

META REALITY LABS

Building Multi-Channel Lifecycle Programs for a Category That Had Never Been Done — Automation, Segmentation, and Experimentation at the Center.

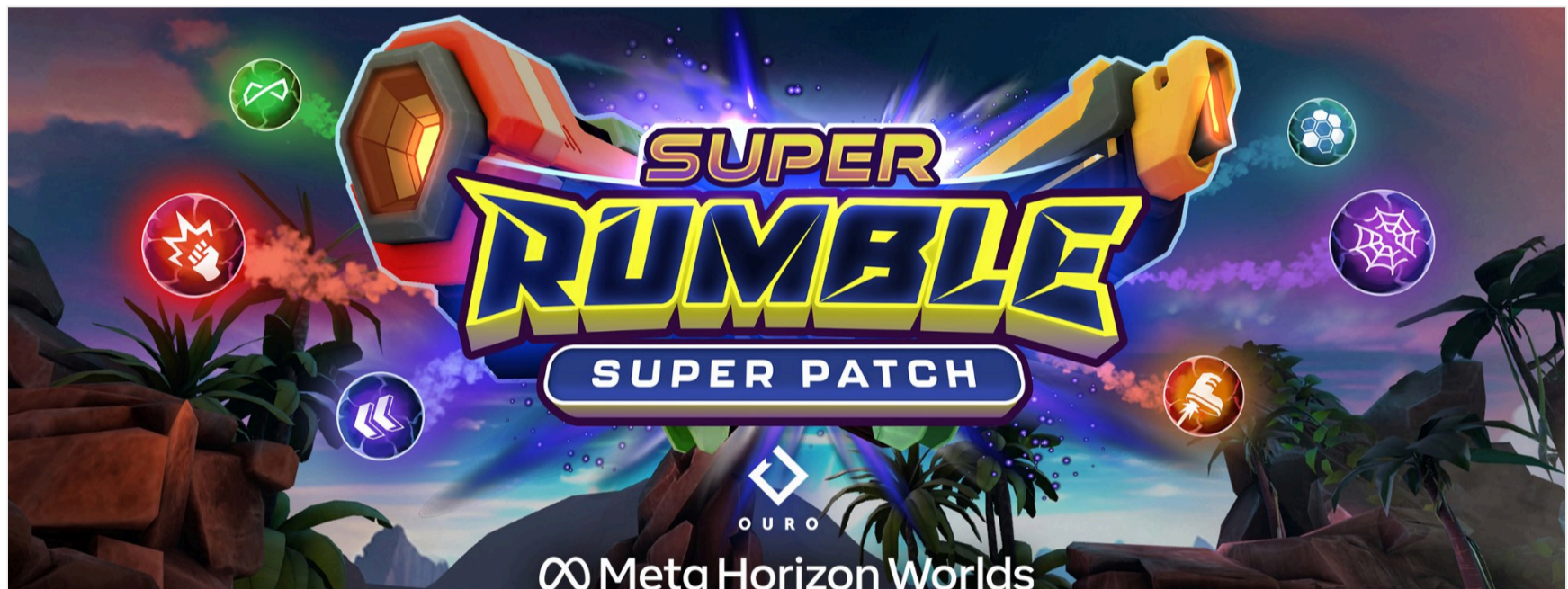
ROLE
Lifecycle Strategy Manager

PRODUCT
Horizon Worlds (Social VR)

SCOPE
Acquisition · Onboarding · Retention · Re-engagement

CHANNEL
Email · Push · In-App · Lifecycle Automation

<p>32%</p> <p>RETENTION LIFT</p> <p>Active creator base</p>	<p>28%</p> <p>ONBOARDING LIFT</p> <p>Completion rate</p>	<p>3</p> <p>LIFECYCLE STAGES</p> <p>Acquire · Onboard · Retain</p>	<p>Global</p> <p>MARKET SCALE</p> <p>Multi-market, privacy-first</p>	<p>A/B</p> <p>ALWAYS TESTING</p> <p>Experiment-first culture</p>
--	---	---	---	---



THE CONTEXT

Social VR had no lifecycle marketing playbook. I wrote one.

Horizon Worlds was Meta's flagship bet on the metaverse — a creator-built social VR platform competing for attention in a category most people hadn't tried yet. The lifecycle challenge was unlike anything in traditional digital marketing: how do you retain creators who build inside a product they can barely explain to their friends?

I joined as Lifecycle Strategy Manager (via Media.Monks) embedded within a highly matrixed team spanning Product Marketing, Engineering, and Decision Science. My mandate: architect the lifecycle program for creator acquisition, onboarding, and retention — email-led, built to scale across push and in-app channels — inside the world's most privacy-scrutinized communications environment. Tools: Salesforce Marketing

THE CHALLENGE

Three simultaneous problems, one channel, zero precedent.

