tap research

CASE STUDY

APP MONETIZATION

How Mode Earn App drove 3X growth in Rewarded Surveys

Inside Mode Mobile's rewarded-survey turnaround — learn more about how the Mode Earn App team tripled TapResearch survey revenue within 12 months.

3.2X	4X	+25%
Rewarded Surveys revenue	ARPDAU growth	Session conversion rate

Mode Mobile · Mode Earn App

WHAT'S INSIDE

Contents

A look at how Mode Mobile and TapResearch reversed declining rewarded-survey revenue in the Mode Earn App — the challenge, the engagement strategies, and the results over time.

01	**Background**	Who Mode Mobile and the Mode Earn App are, and the audience they serve.	03
02	**The challenge**	Declining survey revenue, concentrated in a small cohort of power users.	03
03	**The solution**	Promotion, targeting, and boost strategies co-built with TapResearch.	04
04	**The results**	3X+ survey revenue growth and engagement gains over 12 months.	05
05	**Results over time**	Publisher revenue, daily engaged users, and session conversion.	06

THE STORY AT A GLANCE

3.2X Surveys revenue

2.5X Engagement rate

+25% Session conversion

4X ARPDAU growth

01 BACKGROUND

About the company

Mode Mobile is the company behind the **Mode Earn App** and EarnOS — a rewards platform designed to help users earn money from everyday smartphone activities. Through partnerships with advertisers and content providers, Mode lets users earn rewards for engaging with activities like listening to music, playing games, shopping, completing surveys, and interacting with sponsored content. The company's mission is to transform smartphones into income-generating devices by sharing the value of user engagement with consumers.

Who their users are

Mode serves a broad, global audience of mobile users looking to earn rewards from the time they already spend on their phones. Its users are highly engagement-driven and actively participate in a variety of rewarded experiences — including games, offers, surveys, media consumption, and shopping.

02 THE CHALLENGE

Mode aims to maximize lifetime value for users while keeping them engaged with fresh earning opportunities. Driving users to the right earn options, at the right time, is key.

Over the past few years, revenue from Rewarded Surveys had been **on the decline** in the Mode Earn App, with a small cohort of power users driving the vast majority of survey revenue. To keep Surveys a relevant offering in the app, optimizations were needed to capture user attention and improve user success.

03 THE SOLUTION

Mode Earn App's product and marketing teams worked closely with TapResearch to launch more optimal survey promotions and create new user-level boosts — driving 3X growth over the course of twelve months. TapResearch consulted with Mode to optimize their survey promotion **schedule, messaging, and targeting**, driving more user interest, opt-in, and survey participation.

Engagement strategies implemented in the Mode Earn App

- **Consistent Survey Boost Promotions** — frequent, meaningful promotions to drive increased survey adoption and completion rates.
- **Seasonal survey promotions** — aligned with holidays and in-app events to drive higher engagement and revenue.
- **User Boosts** — personalized promotions targeting high-priority groups (New, Lapsed, and At-Risk users).
- **Customized "Bonus Bar"** — multiplier rewards for survey-completion streaks, tied to in-app events and challenges.
- **TapResearch Quick Questions** — quick, streamlined user feedback to guide optimization.

04 THE RESULTS

Within a year of beginning Rewarded Survey optimizations, the Mode Earn App's survey revenue increased by **more than 3X**. The optimizations yielded:

3.2X
Increase in Rewarded Surveys revenue

2.5X
Increase in Rewarded Surveys engagement rate

+25%
Boost in Session Conversion Rate

4X ARPDAU growth
Average revenue per daily active user

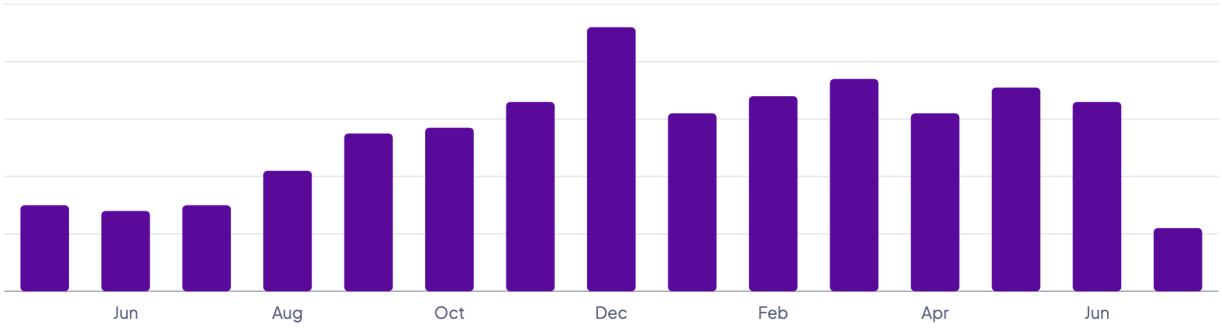
3X in 12 months
Total Rewarded Surveys revenue growth within a single year

