

Case study:

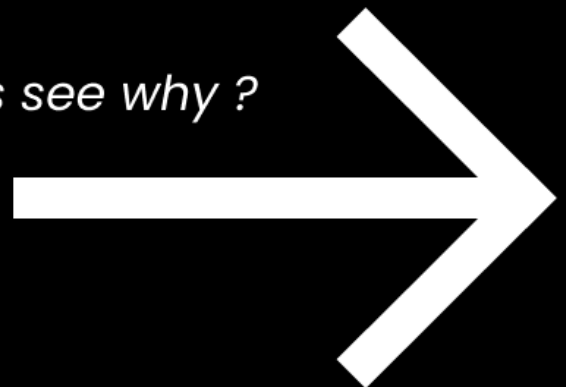
How our penthouses went viral?



We have reached two achievements very recently:

- More than **1 million minutes spent** in our penthouses
- More than **100,000 visits** to our penthouses

Let's see why ?



Starting assumption in April 2022 :

Web3 metaverse is trendy but nothing is really **available** and **usable**.

So we wanted to build something :

- immediately available
- easily accessible
- customizable
- elegant
- and with enough features to be useful...

Why building on spatial.io ?

We decided to build on Spatial, a little known platform at this time but with a huge potential because :

- **Highly accessible** : Just with a link, on browser, mobile and VR
- **Excellent UI/UX** : iOS like, very intuitive
- **The necessary features to generate UGC** : Screen sharing, microphone, camera, upload files, pictures, vidéos, 3D objects...
- **Clever and fast working team**

Elegance :

Finally, we wanted to stand out with the **visual quality** of the space.

At that time, photorealism and Unreal Engine 5 were not in the pitch decks of all new metavers and the average graphics of those in vogue blocked many potential users.

So with the architectural studio Polycount (*which we have since bought*) we spent hours on the finishing touches and details to push the possibilities of spatial to the maximum.

Results :

The 18/06 we launch the sale :

- **2500** Penthouses sold
- **1.2M\$** generated

Since then (4,5 months later) :

- **+1 million minutes spent** in the penthouses
- **+100 000 visits** to the penthouses
- **10 minutes average session** time (+1000% vs website average)
- **400ETH** of secondary volume

But above all, lots of use-cases...

Users have made this space their own :

There were many more **use-cases** than we had imagined :

- Podcast recording
- Hub for public institutions
- Courses provided to students
- Multi-artists concert
- Client onboarding to metaverse
- Marketing activations for brands
- Company HQs
- Art Galleries
- Influencer's community meetings
- Masterclasses
- Team meetings in VR
- Viewing parties
- ...

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Live music concert

Digital Hub for Dubai chamber of commerce





Simultaneous party in Samsung tower in NY and in the metaverse



Influencer meet-up

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 **Ramit H.** • 2e
General Manager, Chalhoub Group | Ex- Vice President HTC ...
2 mois • 

+ Suivre ...

There are no fancy jargons. No advice. 😊 Just inspired and excited over purchasing my first NFT Metaverse penthouse, overlooking the Eiffel Tower, on the **Exclusible** platform by sharing my recent opinion piece that got publish ...voir plus

[Voir la traduction](#)



Own your hyper realistic penthouse in the virtual world

agbi.com • Lecture de 4 min

Article about the penthouses by Ramit H., General Manager of Chalhoub Group.

 **Julien Maldonato** • 2e
Conseil Industrie Financière & Web3
3 mois • 

+ Suivre ...

#Metaverse = Unlimited reality!

thanks to **Exclusible** **Thibault Launay** **Pierre Guigourèse**

[Voir la traduction](#)



Julien Maldonato, associate at Deloitte using the penthouse to onboard clients about the metaverse

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**Now, you
know the
story 🙌**

*DM me if your brand wants to explore
the metaverse !*

Hugo Gesbert

