



## CASE STUDY

### The Challenge:

**Influence Mobile** needed a way to streamline their customer onboarding. With multiple launches each month, tracking user progress through registration and game downloads was critical to measure engagement and retention.

With Kubit's intuitive dashboards, **Influence Mobile** can closely monitor each release across the onboarding funnel, optimizing the user experience and driving sustained growth.



*"I love that Kubit is so easy to play with. It's very **user-friendly** to **explore all the data and events** available and take a variety of routes to **tailor that data** to whatever role or department you are in."*

**Megan Brockavich**  
VP of Operations

### RESULTS

**30%** increase in ROI within 1 month of improving onboarding flows

#### KEY METRICS GAINED:

User engagement

User retention rates

Friction in user flows

Active/inactive users

- **Launched high-performing features faster**, accelerating successful rollouts.
- Paused rollouts for **underperforming planned features**.
- Analyzed onboarding steps to **optimize registration and downloads**.
- **Reduced steps in their onboarding** experience to boost conversions.
- **Proactively detected fraud** by identifying unusually fast reward completions.

Want to see the full product in action?

[Book a Demo](#)