05 RESULTS OVER TIME

The charts below track the key metrics through the optimization period, from May 2025 onward.

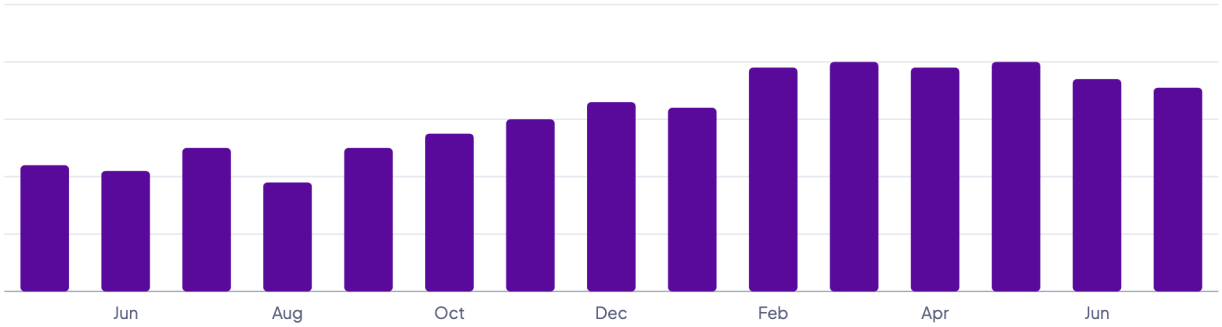
Monthly Publisher Revenue

Rewarded Surveys revenue in the Mode Earn App



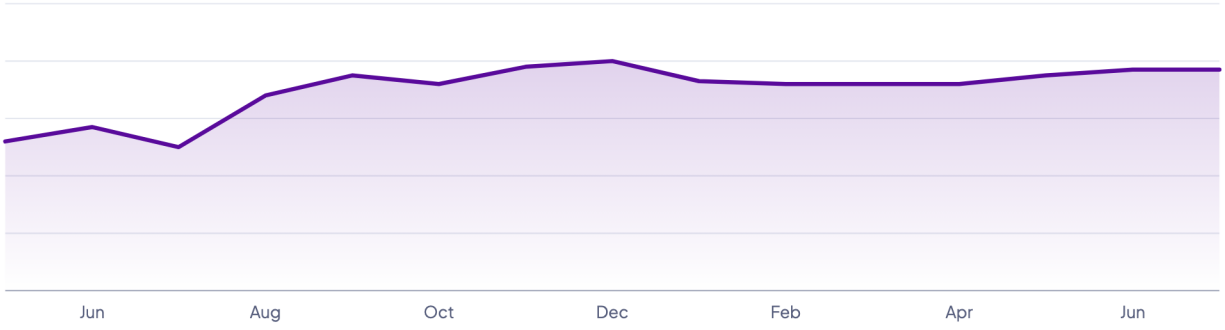
Daily Engaged Users

Users engaging with Rewarded Surveys each day



Session Conversion Rate

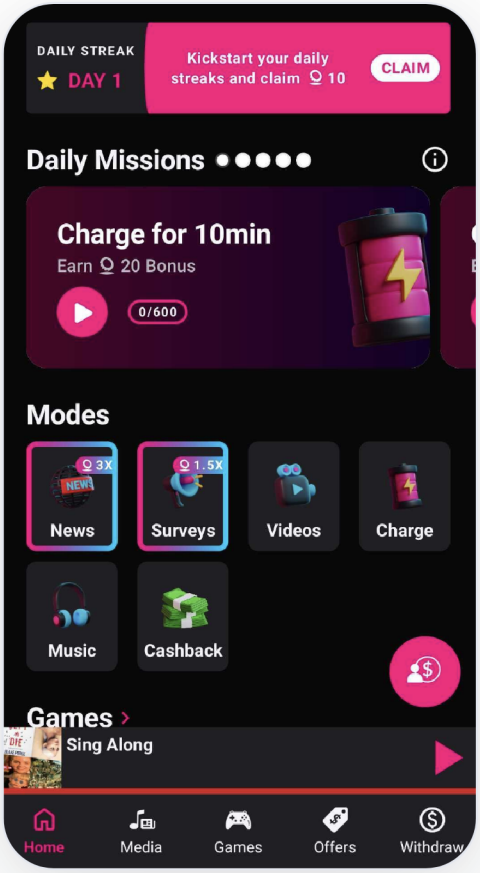
Share of survey sessions ending in a completion

