PeopleFun Increases Engaged ARPDAU by 50% with Rewarded Surveys

PeopleFun partners with TapResearch to offer rewarded surveys that drive engagement, elevate player experiences, and generate net-new revenue.

Industry
Mobile Games

Country
Worldwide

Site
www.peoplefun.com

Driving high-value engagement and boosting revenue in popular mobile game *WordScapes*

PeopleFun is a mobile game publisher and makers of top grossing word game *WordScapes* on iOS and Android. They are also the makers of *Age of Empires*, one of the best-selling and most award-winning games of all time. When they realized that too much of their monetization strategy depended on the success of advertisements and rewarded video offers, they decided to search for alternatives that would not compromise existing revenue.

With TapResearch, PeopleFun could power rewarded surveys that advance player experience as much as it does monetization. Our surveys thoughtfully incentivize and inspire action from app users throughout gameplay, offering virtual currency in exchange for survey participation and increasing high-value engagement as a result. This means that players can collect and stash earnings with ease, all while publishers generate net-new revenue from meeting the market research industry's demand for quality insights.

> ***"Rewarded Surveys fit perfectly into our monetization strategy.*** *Users opt-in on their own time and enjoy sharing their opinions for the high payouts. TapResearch has become a high yield partner across iOS, Android, and our Facebook game."*



John Boog-Scott
COO, PeopleFun

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The Challenge

Diversify revenue and boost ARPDAU

PeopleFun wanted to diversify their rewarded monetization strategy and give users an alternative opt-in format to earn in-game currency beyond video and other offers. The solution they were searching for had to be a low-risk, high-yield option for generating revenue while positively impacting overall engagement. With an eye on the future, the PeopleFun team kept player interests top-of-mind, stayed firm on requiring a seamless user experience, and sought a solution that did not rely on 3rd party tracking for success.

The Solution

Rewarded surveys that are a user-friendly path to net-new revenue

TapResearch met all of PeopleFun's criteria for a new monetization partner. By engaging players with our rewarded surveys during "shopping moments" across the game, PeopleFun could offer greater flexibility in how players choose to navigate the game. By including rewarded survey options whenever other offerings are shown, players have more agency in how they'd like to earn new currency. And with an intuitive user experience, our patented Guaranteed Payout™ system (the feature that allows players to receive rewards based on their participation—whether they complete a survey or not), immediate rewards, and more, rewarded surveys have quickly become a preferred method for earning free in-game currency for *WordScapes* players.

The Results

Overall business success

50% increase in engaged ARPDAU, a direct result of our ability to generate value for publishers and players alike.

3.4x longer player sessions amongst engaged users, a result of having a better way to earn virtual currency that keeps players in the game and excited to earn more generate value for publishers and players alike.



Positive Reviews

from users who participate in TapResearch survey experiences, a result of our platform's intuitive user interface, engaging survey topics, and immediate survey rewards.

"Would love to have some benefits mentioned in the survey happen in real life! Thanks!"

-Los Angeles, 32 yrs old

"Very reliable survey that is worth the effort."

-Boston, 55 yrs old

"Very different. Very happy to do this survey. Extremely easy to navigate."

-Seattle, 32 yrs old

About PeopleFun

PeopleFun is one of the world's top developers of casual mobile games, with titles including Wordscapes, Wordstacks, Word Chums and Wordscapes in Bloom. Headquartered in Dallas, TX, our growing studio is a hotbed for creativity and collaboration, by some of the most talented software engineers, artists, data scientists, analysts, product managers, and producers anywhere in the world. We're passionate about the talent and diversity of our team, the games we make, and the users who play them.

Learn more at www.peoplefun.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.

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