

Rewarded Survey Best Practices:
**7 Ways to Drive Net-New
Revenue in Mobile Games**



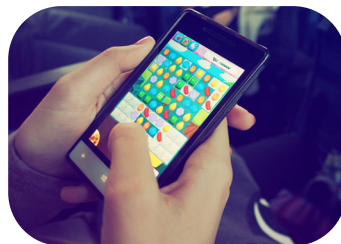


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Introduction

The mobile gaming industry shows no sign of slowing down. With consumer spend set to surpass \$120B in 2021*, mobile games continue to gain momentum as a leading source of entertainment for app users everywhere. But as more high-profile games proliferate the market and new privacy regulations continue to emerge, many publishers will be forced to rethink everything associated with engagement and monetization: from user acquisition and ads, to LTV modeling, in-game mechanics, virtual currency offerings, and more.

Data has become a form of currency—one that poses unique challenges to any company that relies on it for growth. In recent years, consumer control over personal data has become a top-of-mind focus for legislators and market leaders. To protect everyday consumers and create a foundation for responsible data collection in the EU, the General Data Protection Regulation (GDPR) was implemented on May 25, 2018. As companies all over the world worked to adhere to the regulation with clear asks for consent and permission to store information, threats of large, crippling fines loomed for any business that could not adapt. Then, in June 2020, Apple announced their new App Tracking Transparency (ATT) framework: a privacy initiative that forces developers to gain explicit consent to track an app user's activity across apps and websites. The change effectively deprecates IDFA (identifiers for advertisers), because once users have control over their ability to be tracked, few will actually allow it.

This new regulatory environment has created costly roadblocks for businesses everywhere. Even an entity as large as Facebook is facing upwards of \$5 billion in losses as a result of ATT and IDFA deprecation. It's likely that new regulations will continue to emerge as more consumers become aware of the implications of tracking, and more legislators work to define boundaries between businesses and their customers. For any publisher looking to keep ahead of this, a future-forward approach is needed—one that can easily adapt to an ever-changing privacy landscape and can reliably bring in net-new revenue to support the bottom line.

Enter, **rewarded research**: the ability to earn a profit and offer virtual currency in exchange for the thoughts, opinions, and sentiments of app users. The market research industry pays top dollar for quality insights from everyday people, creating a new playing field for publishers looking to diversify revenue. By offering in-app surveys that strategically reward players for their participation, publishers can easily drive net-new revenue from the feedback users provide on everyday products, services, and brand experiences. This all takes place without compromising other revenue sources and **without the use of IDFA data or 3rd party tracking**—future-proofing monetization strategies that must meet standards for global privacy and data protection regulations.

Read on to learn how to make rewarded surveys the best thing that ever happened to your monetization strategy.



* App Annie, The State of Mobile 2021

Set a Foundation for Fair Compensation

Your success with rewarded surveys depends on the value they bring to your players.

It's important to begin your journey by determining how you'd like to compensate your users in exchange for the time and energy they're spending on completing surveys. This structure for player compensation is known as your **exchange rate**.

To find the best exchange rate, start by assessing your current currency offering and determine your ratios for in-app purchase vs. in-game currency. For instance, if \$1 gets a player 100 gems, then your currency ratio would be 100:1. Every game has its own tiers for currency that reflect its general offering (i.e. there are usually multiple items available for purchase, experience-related caveats, etc.), but having a base understanding of these ratios is important for setting a foundation for survey rewards.

Once you're clear on your currency ratios, it's time to start thinking about what's fair to offer players in exchange for survey completion. Without the app store taking a cut, **the ideal exchange rate for surveys could be 30% higher than the average in-app purchase equivalent**. So if your smallest exchange rate is 100:1, then your survey exchange rate for that currency should be 130:1. Your players are also on the hunt for the best deals—if there are other ways to earn virtual currency that have inflated per unit economics, then it makes sense to match those. For example, a rewarded video placement that generates a \$10CPM and the user gets 10 gems (with 100:1 exchange rate), and that means you make \$0.01 but give away \$0.10 of currency (a 10x inflation over your base exchange rate). In a scenario like this, you'll want to set your survey exchange rate much higher than the base exchange rate to give the users a comparable experience.

