

Fabulous' word of mouth growth with App Invites

Company

Fabulous is a research-based app, incubated in Duke University's Behavioral Lab, that helps in-grain Healthy Rituals into your life. Fabulous works with Dan Ariely, a behavioral scientist and NYTimes bestselling author of "Predictability Irrational" to help people get rid their bad habits and replace them with healthy ones.

Challenges

Fabulous users were asking for a mechanism to easily share the app with friends. However, after implementing their own SMS/Email invitation, Fabulous began hearing concerns from users who didn't understand why they needed to grant a health app access to their contacts. Fabulous ultimately decided to remove the feature after spending weeks developing it. However, they still needed an invite and share function, and decided to try App Invites.

Solution

Users started using App Invites seamlessly from day one. **App Invites installs now account for 60% of all Fabulous installs via referrals.** Moreover, **share clicks increased by 10% with App Invites**, because Fabulous was able to simplify their UX, and combine SMS and email into a single interface, allowing users to focus on sharing vs. trying to figure out which channel to choose.



FABULOUS

10% installation rate

28% acceptance rate

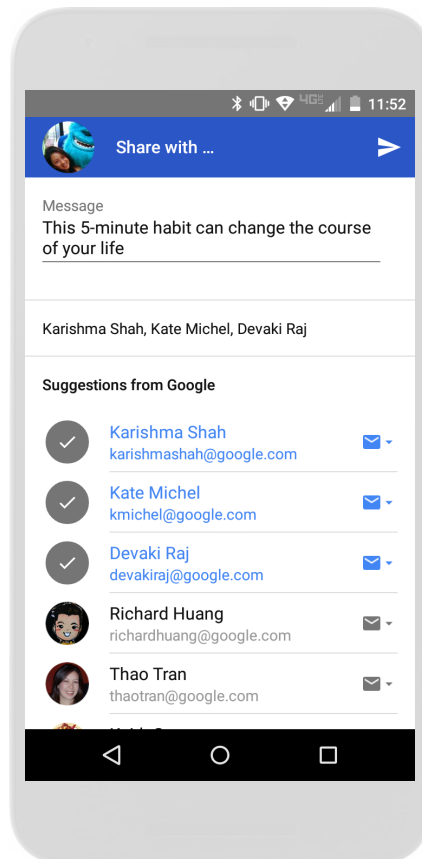
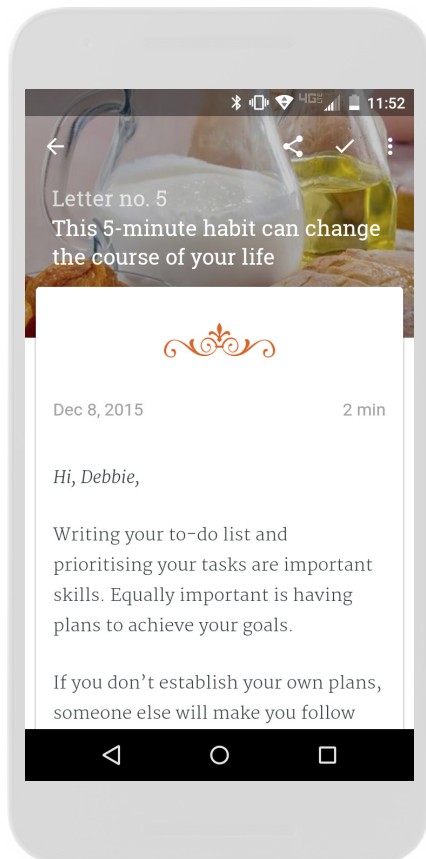
In A/B testing, share clicks increased by **10%** with App Invites vs. standard SMS & email share options

2x higher retention for users acquired via App Invites vs. other channels (including organic)

