**Preferred Method of Monetization**

|  |  |  |
| --- | --- | --- |
| Type | Votes | Comments (not everyone who voted, commented) |
| Banner Ad | 0 |  |
| Full size ads between levels | 0 |  |
| Selling data | 0 |  |
| Offer wall | 0 |  |
| Video ads | 2 | “Like earning extra gems” |
| Branded in-game items | 3 | “I like dressing up my character in game with special items” |
| DLC | 3 |  |
| Ad removal | 2 | “Hate ads” |
| Loot boxes | 2 | “Like opening FIFA packs, not knowing” |
| Increase growth rates | 1 |  |

**References**

Questionnaire conducted using my little brother (age13) Instagram story targeted at girls in his year aged 13-14year old. Only girls in that age range, results were recorded.