Reality Games Improves Player Satisfaction with Rewarded Surveys and Guaranteed Payout™

Reality Games partners with TapResearch to offer rewarded surveys that unlock premium experiences, elevate engagement, and increase ARPDAU

REALITY
BIG DATA GAMES

Industry
Mobile Games

Country
Worldwide

Site
www.reality.co

Amplifying player experience and driving high-value engagement in mobile game *Landlord*

Reality Games is the mobile game leader transforming gameplay with live, real-world data. With plans to shape an entirely new genre of mobile entertainment based on big data, Reality Games is refining the art of gamification with in-app experiences that incorporate locations, objects, and items seen in everyday life. To elevate their free-to-play offering and improve user experience in the strategy mobile game *Landlord,* the team at Reality Games needed a smart, valuable way to give users better access to virtual currency.

With TapResearch, Reality Games could launch rewarded surveys that app users could use to elevate their experiences. As a future-forward publisher dedicated to delivering the best player experiences in the industry, Reality Games adds another layer of ease, access, and engagement to their *Landlord* app with TapResearch. Our survey monetization platform was built to connect top-tier publishers with rewarded research experiences that offer virtual currency in exchange for survey participation, giving players new access to premium content.

*"Previously, we tried other survey solutions that left our users dissatisfied. Revenue earnings were smaller as well. With TapResearch, our player earnings are higher and more significant. **Most importantly, it's worked exactly as we wanted.** We've heard users and game ambassadors say that, "now, the game is even better," and the surveys are definitely part of that... If someone in a similar role is looking for an additional revenue stream or looking to solve pay-to-win issues, I would absolutely recommend TapResearch."*

Kamil Salacinski
Product Manager, Reality Games

The Challenge

Improve gameplay and inspire high-value engagement

To be successful in *Landlord,* players must strategically earn profits by buying and selling the right properties at the right time. The goal is to build a real estate empire that includes the world's most famous landmarks and destinations, and earn a top spot in the game's global leaderboard. For users that are not interested in purchasing the virtual cash needed to advance their empires, the game can feel quite challenging. To empower these users and keep them coming back for more, Reality Games needed a way to break down currency-driven barriers in the game.

The Solution

**Rewarded surveys that help users unlock premium content**

Unlike other platforms that will only compensate users for survey completion, TapResearch's patented **Guaranteed Payout™** system allows players to receive rewards based on their participation (whether they complete a survey or not). TapResearch is also the only survey monetization platform that dynamically gives publishers access to up to 20,000 unique survey opportunities from the world's leading market researchers. As a result, *Landlord* could promote rewarded surveys as a smart, reliable means for collecting the virtual currency needed to remove barriers and access premium experiences.

The Results

Overall business success

Increased player satisfaction, a direct result of Guaranteed Payout™, which gives every player a reward in proportion with any time they've spent answering questions in a survey (despite getting dismissed or disqualified), and a cash payout to publishers that's equivalent to their users' participation.

2x more revenue earned than previous survey solutions within three months of launch, a promising start driven by TapResearch's unique ability to deliver high-quality survey experiences that generate value for publishers and players alike.
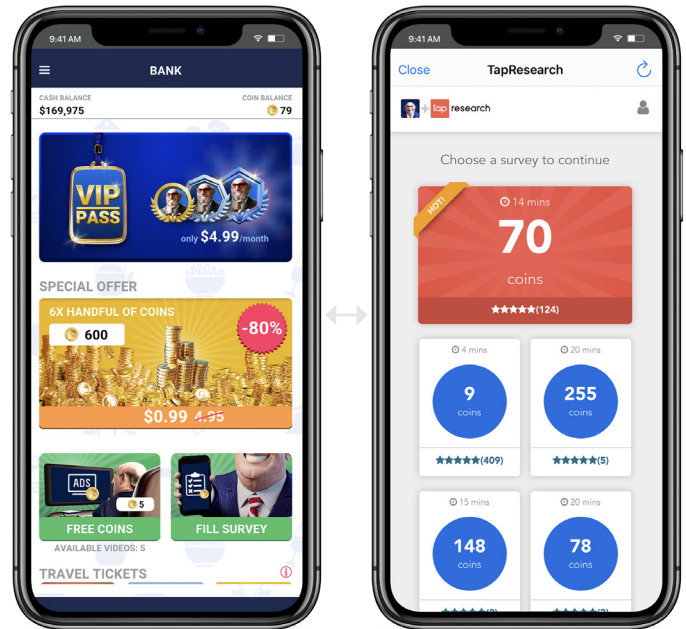
TapResearch vs. Other Survey Solutions

*"Tap's Guaranteed Payout feature has been awesome; **it helps users feel appreciated even if they were dismissed from a survey,"** said Salacinski.**"I feel like this would work for any game**, because users are getting some kind of reward no matter what. This is a major benefit that TapResearch has. In choosing to implement surveys, we wanted to put our users and their experiences first, and this unique feature really helped make that happen."*

REALITY BIG DATA GAMES

About Reality Games

Reality Games is an up-and-coming gaming studio developing mobile games that use live, real world data. Our game engine takes real-world data and combines it with familiar game concepts and proven game mechanics to generate highly addictive mobile games. Results have propelled us forward, with more than 10,000,000 organic players of our first game, Landlord Real Estate Tycoon. We plan to continue to develop and launch more real-world data games over the next three years of operations, aiming to hit a total of 50,000,000 aggregate players across the globe.

Learn more at www.reality.co

tap research

About TapResearch

TapResearch is the leading global insights and survey monetization platform advancing sample quality and driving net-new revenue growth for today's most popular apps. With a next-generation approach to democratizing data, TapResearch is bridging the gap between the world's leading market researchers and everyday people. We partner with top-tier publishers to offer rewarded survey opportunities to millions of mobile users worldwide, collecting high-value insights with unprecedented ease, speed, and affordability. TapResearch supports hundreds of publishers across 28 countries, with commercial customers in North America, South America, Europe, and Asia-Pacific.

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