The product was hard to understand. Horizon Worlds required creators to learn 3D building tools, community mechanics, and a monetization system — all inside a headset. Most creators dropped off before they ever published their first world. Standard onboarding playbooks didn't apply.

The platform was under intense scrutiny. Operating inside Meta meant every communication framework had to be built privacy-first, legally reviewed, and compliant with global data regulations — with no room to move fast and break things.

The audience was new. Horizon Worlds creators weren't traditional digital marketers or developers — they were world-builders, gamers, artists, and experimenters. Lifecycle had to meet them where they were. And the business needed all of it delivered simultaneously: an acquisition strategy, an onboarding program, a retention engine, product launch campaigns, and a re-engagement motion — in parallel, at pace, in a matrixed organization where every decision touched Legal, Product, Engineering, and Decision Science.

THE CREATOR LIFECYCLE — MAPPING THREE STAGES TO MEASURABLE OUTCOMES

STAGE 1 — ACQUIRE

Getting creators to show up and take their first real action.

Creator acquisition required understanding why someone would want to build in VR in the first place — and meeting that motivation with a clear, low-friction path to their first published world.

I built acquisition messaging around possibility, not features: what kind of creator are you, what could you build, and here's exactly how to start.

Behavioral triggers fired based on signup source and initial product touchpoints to deliver the right message to the right creator archetype from day one.

Partnered with Decision Science to map early behavioral signals that predicted long-term creator retention. Built acquisition nurtures designed to accelerate those signals. Owned the content calendar and targeting alignment across the acquisition stage — ensuring message, segment, and timing were coordinated across email and in-product surfaces from day one.

STAGE 2 — ONBOARD

Translating complex 3D features into clear, actionable email education.

The onboarding challenge was genuinely hard: you can't screenshot a VR world. Standard lifecycle email — screengrab, CTA, done — didn't work when the product lived inside a headset. Every email had to communicate depth and possibility without being able to show the actual experience.

I built a behavioral onboarding sequence that fired based on where a creator was in their building journey — not a fixed 1-2-3 cadence. Milestone triggers: first asset placed, first test session, first published world. Each stage had a distinct message arc: Learn it → Try it → Share it. Experimentation was built in from the start — A/B testing subject lines, send timing, feature education depth, and CTA framing at every stage. Learnings from each test fed directly back into the next iteration, creating a continuous optimization loop that the team could build on.

Result: 28% improvement in onboarding completion — the metric that most strongly predicted whether a creator would still be active 90 days later.

STAGE 3 — RETAIN

Keeping builders building — through feature launches, community, and cultural moments.

Retention required two different motions depending on creator state: active creators needed feature education and community storytelling to go deeper; dormant creators needed a reason to come back that felt relevant to them personally.

For active creators: product education series tied to major feature releases, with personalized recommendations based on what each creator had already built.

For dormant creators: re-engagement campaigns anchored to high-visibility product launch moments — including the Jack Harlow "No Place Like Home" VR concert and BLACKPINK Horizon Worlds event — using cultural heat to pull lapsed creators back with a personal, identity-forward message: *your world could be part of this*. These weren't one-off campaigns. They were the re-engagement motion built into the lifecycle program, with performance readouts delivered to leadership after each activation.

WHAT MADE THIS DIFFERENT — PRIVACY-FIRST LIFECYCLE AT SCALE

THE PRIVACY CONSTRAINT

Building in the most regulated communications environment in tech.

Meta's communications infrastructure is built around some of the world's strictest privacy and data regulations — and for good reason. Every lifecycle framework I built had to be reviewed for compliance across multiple global markets, with explicit opt-in architecture, granular preference management, and zero tolerance for edge-case data use.

THE CONSTRAINT THAT BECAME A CAPABILITY

Privacy-first lifecycle design forces precision. You can't blast a list and optimize later. Every trigger, segment, and message has to be justified by behavioral signal and legal review before it goes anywhere near a send queue. The result was a communication system built on genuine behavioral relevance — not volume.

The privacy frameworks I built became reusable infrastructure — compliance playbooks that could be applied to future feature launches without starting from scratch each time. Operating inside these constraints was also the foundation for responsible AI practice: every personalization decision, targeting rule, and behavioral trigger had to be justified, reviewed, and documented — the same discipline that governs ethical AI-powered lifecycle marketing.

THE DATA SCIENCE PARTNERSHIP

Connecting lifecycle KPIs to platform growth — not just email metrics.

The most valuable work I did at Meta wasn't writing subject lines. It was building the measurement architecture that connected lifecycle email behavior to actual platform outcomes.

In partnership with Data Science, I developed dashboards that linked:

- Email engagement signals to 30/60/90-day creator activity rates
- Onboarding completion milestones to long-term retention probability
- Feature education open rates to feature adoption in-platform
- Re-engagement campaign response to dormant creator reactivation

This made lifecycle a leading indicator of platform health, not just a channel metric — and gave Product Marketing a feedback loop they hadn't had before. I delivered regular performance readouts to leadership connecting lifecycle program results to platform retention and creator growth targets, translating data into strategic recommendations for the next quarter's roadmap.