+30%

The ideal survey exchange rate is 30% higher than in-app purchase rates

The best way to optimize the monetization of surveys is to activate **Guaranteed Payout™**. This patented system allows you to pay every player a reward that's in proportion with any time they've spent answering questions in a survey. This means that even if they're dismissed from a survey midway through their experience due to one of their responses, they will still receive a reward. You'll also receive a cash payout that's equivalent to your user's participation, **ensuring profit despite a lack of completion**. **Guaranteed Payout™** is a great way to show your players that you really appreciate their time engaging with surveys, and it incentivizes them to continue taking them even when they're not completing them 100% of the time.

To get the most out of **Guaranteed Payout™**, make sure your currency exchange rate meets requirements to maximize survey access.

**GUARANTEED
PAYOUT™**

The patented system that rewards every player in proportion to their time spent engaging with surveys



Make a Good First Impression

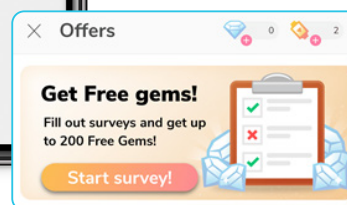
First-time-user-experiences (FTUE) can make or break the success of your rewarded surveys.

Without a good understanding of what's in it for them, players will either bypass the survey option, or fail to complete their user profiles to gain access to surveys. Set your players up for success by introducing them to the value of the experience up front. We recommend beginning the journey with a creative that touts the ability to earn free in-game currency via surveys. Include the max currency amount in your copy to be transparent about available rewards and make the offer more appealing. The recommended CTA for this creative would be "Start Survey," so the user can be led straight to the TapResearch experience.

Start Survey



We recommend following up this experience with another screen that makes it clear that they need to answer a few questions about themselves before they can match with surveys. In this screen, you should incentivize them to complete their user profile with some free currency to start. Then, once they indicate interest in taking a survey, they can share basic demographic information like age, gender, and ethnicity, and TapResearch can then successfully match them with survey opportunities that best match their user profiles.



Create Awareness

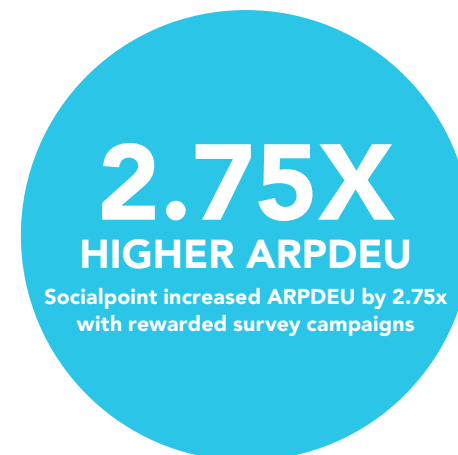
Your players are constantly looking for fresh, new ways to advance their journeys.

Give them what they want by making it easy for them to spot rewarded survey options. As a rule, awareness should always be top-of-mind when mapping out your survey monetization plan. Promoting rewarded survey opportunities will only improve your chances of seeing benefits like increased ARPDAU, LTV, and player retention once users are opted in. And the more players are reminded of survey rewards, the more they'll engage and use them to reach new milestones in your game.

There are several easy ways to create awareness around survey opportunities:

- Mention that users can take a survey for free rewards on the homepage.
- If there's a Rewards Center in your app, add a rewarded survey CTA there.
- If the game offers tips and hints at different levels, refer to rewarded surveys as an easy way to earn in-game currency to help during particularly tough challenges.
- Include options for rewarded surveys in retargeting campaigns.
- Post game forum announcements to educate players about rewarded surveys.
- Run regular currency sales to attract new users and re-engage lapsed players.
- Promote the opportunity to earn rewards via surveys on social media, push notifications, in-app messages, message centers, and in help materials.

Socialpoint, the global leader in mobile games known for Monster Legends, Dragon City, Word Life, and other popular titles, generated a 2.75x increase in ARPDEU (average revenue per daily engaged user) as a result of including rewarded survey experiences where players were most likely to engage with them. To amplify awareness and differentiate rewarded surveys from other rewarded platforms, Socialpoint deployed creative with clear CTAs, currency sales, game forum announcements, and more.



