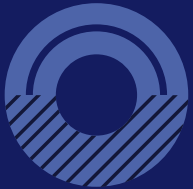New Study

User prefer a choice when earning rewards

theoremreach

Introduction

At TheoremReach, we strive to better understand the preferences of app users. To this end, we routinely utilize our survey platform as a means of soliciting feedback from our partners' user base. This provides us with the opportunity to learn more about what users want to see as part of their app experience. We believe this information is invaluable, both for us as a company as well as for others in the mobile gaming industry.

Recently, we conducted a survey across a variety of mobile gaming apps and websites in order to gain a deeper understanding of user sentiment towards rewarded surveys. In particular, we wanted to know how users feel about rewarded surveys as compared to various forms of in-app advertising and offerwalls, including video ads. Would users rather watch a video ad, or complete a survey? How do users describe their feelings towards rewarded surveys? Some of the responses matched up with our expectations, while others surprised us.

The report below summarizes our findings.

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Interests

- Computer Games
- Video Games
- Computers
- Technology

United States

Male & Female
Age 18-54
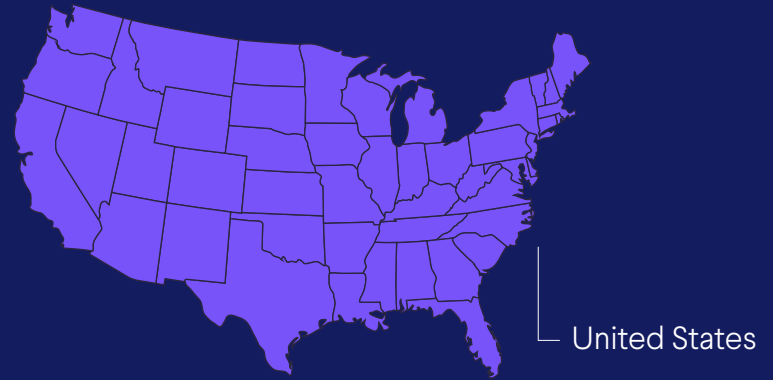
Who we surveyed

After surveying users across a range of apps and websites between ages of 18-54, with hobbies and interests focused on technology, computers, and video games. We targeted only mobile devices.
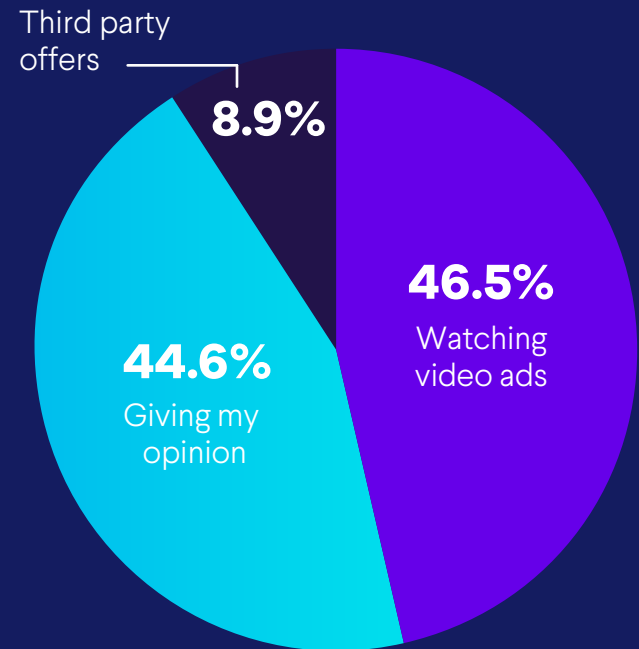
FINDING #1

Many users prefer surveys to video ads

To better understand user preferences when it comes to in-app advertising and offers, we asked users which they preferred to do while playing mobile games: watching video ads, completing third party offers, or giving their opinion. We found the results were divided: while only a handful of users preferred third party offers (8.9%), there was a roughly even split between those who preferred watching video ads and those who would rather give their opinion (46.5% vs. 44.6%, respectively).

