

# HOW TO BUILD A LIVE 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 and hybrid events are here to stay.

But with fierce competition in the live 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 live event platform to attract and retain your users for the long term.

## THE MOST IMPORTANT FEATURE TO BUILD IS...

### **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 also been key to JUNO’s customer growth of 400%.

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*“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 at Veeps/LiveNation

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## WHAT ADDITIONAL FEATURES BOOST USER ENGAGEMENT?

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

-  **Presence**
-  **Message Reactions**
-  **Polls & Quizzes**
-  **Mobile Push Notifications when Events Start**
-  **Content Moderation**

**80%**

Of all the customers we spoke with, 80% stated concurrency limits were at the top concern when building out chat.

**But, no amount of features matter if you can’t operate them reliably and at scale, especially as user volumes fluctuate during events.**

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 live events customers have decreased development time by 75%.

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*“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 at LiveLike

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Reaching over 800 million devices monthly, PubNub can seamlessly support your live events, no matter the audience size.

If you’re looking to build scalable, fully-featured live events, *get in touch with our team.*