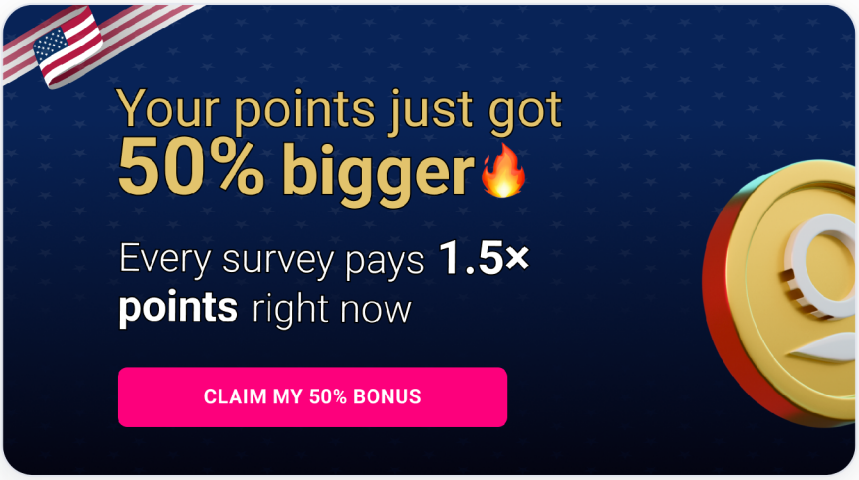


IN THE APP

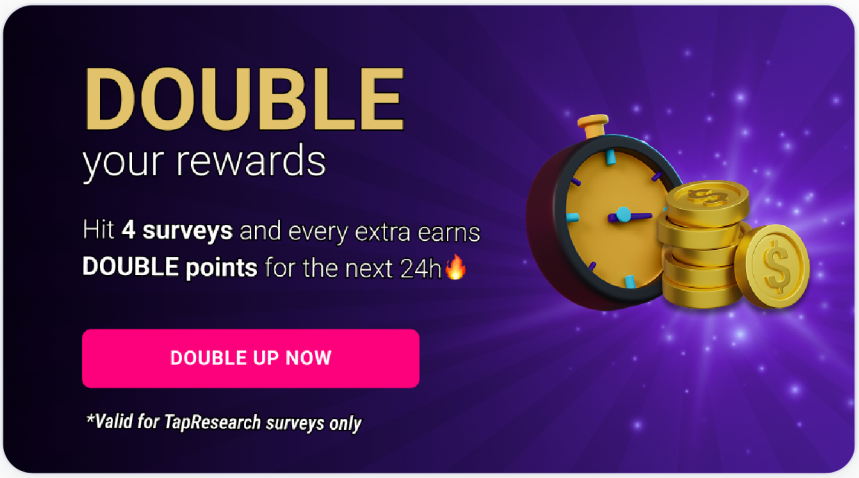
The promotions that re-energized surveys

Sharper messaging, timely boosts, and higher-value rewards — surfaced right where users already earn. These are the in-app moments that drove 3X survey-revenue growth.





Surveys Promo – Time-bound 1.5× promotions to drive up user engagement and participation.



Streak boost – Complete four surveys to unlock double rewards.

FROM DECLINE TO 3X GROWTH

Rewarded surveys, re-energized.

The publishers getting the most from rewarded surveys treat them as a living part of the experience — promoted at the right moments, to the right users, with rewards worth acting on. By pairing sharper targeting with a nimble partner, Mode Mobile turned a declining channel into one of its fastest-growing.

In twelve months, the Mode Earn App tripled its Rewarded Surveys revenue — proof that understanding what motivates users is good for engagement and good for the business.

Ready to grow your survey revenue?

See how rewarded surveys can grow revenue in your app — without the ad fatigue.

Talk to our team →

tap research