

CASE STUDY

Zoomerang Increases User Interactivity With Virtual Effects

How Zoomerang, one of the largest, social-focused, all-in-one video creation apps leveraged BytePlus Effects to create a vibrant and interactive marketplace, filled with immersive templates and filters.

ABOUT ZOOMERANG

Launched in 2018, Zoomerang is a video editing mobile application and marketplace that enables users to produce and generate engaging social-first content. Featuring a diverse collection of ready-made templates, Zoomerang helps creators streamline the content creation and editing process with a few clicks.

Industry

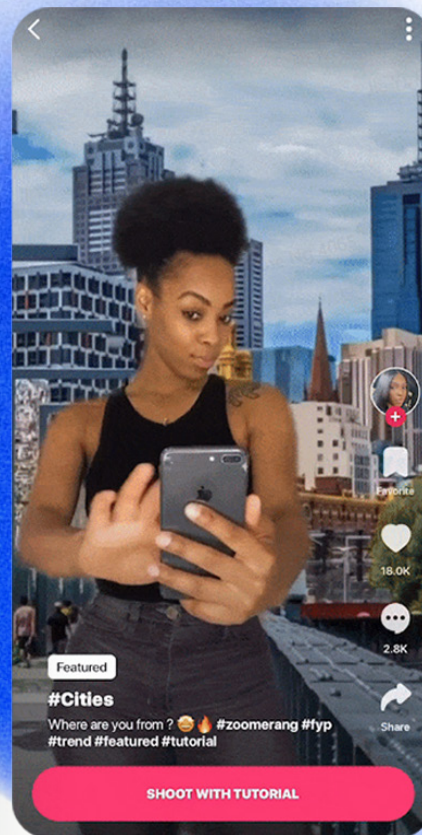
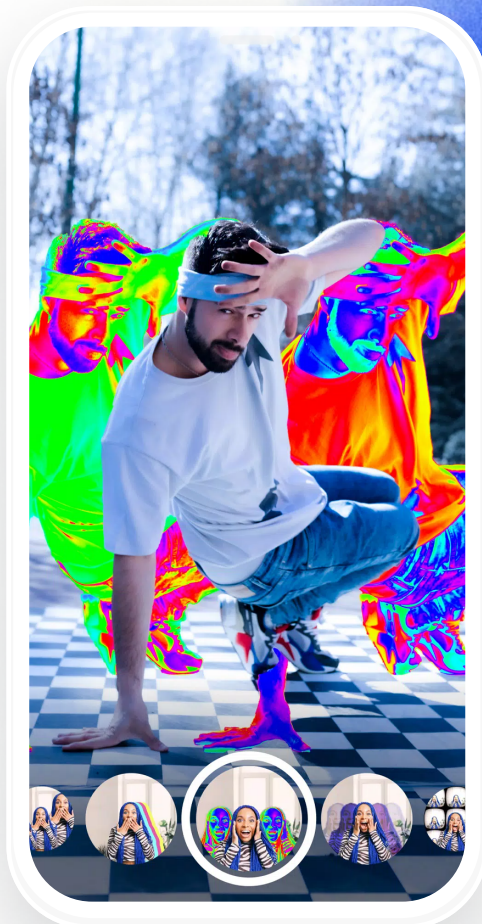
Media & Entertainment

