration

Community and creative social platforms require real-time collaboration features to stream live user content. Social apps that feature instructional content require flawless live streaming capabilities to ramp up their User Experience.

| Remote Telepresence

Remote Telepresence and connected app technologies are on the rise. The demand for live connection of users at scale via live streaming has rendered RTE as a mandatory design functionality for high-performance social apps.

Built for Real-Time Social Apps from Ground Up

| For Apps Built for Small Social Groups

Texting is common in dating apps, but embedded voice and video are revolutionising the dating industry and every nook and cranny of the social app world. From small, intimate private chats with friends to group karaoke on Agora's virtual KTV channel, innovators are finding that video and voice interactions are increasing in-app user engagement.

Integrating fun features like custom avatars, face filters, and virtual gifts are also creating social connections and driving revenue.

| For Large Host-Centred Event Apps

With Agora's SD-RTN, you can scale up to huge audiences on the fly and engage people across the globe—without compromising the quality and clarity of your customer's demand. Events can have one host or several and you can bring battling hosts together to compete for virtual gifts or votes, with fans reacting in real-time using text messages, video and audio chat, emojis, and more.

| For Apps Streaming Large Interactive Events

Whether you're building a podcast or a video streaming app, our Real-Time Engagement Platform helps you to achieve your goals quickly and cost-effectively.

When you need to reach a large audience, Agora's global SD-RTN can scale your stream up to a million people and you can be confident that the audience is receiving smooth, reliable video and audio. Want to add an element of fun? Agora offers custom-designed avatars to perform hosting duties and other engaging features.

Agora in Action: The Meet Group Case Study



| About 'The Meet Group'

The Meet Group owns and operates the most engaging dating communities in the world, spanning five apps including MeetMe, Skout, Tagged, LOVOO, and GROWLr.

Serving millions of daters daily, their community sends 70 million chats per day. Each month, their live streaming solutions entice their community to spend 1.1 billion minutes in video streaming.

The Meet Group leverages Agora's RTE capabilities to deliver seamless experiences to its users over the MeetMe app.

Part dating app and part social discovery, the MeetMe app aims to connect people all over the world. To help users feel even more connected to the app and its growing community, the developers added the Live video feature—allowing users to chat in real-time, live-stream themselves, watch others live stream, play games, and send virtual gifts.

| How Agora Augments Meet Me's User Experience and Performance?

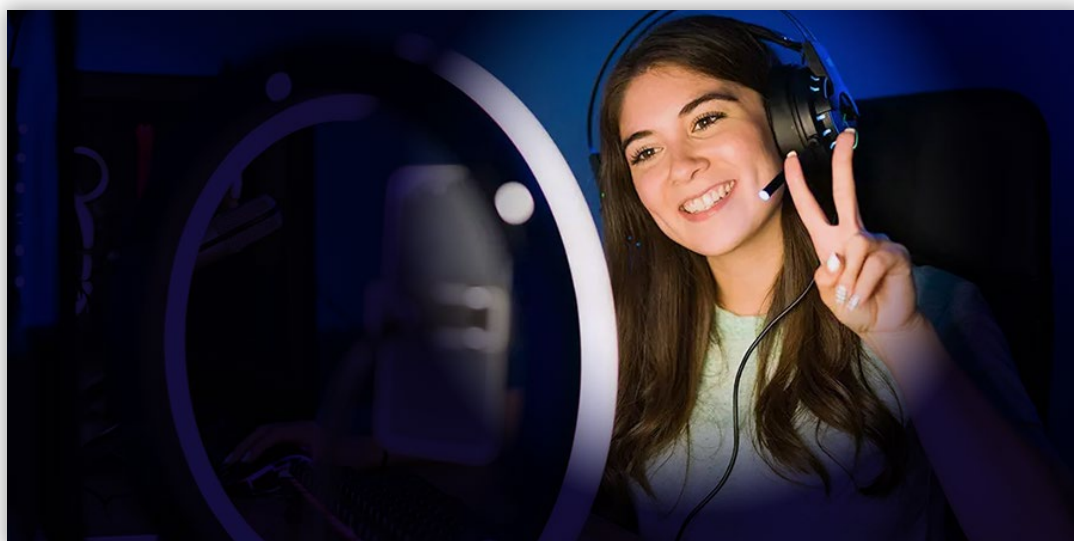
To ensure a flawless live stream and a truly engaging live video experience, MeetMe utilises Agora's Voice & Video APIs for crystal clear video with extremely low latency on a proven network that powers over 60 billion minutes of real-time engagement each month for users all across the globe.

Whether implementing one-on-one video chats or live streams with nearly unlimited participants, MeetMe was able to rely on the Agora global SD-RTN™ network's extremely low latency to support seamless real-time video experiences with no jitter or lag anywhere in the world. An easy-to-deploy and customizable solution with out-of-the-box functionality was also important for The Meet Group and Agora's video and voice APIs were the right answer.



"We already had a dedicated user base, so we wanted to make sure when we launched Live the experience was as seamless as possible. Agora's API was simple to integrate and only took about two weeks to install. The support we received for our web-based implementation was also a plus."

GEOFF COOK, Co-Founder, and CEO, The Meet Group



Ready to Take User Experience to the Next-Level?



Deliver Live Video and Streaming Services at Scale



High Throughput, Low-Latency Solution



Drive Impeccable Customer Experience



Uninterrupted Social User Growth

Any scale, Any use case

[Talk to an Agora expert now!](#)