"TapResearch opened an entirely new source of revenue for Socialpoint that fit perfectly within our rewarded monetization strategy. Our users quickly adopted the new format and there were no negative impacts to our user support and communities. We're excited to grow this partnership."

Sofia Gilyazova
Head of Ad Monetization

Run Currency Sales

Everyone loves a good sale.
Your players are no exception.

Currency sales are short-term discount events that offer players more rewards than usual for their participation in and completion of surveys. Not only do these sales result in more player engagement, greater ARPDAU, and more, but publishers also see major boosts in net-new profits from the rise in data collected.

The key to a great currency sale is timing. There are different windows throughout the year that market researchers are willing to pay even more than usual for survey responses, driving up demand and increasing CPIs (cost-per-interview). Smart publishers can take advantage of these windows, which typically last two weeks at a time, by running currency sale campaigns that drive more traffic to rewarded survey opportunities.

Here's how it works:

Like everything else, there are important things to consider when launching a currency sale. The currency you choose to discount for the sale should be hard or main currencies, instead of soft currencies (i.e. time). The length of time of your sale should also reflect the period in which demand for survey data is highest. The success of your sale is also highly dependent on your ability to promote and drive awareness of it throughout your app experience. Make sure to use all available engagement channels (in-app messages, emails, etc.) to increase awareness around your currency sale and create a sense of urgency for players who would benefit from it.

As a rule, we recommend running currency sales every 2-3 weeks.
The best days to run them are typically Wednesday, Thursday, or Friday.





Inspire Action with Targeted Promotion

Use surveys to your advantage.

Unlike offer walls, rewarded surveys actually keep your players in your game. This is a huge advantage to publishers looking to increase the engagement of specific user groups, like freemium players or lapsed players, and ultimately grow ARPDau as a result. To inspire more high-value actions like continued engagement, purchases, and more, simply target specific user groups with rewarded survey experiences that make sense for them. Serve up ad creative that details how much a user could gain from participating in just one survey based on their history with the game. Experiment with when you launch the creative—so for example, if you're targeting players who've recently downloaded the app but have not yet made a purchase, it may be better to engage them with a survey wall on Day 7 rather than on Day 10.

We recommend using common user engagement methods like push notifications, emails, and in-app messages to effectively promote survey opportunities. From a messaging standpoint, lead with what's in it for them. Be clear about the type of currency you're offering, and the amount that's available for survey takers. And while survey time estimations can range, we encourage you to highlight that most surveys take just a few minutes to complete. With leaders in the TapResearch Publisher Network having access to upwards of 20,000 new, unique surveys daily, the probability of offering smart survey options with currency offering/time ratios that inspire action from non-spenders is higher than any other survey provider in the industry.

Once targeted groups are nurtured with the right messaging about survey opportunities, we generally see an increase in daily active users (DAU). By unlocking game experiences that were previously harder for them to reach, players are more likely to engage further and return for subsequent experiences. *"Sometimes I open the app just to take a survey because I know I might want to play later,"* said one user of the popular storytelling app *Episode*. This ability to collect virtual currency and store it for future use gives non-spenders and lapsed users more incentive to return to the app and continue their journey.