*30-day averages

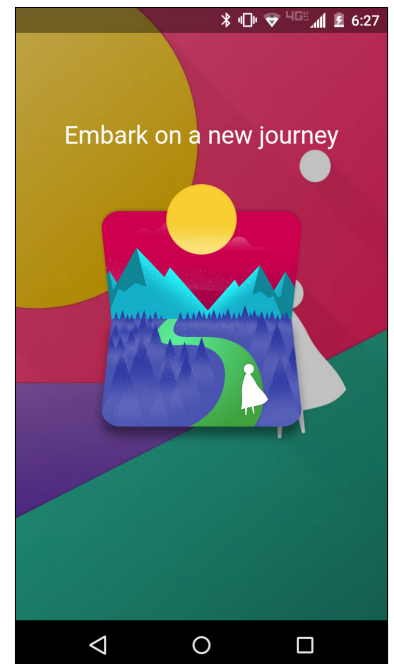
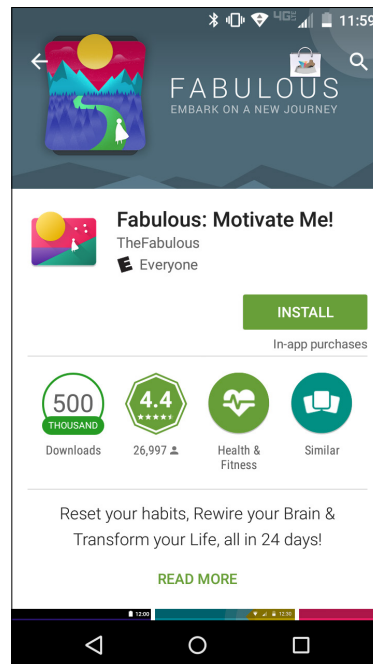
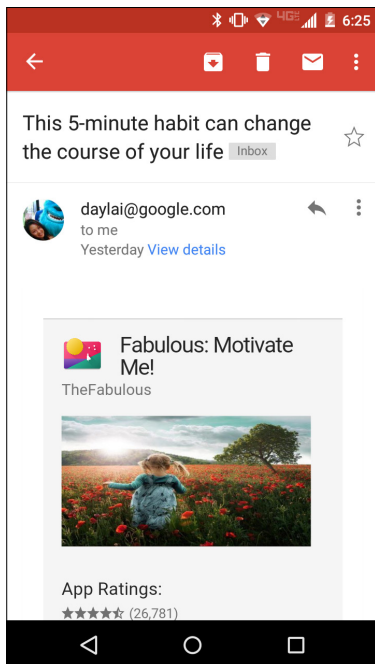
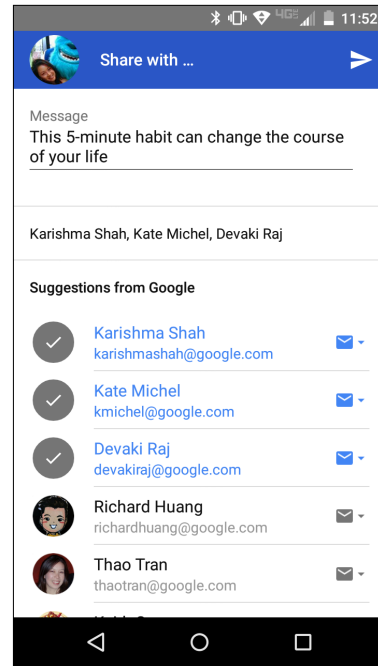
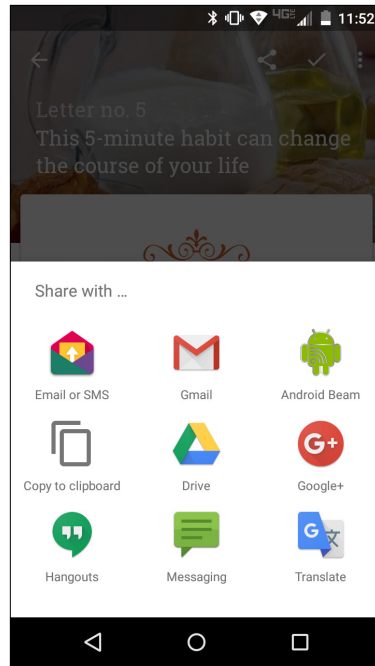
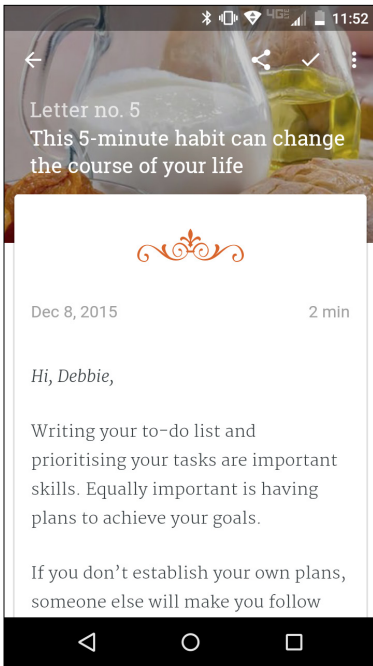
"It took me only a few hours to implement App Invites vs. several days of work when we built our own solution. It was straight forward."

- Amine Laddhari,
CTO



Find out more about App Invites at:
g.co/appinvites

App Invites at a glance



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