Product

BytePlus Effects

Region

EMEA

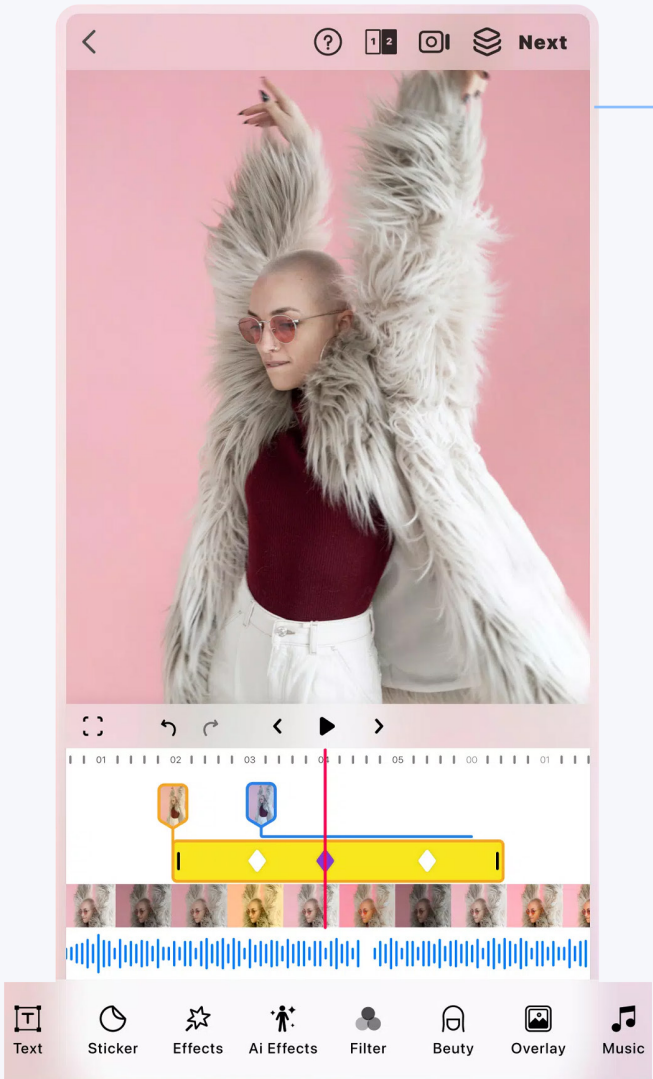


CHALLENGE

Expanding Zoomerang’s Library of AR Stickers and Filters

As Zoomerang grew rapidly, they needed to expand their suite of editing tools to allow users to create more interactive and diverse content. With its goal of being an all-in-one platform for short-form video creators to produce and publish their content, Zoomerang was limited by its infrastructure and technological capabilities.

Zoomerang explored advanced solutions that can bolster its library of existing templates and create new filters, such as AR suppliers that could leverage computer vision technology to perform background segmentation and face detection.



A major challenge faced by Zoomerang was the demand from its users to have video formats, filters and effects that reflected the social media trends of the time.

Zoomerang found that being up to date with these trends was an important factor in retaining its users over a longer period of time.

SOLUTION

Keeping Pace with Social Media Trends

After evaluating various solutions in the market, Zoomerang chose BytePlus to help them expand their library of AR filters and effects.

“We were actively looking for an AR provider that understood who we are as a business, and provided high quality effects and background segmentation for various use cases,” said David Grigoryan, co-founder of Zoomerang, “BytePlus stood out to us as a vendor that understood the technicalities of what we were searching for.”

Zoomerang implemented the BytePlus Facial and background segmentation algorithms that went live on the different sections of the application — the main page, video editor, and template creation — **and is being used by over 1,500,000 users monthly**. The solution resulted in users being more satisfied with a wider selection of tools to create engaging content, in turn increasing their time spent on the application.

Another feature implemented was background segmentation, which allowed Zoomerang users to create more immersive filters. **To date, over 500,000 users have utilized this feature, and over 70,000 video templates have been generated by users.**

BytePlus has allowed Zoomerang’s users to increase their engagement with the content that they publish, amassing over **2 billion views** on Zoomerang videos that have been shared on TikTok.

RESULTS

>500K

Users have utilized Zoomerang's background segmentation feature.

>70K

User-generated video templates.

>2 Billion Views

Zoomerang videos shared on TikTok.

SOLUTION

Ease of Implementation and Integration

Having grown to over 25 million users on its platform, Zoomerang also needed to be able to deploy these solutions at scale with minimal disruption.

BytePlus worked closely with Zoomerang to enable seamless integration of creative effects and tools on its application. Within 30 days, BytePlus was able to implement background segmentation, face beautification and facial effects features on Zoomerang.



“With BytePlus Effects, we were able to help our community of users create a more vibrant and interactive marketplace, filled with video templates and filters that are more immersive and engaging.”

UPCOMING PLANS

Moving forward, Zoomerang is planning the next few updates on its platform that utilizes BytePlus Effects' facial landmarks, with an estimated release of over 1,000 effects and filters published by its users daily.

Together with BytePlus, Zoomerang aims to be able to help creators globally to monetize their creations through a marketplace model on its platform.

ABOUT BYTEPLUS

Borne from ByteDance's technology, BytePlus helps clients' businesses to grow through a wide range of intelligent technology solutions. Our dedicated team of specialists works hand-in-hand with customers to help create better products, yield better experiences, and realize business growth.

By working with our team of experts, developing inventive ways to attract and engage with your customers has never been easier. We focus on removing the complexity from digital transformation, so brands can deliver rich experiences driven by data and create a forward-thinking culture.

[Click here to learn more about what BytePlus Effects can do for your business.](#)

