



POCKETSFULL

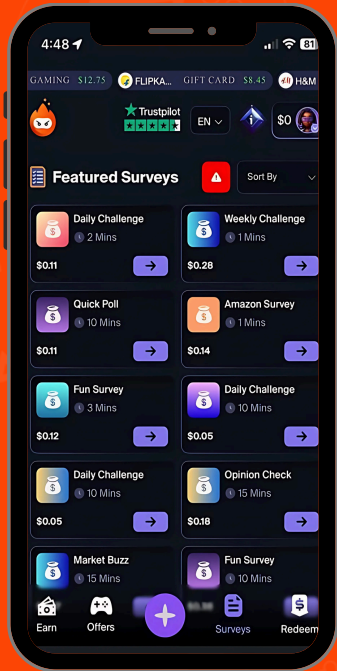
By  **Catalyse Research**

Increase iAP's & convert
non-paying users!

What it is?

A plug-and-play rewarded **Survey** wall for **games** and apps.

Users complete surveys to earn in-game currency or **gift cards**, driving incremental revenue and retention without leaving your app.



Who we are

A global market-research leader powering **PocketsFull** with direct, high-quality market research surveys for your users. We have been a pioneer data collection company enriching our clientel with rich insights through surveys

The problem we solve



90–98%

Users don't make IAPs → lost revenue.



lifting ARPDau

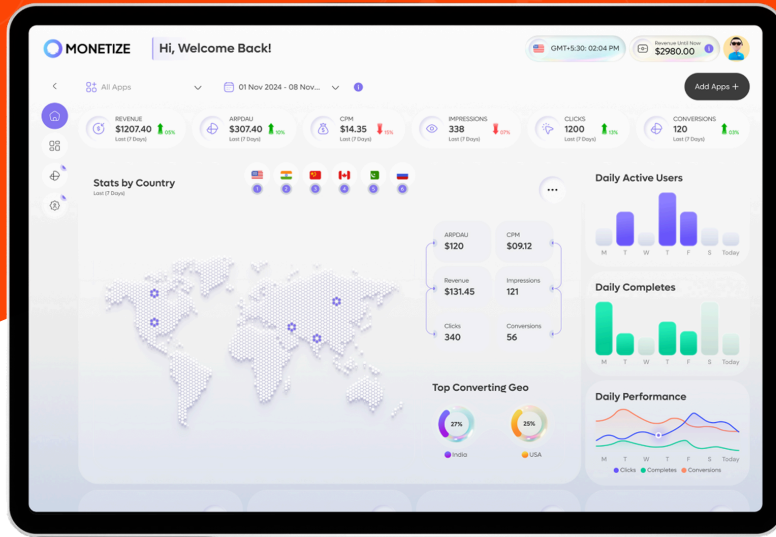
Surveys convert part of these non-payers into value, lifting ARPDau and smoothing geo monetization.



Initiated flow

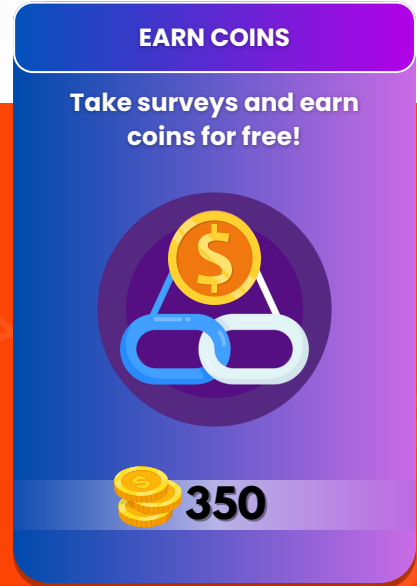
Opt-in, user-initiated flow avoids ad fatigue.

You get a **dashboard** to track **revenues** real time, with transparency



User journey (in-app, 30-second summary)

- Player opens Store/Earn coins → taps "Icon".
- Sees time+reward unique for each survey → completes a survey.
- Instant credit to user balance via secure S2S postback.
- Player spends in-app coins as set by you on items/upgrades and continues playing.



Pocketsfull impact the digital economy globally



**8 billion
minutes**

Additional engagement
driven on global products



**5% mobile
phones globally**

Have Pocketsfull within
one app



**2 million global
users**

Take our surveys each
year



**Revenue from market
research surveys will
reach USD 338 billion
by 2030**



**Many popular apps
have introduced
surveys for their
users**



**You too can have
a piece of this
multi-billion
dollar pie**

Why it improves retention ?

- Progress without paying → keeps users in the loop.
- Rewards stay in your economy (unless you enable gift cards).
- More reasons to return (daily caps, 2× events, new content).

Common FAQs

- **What are key considerations for implementing survey wall?**

1.Placement (Location)- Crucial for engagement rate. Needs to be visible (e.g., home screen button, in-store). Adding a direct home screen button drastically increased user's engagement (2.2x).

Multiple placements are possible within the app

2.Traffic Drivers- Clear Call-to-Action (e.g., "Free Gold" for gold currency in game or Tap to earn/ Earn giftcards)

3.Rewards- For in-app currency, set the right exchange rate (often similar to IAP value, e.g., \$1=100 gems), or if using giftcard, we show giftcard in local currency

- **Do you need a split currency (e.g., premium vs normal) to use the survey wall?**

Not necessarily. If you have one major currency (like "Gold") that users can purchase, you can use the offer wall to reward that currency, maintaining a similar conversion rate to IAP.

- **What is the effect of the survey wall on retention?**

Surveywall users tend to have a longer average lifetime than non-offer wall users. It makes logical sense that players who invested time completing tasks to get currency would return to use it again and again!

Pocketsful.Ai & the history of the offerwall

The pioneer of the mobile value exchange model

5

Years in
market

50+

Strategic partnership with Fortune 500
companies for daily market research
needs



Offices



Few clients that
trust us

Along with our domination in Market Research domain, we have also been expanding into reward-based monetization solutions that connect brands with a vast, engaged user base. Through Pocketsfull.ai, users interact with various market research surveys scatter across all the globe, earning rewards for their participation. This engagement offers brands valuable insights and access to a highly active audience, facilitating mutually beneficial relationships between consumers and companies.



LET'S GO FOR A TEST RIDE

Contact Us

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