Socialpoint Sparks a 2.75x Increase in ARPDEU During the Covid-19 Pandemic with TapResearch

Socialpoint partners with TapResearch to deliver rewarded surveys that unlock premium experiences, elevate engagement, and increase revenue.

Industry
Mobile Games

Country
Worldwide

Site
www.socialpoint.es

Finding stability during the global pandemic, and safely diversifying revenue in *Dragon City* and *Monster Legends*

Socialpoint is a world-renowned mobile games developer and publisher based in Barcelona, Spain and best known for hit games, *Dragon City* and *Monster Legends*. When the Covid-19 pandemic threatened the stability of businesses across industries, and Apple began to double down on its stance against PPE (pay-per-engagement) advertising, leaders at Socialpoint knew that it was time to future-proof their monetization strategy with a safe, risk-free alternative to offer walls.

With TapResearch, Socialpoint could launch rewarded survey experiences that generate net-new revenue for publishers—all without the use of 3rd party tracking or risk to other sources of revenue. Mobile players are given the opportunity to earn virtual currency in exchange for their participation in short surveys on a range of topics, meeting the market research industry's demand for quality insights. This meant that Socialpoint could diversify revenue streams while putting player experience first.

> ***"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 at Socialpoint

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The Challenge

Advance monetization beyond advertising

As a mature and growing studio within the rapidly growing Take-Two portfolio, Socialpoint needed a scalable way to diversify their global revenue strategy beyond just advertising. This decision was accelerated after Apple began swiftly rejecting applications from the iOS app store for not complying with their policy against pay-per-engagement (PPE) advertisements commonly used in offer walls. Socialpoint needed to diversify their strategy.

The Solution

Rewarded surveys that generate net-new revenue and elevate player experiences. Sofia began looking for alternatives to ads, and turned to TapResearch to expand her global monetization strategy across Socialpoint's portfolio. Surveys were a great extension of their current rewards offering, which includes video and offers. With rewarded surveys, Socialpoint users now have a new format to earn the large reward amounts they were trying to reach by watching 15+ rewarded videos per session. The new format also gives Sofia's team access to large global market research budgets estimated at over $47B in annual spending, in a familiar mobile format to their users.

The Success Plan

To ensure success of the diversification strategy, Socialpoint deployed a number of specific tactics intended to educate users about rewarded surveys and increase LTV:

- Introduced a clear CTA to differentiate rewarded formats
- Posted announcements in forums to inform and educate users
- Ran currency sales to increase valuable engagement
- Added currencies to appeal to more types of users
- Ran regular cannibalization checks of iAP and other formats

The Results

Overall business success

2.75X increase in ARPDEU with no signs of slowing down during the Covid-19 pandemic.



2.75X

increase in ARPDEU

About Socialpoint

Founded in 2008 and headquartered in Barcelona, Spain, Socialpoint is a highly-successful free-to-play mobile game developer that focuses on delivering high-quality, deeply-engaging entertainment experiences. On January 31, 2017, Socialpoint was acquired by Take-Two Interactive Software, Inc. (NASDAQ:TTWO). Socialpoint currently has multiple profitable games in the market. Its two most successful titles, Dragon City and Monster Legends, have been downloaded more than 180 million times to date on iOS and Android platforms (as of January 31, 2017), and consistently have charted in the annual top-100 grossing mobile games in the United States since 2014. Socialpoint is one of only six publishers that have had at least two games simultaneously in the App Store's annual top-100 grossing mobile games chart every year since 2014. **For more information, please visit www.socialpoint.es**

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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