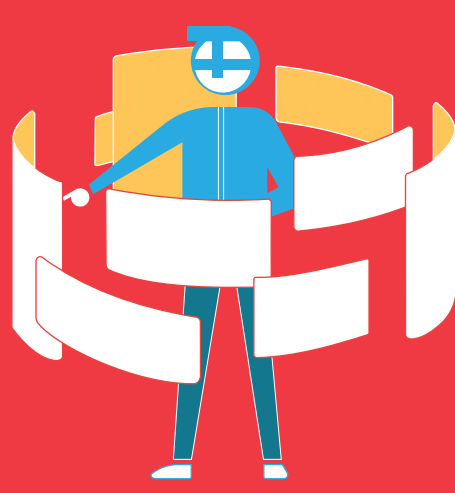


How to Build a Virtual Events App to Truly Engage Users Long Term



With the past year proving that virtual experiences—like online concerts, sporting events, and conferences—can be just as engaging as in-person ones, at PubNub we can confidently say: virtual events are here to stay.

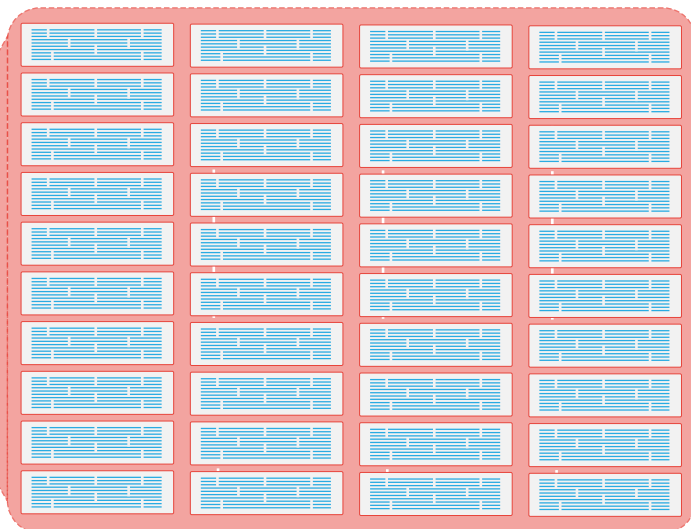
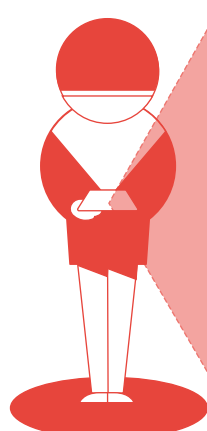
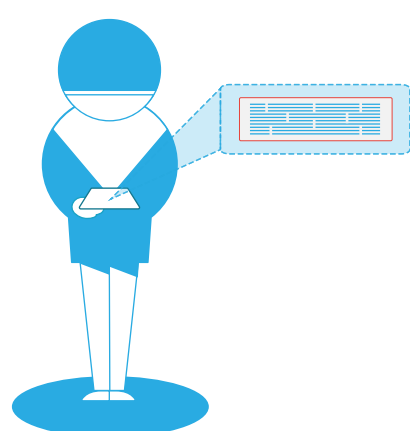
But with fierce competition in the virtual events space, company’s need to ensure that their apps and platforms are full of engaging features to keep users entertained, attentive, and coming back. Here’s PubNub’s insights, gathered from our customers, about how you should build your virtual event platform to attract and retain your users for the long term.

The most important feature to build is...

IN-APP CHAT. Why? Our customers have found that by adding real-time chat alongside live streams of events, they can significantly increase audience participation and growth.

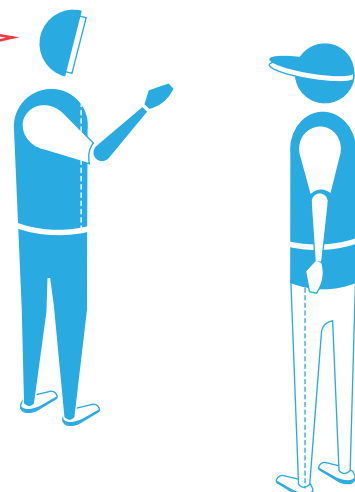
40x

After adding chat, vFairs grew usage and their user base by **40x**. Implementing scalable chat has been key to JUNO’s 2021 customer growth of **400%**.



“When audience members see chat happening live, they can feel the energy of the event and feel like they’re really part of something.”