Amplify Your Impact

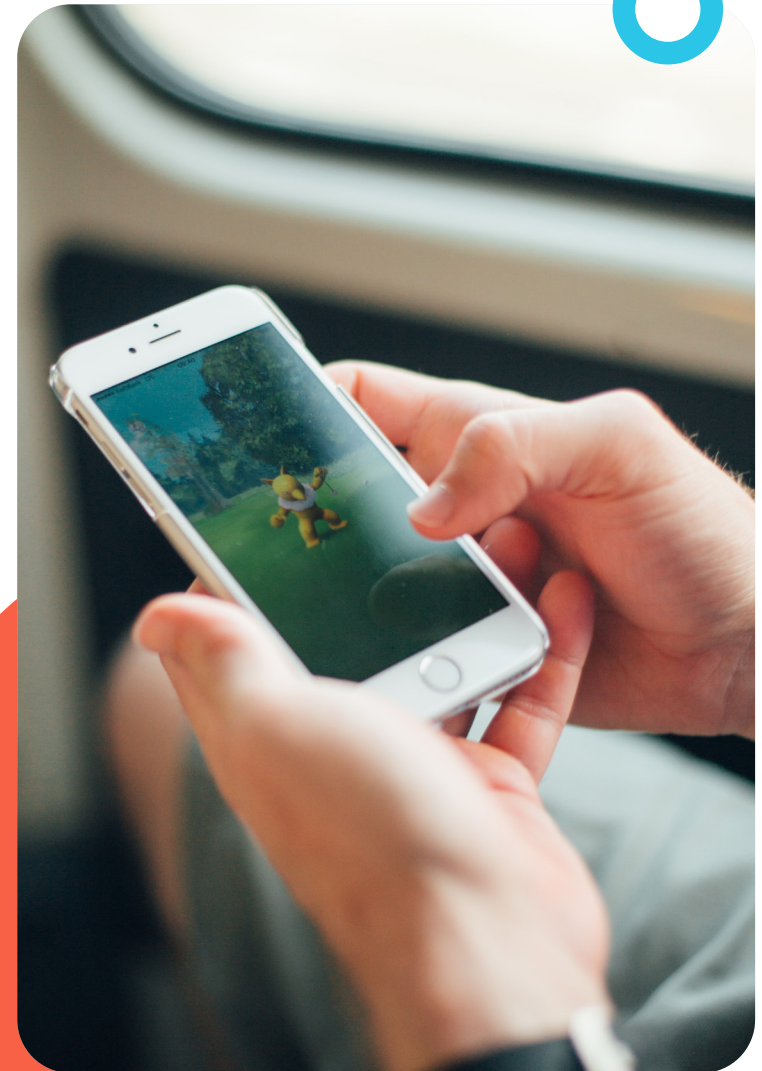
Being in the right place at the right time matters

Creating an environment where rewarded surveys act as a key component of your engagement strategy allows you to offer value during critical moments of gameplay. Determining the right placements for your surveys is imperative for overall success. When evaluating the best areas to host and advertise your rewarded survey opportunities, consider these facts:

- Not all app users navigate to Reward or Earn centers regularly
- Fail moments are opportunities for growth: try engaging users with options to take surveys when they've just lost to regain their momentum in the game
- When players run out of currency, or make an extra-large purchase in the game, they're more likely to want to re-up on their funds quickly to continue playing, creating the perfect opportunity for a rewarded survey option
- When an in-game exclusive has launched or new element has just been added, a rewarded survey option could amplify access and drive long-term engagement

Consider the overall amount of ads and offers a player is exposed to.

You don't want to reach a saturation point where your users feel inundated with offers, as this leads to decreased engagement and, at worse, app abandonment. Keep a pulse on how many campaigns you're running and do your best to ensure that there isn't an overlap that could negatively impact player experience.



Create a Rewarded Survey Support Page

Fill knowledge gaps with a support page.