The takeaway is clear: not all users have identical preferences when it comes to in-game offers and ads. User preferences are decidedly varied.

There was an even split between those who preferred watching video ads and those who would rather give their opinion.

Which of the following do you prefer while playing mobile games?

Third party offers

8.9%

46.5%
Watching video ads

**44.6%**
Giving my opinion

FINDING #2

Users enjoy taking surveys

Our second finding related to survey sentiment was surprising, even to us. While only about half of users said that they prefer surveys to other types of in-app offers (Finding #1), a staggering 97% of users said that they "enjoy" taking rewarded surveys. This indicates that even amongst users who wouldn't rate rewarded surveys as their #1 choice of in-app offer, there's still a significant amount of positive sentiment towards surveys as a means of obtaining in-app rewards.

For publishers, this suggests that it's worth giving users the choice of engaging in a variety of offers -- including rewarded surveys -- even if user preferences vary when it comes to which type of offer they typically opt to complete.

Do you enjoy taking surveys when a reward is offered?

97%
Enjoy surveys when a reward is offered

3%
Do not enjoy surveys when a reward is offered

Yes   No
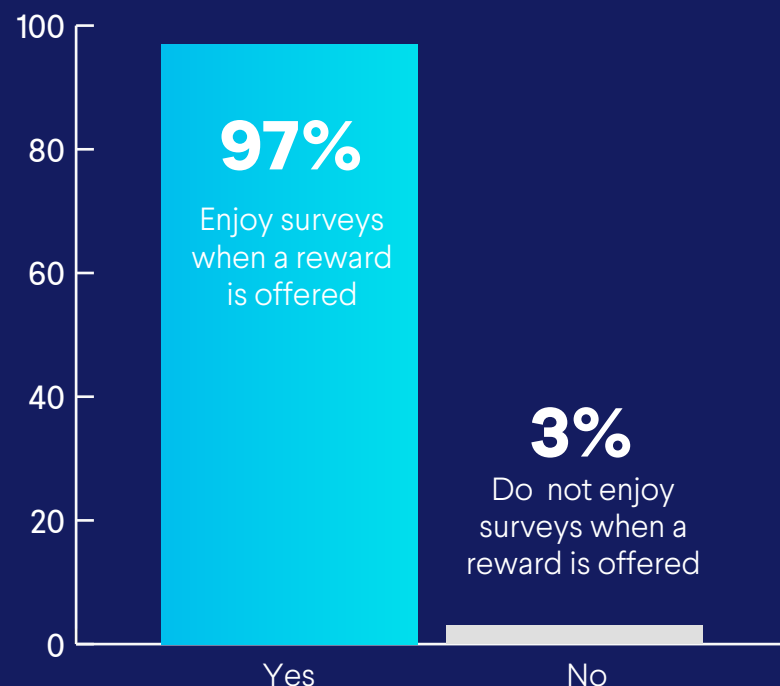
FINDING #3

Users prefer surveys to in-app purchases

Amongst publishers, advertisers, and offerwall providers, it's common knowledge that only approximately 5% of app users are willing to make in-app purchases.

The remaining 95% of users may spend a considerable amount of time using an app, but will never actually pull out their credit card and make a purchase in order to obtain an in-game upgrade, access a new level, or purchase game currency.

User responses to the above question correspond almost precisely to this statistic: 94.1% of users say that they would rather take rewarded surveys in order to obtain in-game items rather than paying for those items in the form of in-app purchases, with only 5.9% indicating that they would rather make purchases than take surveys.

Again, an important takeaway for publishers to consider is the value of giving users options. Some users would prefer to take surveys, while others prefer in-app purchases. Offering users both options ensures that users can choose what suits their preferences.

Do you prefer to spend real money on in-game purchases or get the same items for free by taking surveys?