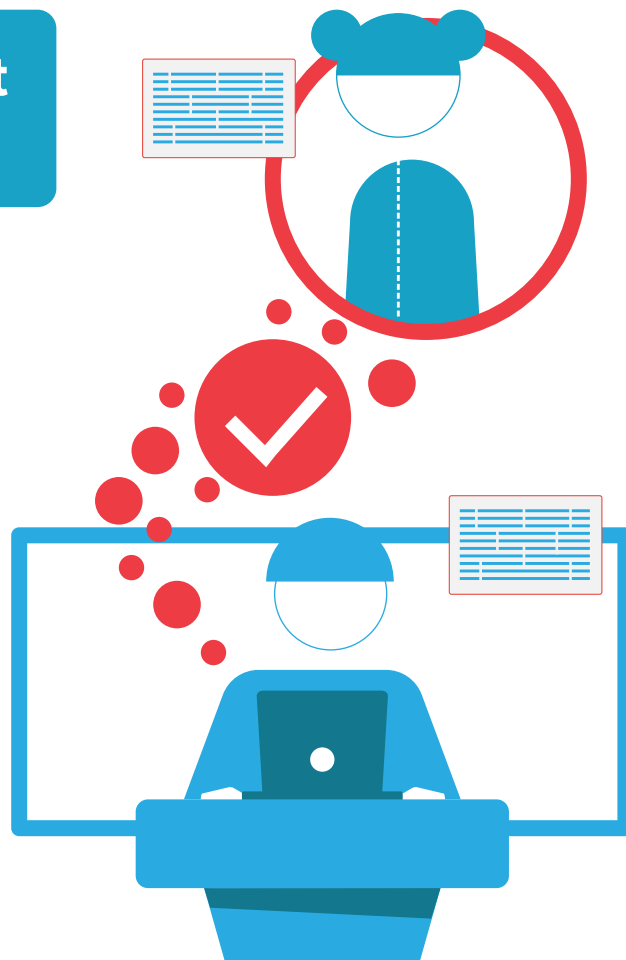
—Kyle Heller
Co-Founder + Chief Product Officer
Veeps/LiveNation



What additional features boost user engagement?

Aside from in-app chat, here are the top five features our customers additionally build into their virtual events platforms to ensure users continuously engage with their friends, family, and fellow fans during online concerts, sporting events, and more:

- 1) Online/offline presence detection
- 2) Message reactions and emojis
- 3) Polls and quizzes
- 4) Notifications when events start
- 5) Content moderation



But, no amount of features matter if you can’t operate them reliably and at scale, especially as user volumes fluctuate during events. Of the customers we spoke with:



80%

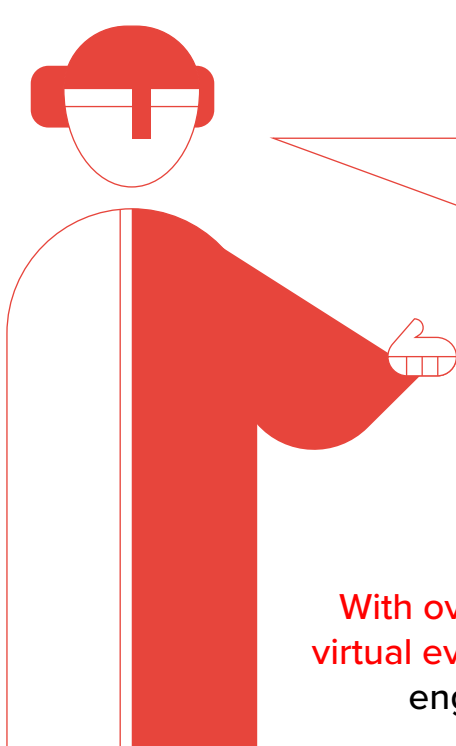
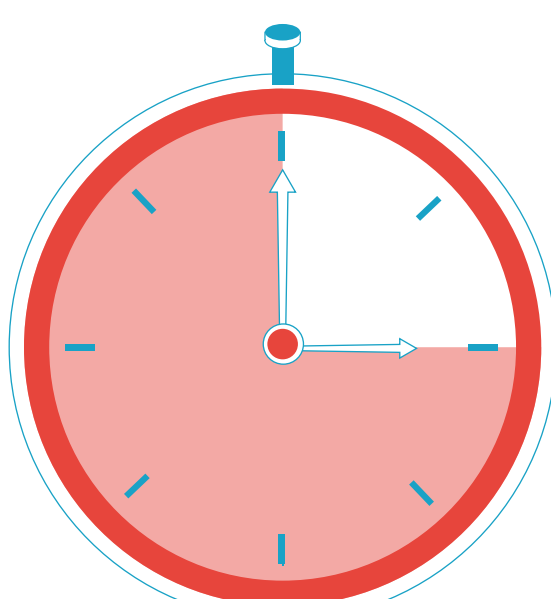
80% stated concurrency limits were their top concern when building out chat.

And that’s understandable: features that cannot work for audiences of 10 or 10,000 lead to a poor user experience and significant engagement declines, and require devs to work overtime trying to maintain, operate, and scale the backend—which is why at PubNub we have no concurrency limits or overage charges.

By building out these essential features for engagement with a third-party platform, like PubNub, you can benefit from time savings and cost reductions.

75%

By building their chat with PubNub, our virtual events customers have decreased dev time by **75%**.



“It was a no-brainer to go with PubNub to power our entire platform. We knew we would be supported by PubNub no matter how many users and messages we were handling.”

—Justin Poliey
Director of Product Engineering
LiveLike

With over **503.4 billion messages** sent from over **62.2 million virtual events users**, PubNub has the expertise to support your engaging in-app features—from chat to polls to profanity filtering—reliably, no matter your audience size.

If you’re looking to build scalable, fully-featured virtual events that are just as lively and energetic as in-person ones, get in touch with our sales team.