

# WhatsApp Group Monetization Survey

A survey for WhatsApp group owners to understand monetization and their experiences to inform the design of our new platform

\* Indicates required question

---

1. Which persona best describe you? \*

*Mark only one oval.*

- ☐ Group Owner/Admin      *Skip to question 2*
- ☐ Group Member      *Skip to question 18*
- ☐ Business Owner/Advertiser      *Skip to question 9*

For GROUP OWNERS/ADMINS only

This section is meant for GROUP OWNERS/ADMINS only.

2. What type of contents does your group focus on? \*

*Tick all that apply.*

- ☐ Business and Enterprenuership
- ☐ Education and Skills
- ☐ Social and Entertainment
- ☐ Health and Fitness
- ☐ Science and Technology
- ☐ Personal Finance
- ☐ Fashion & Lifestyle
- ☐ Career & Networking
- ☐ Food and Healthy eating
- ☐ Other: \_\_\_\_\_

3. What are your primary goals for managing a group? (Select up to 2) \*

*Tick all that apply.*

- ☐ Growing membership
- ☐ Increasing engagement and interactions
- ☐ Building brand authority
- ☐ Monetizing group activities
- ☐ Providing exclusive content or support
- ☐ Other: \_\_\_\_\_

4. Would you be interested in monetizing your groups by allowing ads or promotions? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Maybe

5. What are your biggest challenges when it comes to monetizing your group? \*

*Tick all that apply.*

- ☐ Privacy of group members
- ☐ Low engagement from members
- ☐ Potential disruption of group activities
- ☐ Inadequate monetization tools
- ☐ Difficulty finding Sponsors or Advertisers
- ☐ Managing ads and transactions
- ☐ Insecure and unreliable payment system
- ☐ Other: \_\_\_\_\_

6. What kind of ads would you allow in your group? \*

*Mark only one oval.*

- ☐ Relevant products/services
- ☐ Sponsored contents
- ☐ Affiliate marketing
- ☐ Other: \_\_\_\_\_

7. How do you currently fund your group? \*

*Mark only one oval.*

- ☐ Out of Pocket
- ☐ Members contributions
- ☐ Sponsorship
- ☐ Other: \_\_\_\_\_

8. What kind of feature would you like from a group management/ad platform? \*

*Tick all that apply.*

- ☐ Secure and seamless payment system
- ☐ Group statistics and demographics Insights
- ☐ Group Profile Creation - create and customize profiles for your groups (group topics and niches, etc)
- ☐ Member analytics and insights
- ☐ Revenue Tracking
- ☐ Engagement metrics
- ☐ Manage Contact Information Requests Control over sharing contact information with advertisers through a manual approval system.
- ☐ Moderation tools (e.g., banning, approving posts)
- ☐ Other: \_\_\_\_\_

*Skip to question 26*

For BUSINESS OWNERS/ADVERTISERS only.

This section is meant for BUSINESS OWNERS/ADVERTISERS only.

9. What are the main goals of your advertising efforts? (Select up to 2) \*

*Tick all that apply.*

- ☐ Brand awareness
- ☐ Lead generation
- ☐ Sales conversion
- ☐ Customer engagement
- ☐ Community building
- ☐ Other: \_\_\_\_\_

10. Have you used social media or community-based platforms for advertising? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No

11. If yes, which ones? (Select all that apply)

*Tick all that apply.*

- ☐ Facebook Groups
- ☐ WhatsApp Groups
- ☐ Instagram communities
- ☐ Discord
- ☐ Telegram
- ☐ Other: \_\_\_\_\_

12. What challenges have you faced with other advertising platforms? (Select all that apply) \*

*Tick all that apply.*

- ☐ Limited targeting options
- ☐ High costs
- ☐ Poor engagement rates
- ☐ Difficulty measuring ROI
- ☐ Limited support or resources
- ☐ Other: \_\_\_\_\_

13. What metrics do you prioritize when assessing ad performance? \*

*Mark only one oval.*

- ☐ Engagement rate
- ☐ Conversion rate
- ☐ Reach/impressions
- ☐ Click-through rate
- ☐ Cost-per-click
- ☐ Other: \_\_\_\_\_

14. What would make a group/platform appealing for promotion? \*

*Mark only one oval.*

- ☐ Group size
- ☐ Engagement level
- ☐ Specific Niche /topic
- ☐ Age range
- ☐ Other: \_\_\_\_\_

15. What feature would make an ad placement platform more appealing to you as a business owner/advertiser? \*

*Tick all that apply.*

- ☐ Secure and seamless payment system
- ☐ Audience Analytics
- ☐ Engagement metrics
- ☐ Simple management tools
- ☐ Group Search and Filter - Find groups based on categories (e.g., lifestyle, business), location, and size.
- ☐ Publicly displayed group ratings and reviews
- ☐ Ad Scheduling and Control
- ☐ Access to group admin contacts
- ☐ Other: \_\_\_\_\_

16. How much do you typically spend on advertisements per month (in Naira)? \*

\_\_\_\_\_

17. What is your preferred pricing model for ads?

*Mark only one oval.*

- ☐ Pay-per-click (PPC)
- ☐ Pay-per-impression (CPM)
- ☐ Flat fee
- ☐ Tiered packages based on reach
- ☐ No preference

*Skip to question 26*

**For GROUP MEMBERS only**

This section is meant for GROUP MEMBERS only.

18. What age group do you fall into? \*

*Mark only one oval.*

- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 and above

19. What topics or interests are you most likely to join a group for? (Select all that apply)

*Tick all that apply.*

- ☐ Business and Enterprenuership
- ☐ Education and Skills
- ☐ Social and Entertainment
- ☐ Health and Fitness
- ☐ Science and Technology
- ☐ Personal Finance
- ☐ Fashion & Lifestyle
- ☐ Career & Networking
- ☐ Food and Healthy eating
- ☐ Other: \_\_\_\_\_

20. How often do you engage with community-based groups? \*

*Mark only one oval.*

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely

21. What motivates you to actively participate in groups? (Select all that apply) \*

*Tick all that apply.*

- ☐ Learning new things
- ☐ Networking with others
- ☐ Sharing my opinions
- ☐ Access to exclusive content
- ☐ Support or advice from the community
- ☐ Other: \_\_\_\_\_

22. What frustrations have you experienced in other community-based platforms? (Select all that apply) \*

*Tick all that apply.*

- ☐ Irrelevant ads or spam
- ☐ Poor moderation
- ☐ Lack of engagement
- ☐ Limited content variety
- ☐ Unclear group purpose
- ☐ Other: \_\_\_\_\_

23. Would you be comfortable seeing ads in a group you are a part of? \*

*Mark only one oval.*

- ☐ Yes, if they are relevant
- ☐ No
- ☐ Maybe



24. What type of ads would you find acceptable in a community-group?

*Mark only one oval.*

- ☐ Text only ads
- ☐ Image ads
- ☐ Video ads
- ☐ ads related to group's focus and niche
- ☐ Other: \_\_\_\_\_

25. How likely are you to engage with ads that are relevant to your interests within a group? \*

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

*Skip to question 26*

## GENERAL

26. Do you have any additional suggestions or features you would like to see in this platform? \*

---

---

---

---

---

# Google Forms