5.9%
Spend real money on in-game purchases

94.1%
Play a free game with surveys
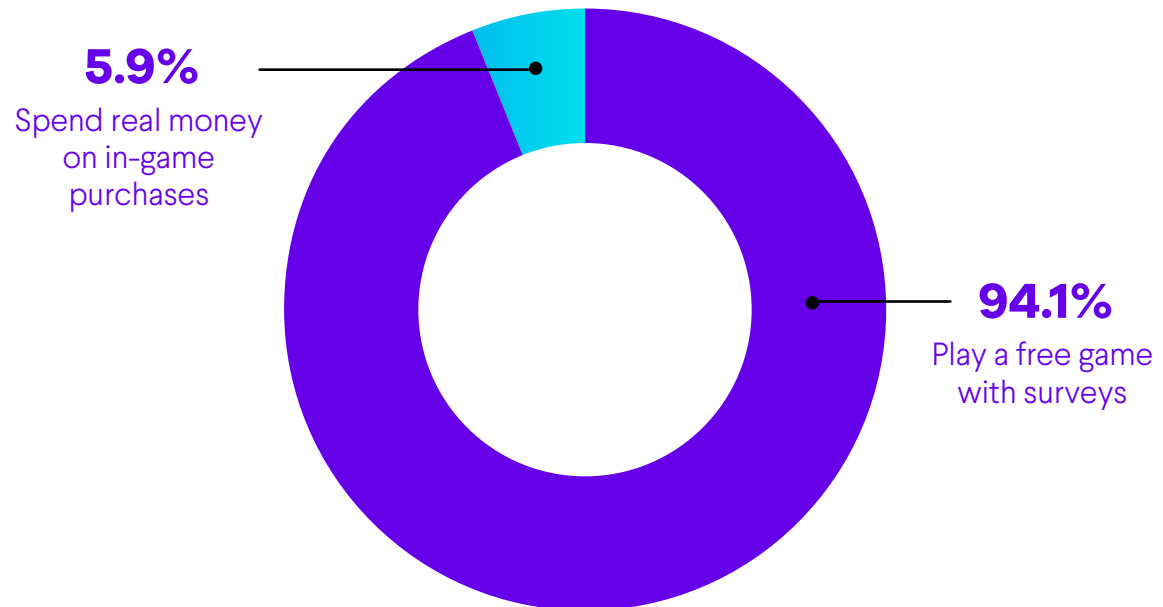
FINDING #4

Some users are willing to spend
hours on surveys

For some publishers, particularly those who haven't integrated rewarded surveys into their app, the responses above might come as a surprise.

Recall that 44.6% of users preferred rewarded surveys to other kinds of in-app offers or ads. This may lead to the assumption that more than half of app users would rather not participate in rewarded surveys at all.

This isn't the case, however, as the data above shows. 18.8% of respondents indicated that they would spend more than 10 minutes per month taking surveys, while 37.5% said that they would be willing to spend more than one hour per month answering survey questions. Further, a large percentage of users, 18.8%, indicated that they would willingly spend "more than several hours" per month taking in-app surveys in exchange for rewards.

75%

Willing to spend more than 10 minutes per month on rewarded surveys

Taken together, more than 75% of app users responded that they would be willing to spend more than 10 minutes per month taking rewarded surveys.

It's clear here that user preferences vary widely, however. There's obviously a considerable difference between spending 5-10 minutes per month taking surveys versus spending 5-10 hours per month on them. Again, this underscores the fact that users want choices when it comes to in-app offers: some would prefer a single survey that takes no more than a minute or two to complete, while others are willing to repeatedly engage in lengthy surveys in exchange for rewards.

It also shows that there is considerable revenue potential in rewarded surveys. Several hours of rewarded surveys will also translate into a good source of revenue for app publishers.

It's clear here that user preferences vary widely, and there is considerable revenue potential.

How much time would you be willing to spend taking surveys each month?