RE-ENGAGEMENT THROUGH CULTURE — JACK HARLOW & BLACKPINK

THE RE-ENGAGEMENT APPROACH

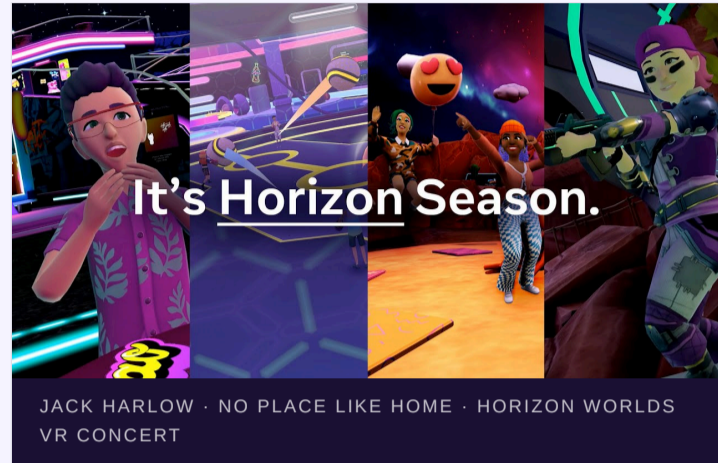
Identity-forward messaging, not feature-forward.

Standard re-engagement email: "We miss you. Here's what's new." The open rate is 8% if you're lucky.

The approach I built instead: anchor the message to the creator's identity, not the platform's features. Jack Harlow is building in Horizon Worlds. BLACKPINK is bringing their concert here. *You were here before it was this. Come back and see what it's becoming.*

Segmentation: lapsed creators were bucketed by build type (music worlds, social spaces, game worlds) and received re-engagement copy calibrated to that archetype — with the cultural event as the hook but their own creative identity as the core message.

"The cultural moment campaigns proved something important: the most effective re-engagement isn't about the product. It's about reminding people who they are when they're at their best — and showing them the platform is ready for that person again."



CULTURAL MOMENT STRATEGY

When a platform lives in a headset, you need a reason that feels bigger than the headset.

Horizon Worlds hosted landmark metaverse events — a Jack Harlow virtual concert, a BLACKPINK fan experience — and I owned the creator-facing lifecycle strategy around both. The brief wasn't just "announce the event." It was: use the cultural heat to re-activate creators who had gone quiet and remind them why they built here in the first place.

AI, EMERGING TECHNOLOGY & THE PREFERRED QUALIFICATIONS

EMERGING BRAND · MULTIPLE PRODUCTS

Horizon Worlds was exactly what "emerging brand with multiple products" looks like in practice.

The JD preference for "developing or emerging brand with multiple products" is not a nice-to-have for this background — it's the through-line. Horizon Worlds was a brand-new product category launching inside a \$120B company under intense public scrutiny. There was no established audience, no category benchmarks, and no existing lifecycle infrastructure. Everything was built from zero.

The skill that transfers directly to Meta AI glasses and Quest: building lifecycle programs for products people don't yet know how to talk about — and making those programs rigorous enough to scale when they do.

AI-POWERED LIFECYCLE MARKETING

Using AI to improve targeting, personalization, and creative iteration — not as a buzzword, but as infrastructure.

The preferred qualifications for this role reflect where lifecycle marketing is heading: AI-powered targeting, personalization at scale, workflow optimization, and responsible implementation. This maps directly to established practice:

- AI-assisted segmentation refinement and behavioral signal modeling
- Prompt and context engineering for personalized lifecycle content at scale
- Workflow automation to reduce manual campaign build time and improve iteration speed
- Privacy-first AI practices — the same discipline built at Meta applied to algorithmic decision-making

The Meta privacy foundation is a direct precursor to responsible AI governance: every targeting decision justified, every data use documented, every edge case reviewed.

SCALE PROOF POINTS — WHAT THIS PROGRAM DELIVERED

CREATOR RETENTION

32%

Increase in Active Creator Retention

Behavioral lifecycle programs — onboarding, feature education, and re-engagement — drove a 32% improvement in active creator retention, the core platform health metric for Horizon Worlds.

ONBOARDING PERFORMANCE

28%

Lift in Onboarding Completion Rate

Behavioral trigger sequencing — milestone-based rather than time-based — drove a 28% lift in creator onboarding completion. The metric that most directly predicted 90-day creator retention.

INFRASTRUCTURE BUILT

3x

Reusable Frameworks Across Launch Types

Privacy compliance playbooks, behavioral trigger architecture, and re-engagement frameworks were built to be reusable across future feature launches — not rebuilt from scratch each time.