

Pocket Gems Drives Player Engagement with Rewarded Surveys

Pocket Gems partnered with TapResearch to bring an all new rewarded format to their players that drove stronger app engagement and increased ARPDAU.



Industry
Mobile Games

Country
Worldwide

Site
www.pocketgems.com

How interactive storytelling game *Episode* implemented Rewarded Surveys into their game

Pocket Gems is on a mission to build the greatest games and interactive entertainment in the world. With products that have been downloaded over 500 million times by mobile players across the globe, Pocket Gems works hard to deliver memorable mobile game experiences that keep their players coming back for more.

As a top performing studio, the team sought out a new partner to continue fueling their growth as the global privacy landscape rapidly transformed.



“TapResearch helped us introduce our players to a new category of rewarded content that created opportunities for players to earn in-game currency, which they loved, while driving increased ARPDAU for us.”

Eitan Winer
Product at Pocket Gems

The Challenge

To help players unlock more premium content by earning Gems

With a goal to help *Episode* players access more premium content, the Pocket Gems product team was looking for a new, reward-based content partner to make our players' experiences better while also growing our business.

The requirements for the new partner were:

1. It must have a positive impact on player experience
2. It must fit the per unit costs of their virtual economy (hard and soft currency)
3. It must not cannibalize existing revenue streams

The Pocket Gems team began looking for a new provider.

The Opportunity

Introduce Rewarded Surveys as a new access point for premium content

After careful consideration and collaboration with TapResearch, the team decided that Rewarded Surveys fit their player engagement and monetization strategy, and met the requirements they were looking for in a partner. The new feature would live in an all new "Earn Gems" section of the game that was introduced to players as part of the rollout giving all player types a dedicated earn center in the game where they can discover Offers for the first time.

The team ran a series of A/B tests on both iOS and Android games to ensure a net-positive result and players quickly began adopting the new format.

Methodology

The team initially launched the survey to 5% of the target population for around two weeks, then gradually rolled it out to 50% and 95%. For each roll out, the team focused on player happiness first, looking at player engagement metrics, then also measured business growth through ARPDAU of existing in-app currency and conversion rate.

The Results

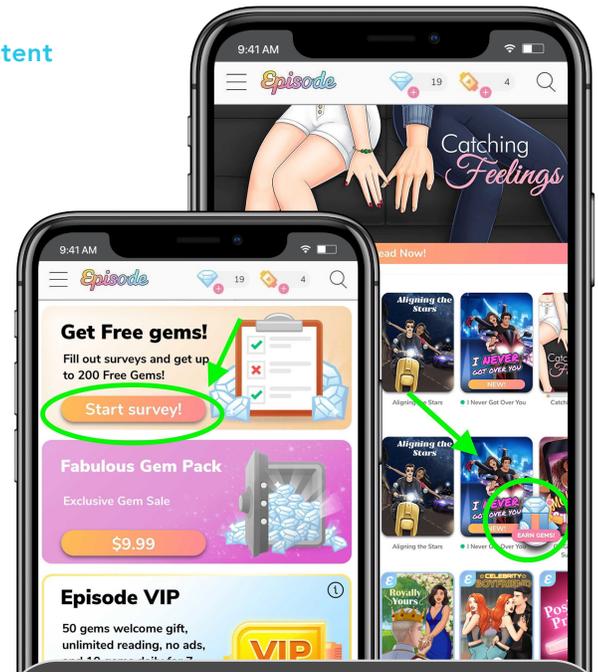
Increases to Player Engagement and Ad ARPDAU with Rewarded Surveys

Rewarded surveys give players a new way to engage with the game and unlock premium content that they might not have accessed otherwise.

Additionally, as a direct result of providing the majority of daily active users with access to rewarded surveys in *Episode*, players quickly adopted the new earn format resulting in an increase to core business drivers.

12% Global AD ARPDAU Increase

0% Existing Revenue Cannibalization



Positive Reviews

When polled about the new format to earn Gems, here's what one *Episode* player had to say about the experience:

"I take at least one survey every time I open the app to earn gems for a story... Sometimes I open the app just to take a survey because I know I might I want to play later,"

-Georgia, 18 yrs old Female

9/10

On a scale of 1-10 of how likely an *Episodes* player is to recommend TapResearch surveys, the average response is 9.

POCKET GEMS

About Pocket Gems

Pocket Gems wants to build the greatest games and most compelling interactive entertainment in the world. With over 200 people in San Francisco and \$155 million in backing from Sequoia Capital and Tencent, we're constantly breaking new ground in mobile entertainment. Our products have been downloaded over 500 million times by players around the world. We've launched exciting titles such as *Episode*, a mobile storytelling network and platform, and *War Dragons*, a visually stunning 3D real-time strategy game. As our community of players continues to grow, we're committed to building diverse and inclusive environments across our teams, and in our games.

To learn more about Pocket Gems, visit www.pocketgems.com

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.

BEGIN YOUR JOURNEY WITH REWARDED SURVEYS AT TAPRESEARCH.COM