10 minutes or less	**25%**
More than 10 minutes	**18%**
More than 1 hour	**38%**
More than several hours	**19%**
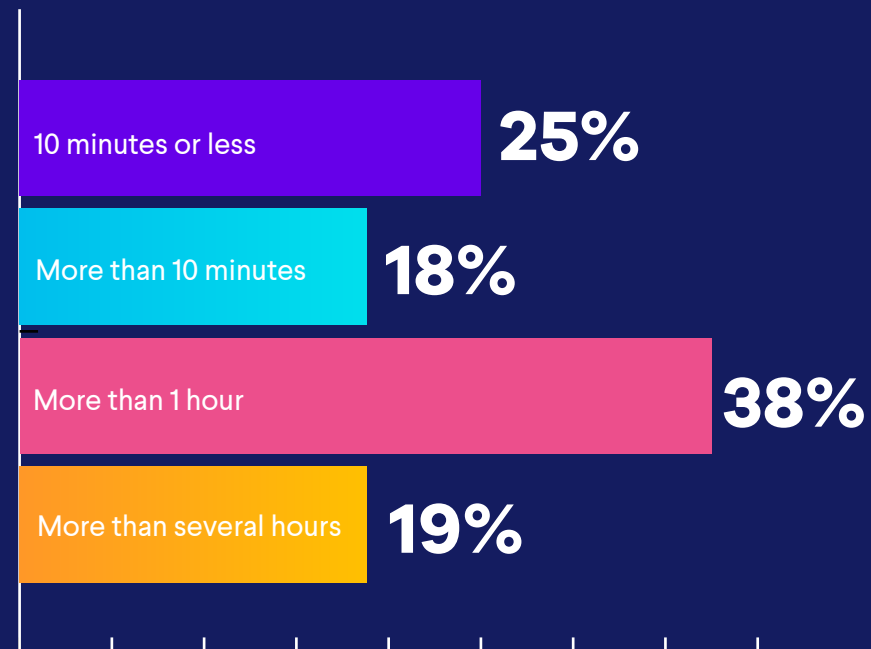
FINDING #5

Users want options

In conducting this study, we presented users with a range of questions related to survey sentiment. As we indicated in the introduction, we believe user responses all underscored a common theme: users want options.

To wrap up our study, we asked users outright if they prefer having a number of options when it comes to earning in-game rewards. Overwhelmingly, users responded affirmatively: 96% of users said yes.

Diversify your revenue strategy by offering multiple options to your users

Do you prefer having a variety of ways to earn rewards in a game?

96%
Prefer a variety of rewards

4%
Do not prefer a variety of rewards

FINAL THOUGHTS

Give users a choice

Rewarded surveys represent untapped revenue potential

At TheoremReach, we work to help publishers integrate rewarded surveys into their apps, making the process quick, easy, and profitable. We strongly believe that rewarded surveys constitute a significant and often underexploited opportunity for the vast majority of publishers.

Of course, it's true that user sentiment towards rewarded surveys isn't always positive. One of the questions posed to users as part of this study asked users to indicate what best describes their feelings towards surveys. While 71.3% responded that surveys are "engaging and fun," 23.8% said that surveys were "intrusive and boring." And as we've seen above, only about half of users prefer rewarded surveys to other means of earning in-game rewards.

What we believe is essential for publishers to understand, however, is that a considerable number of users do have positive sentiments toward surveys. And, even more importantly, users want choices. The more choices users are given when it comes to earning in-game rewards -- that is, the more diversified a publisher's in-app monetization strategy -- the better. With this in mind, we point to the results of this case study as a clear indicator that more publishers should consider incorporating rewarded surveys as part of their monetization strategies. By giving users options, publishers maximize their ability to monetize a larger proportion of non-paying app users. At the end of the day, this leads to better profitability and a more sustainable monetization strategy.

About TheoremReach

TheoremReach powers millions of surveys, helping publishers monetize their apps while gaining powerful user insights.

Learn more at **www.theoremreach.com**

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