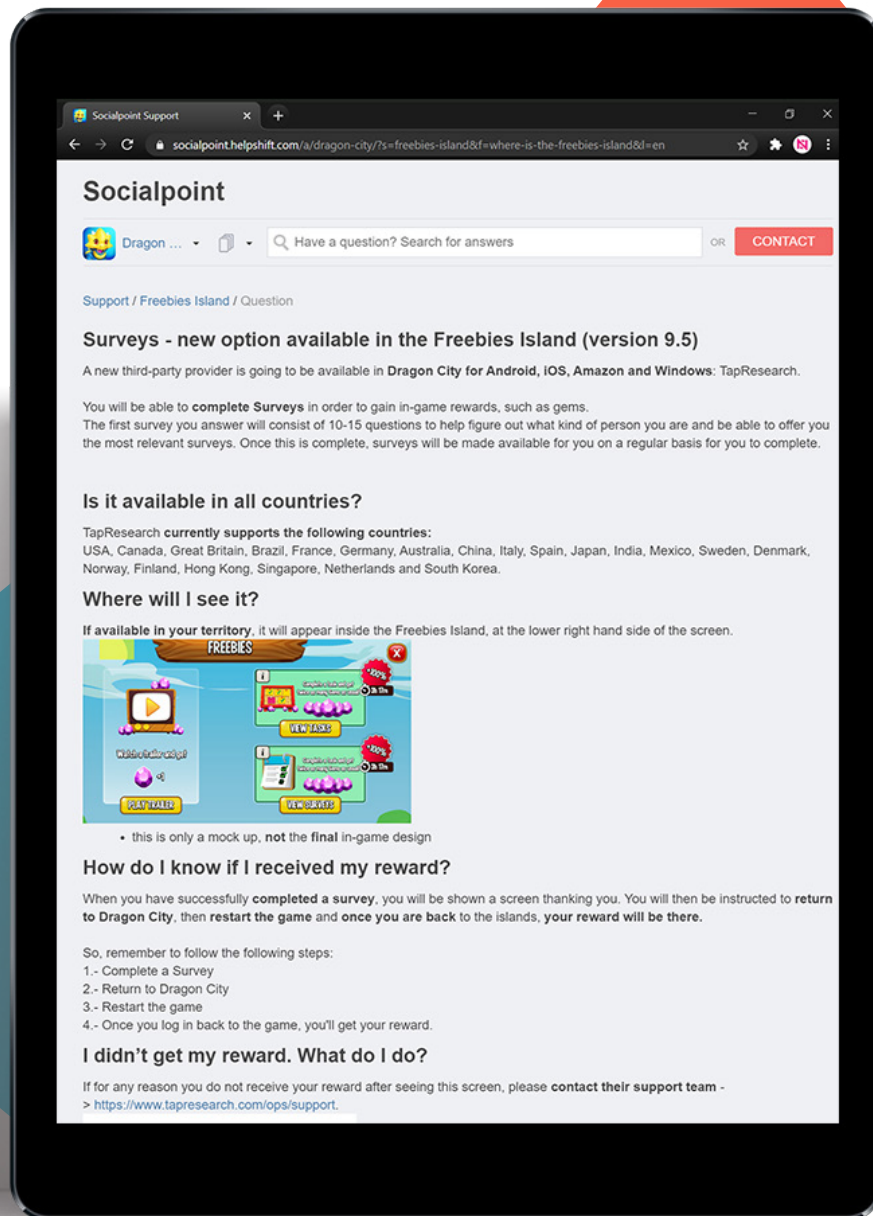
Many publishers that partner with TapResearch create individual support pages for the apps they've optimized with rewarded research offerings. Great support pages will offer answers to frequently asked questions and provide insight into how players can best optimize their experiences with surveys. You'll want to make your support page easy to access so that users can easily refer to them if they have questions or encounter issues for quick resolution. We recommend hosting a link to your Rewarded Survey Support page in the Help section of your app.

If you're wondering what to include in your support page, start with the basics: share how to access surveys, explain the FTUE of answering user profile questions, and detail the value associated with participating in surveys. Highlight the best places to find surveys in your app so players know exactly where to find them.

And finally, include information about rewards: how they get paid out, what happens if they don't see rewards right away, etc. You'll want to also make sure they know that they can contact TapResearch directly if they encounter any issues or challenges in their survey experiences.

We recommend also listing the countries that TapResearch currently supports, which are: USA, Canada, Great Britain, Brazil, France, Germany, Australia, China, Italy, Spain, Japan, India, Mexico, Sweden, Denmark, Norway, Finland, Hong Kong, Singapore, Netherlands and South Korea. That way, users living outside of these territories will have a clear understanding of why they may not be able to access rewarded survey experiences.

A great support page will provide clarity and outline parameters, setting players up for success as they explore their ability to earn rewards in your app.



Conclusion

Future-forward publishers are not letting the latest privacy regulations stop them—they're earning more, redefining what's possible, and delivering better outcomes for their players. Rewarded research experiences are a unique opportunity to help publishers achieve all three using innovative, user-friendly surveys. That's because advances like dynamic survey matching, Guaranteed Payout™, and immediate rewards have made surveys a viable avenue for net-new revenue for the world's leading mobile game studios. It's the ultimate win-win for players and publishers alike.

So if you haven't already:

1. Download the TapResearch SDK
2. Outline a strategy using these best practices
3. Review your plan with a member of our team; contact us at developers@tapresearch.com

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. **Learn more at www.tapresearch.com.**

