



Monetize Your Website
or App Traffic with
Surveys



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



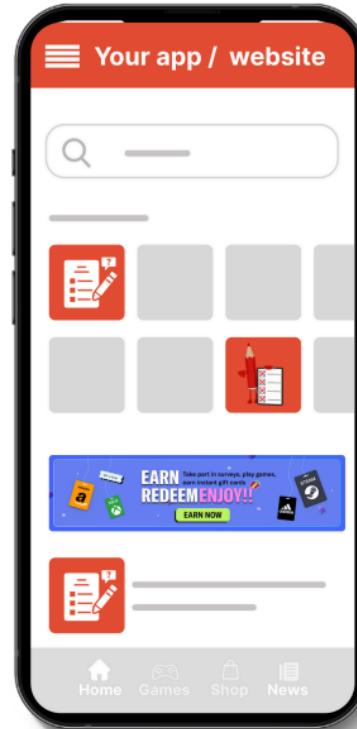
Many popular apps have introduced surveys for their users



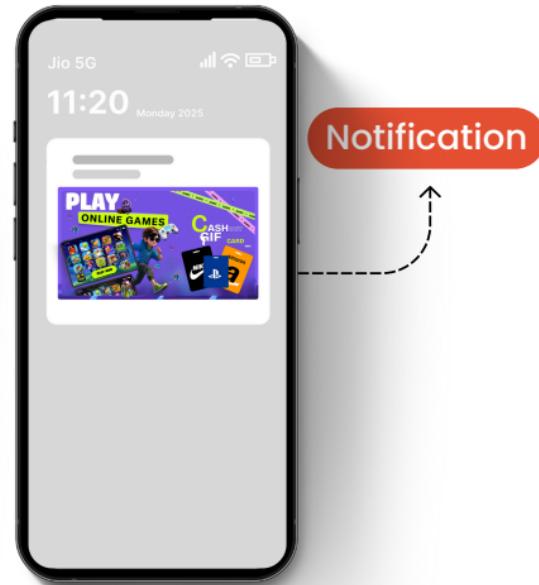
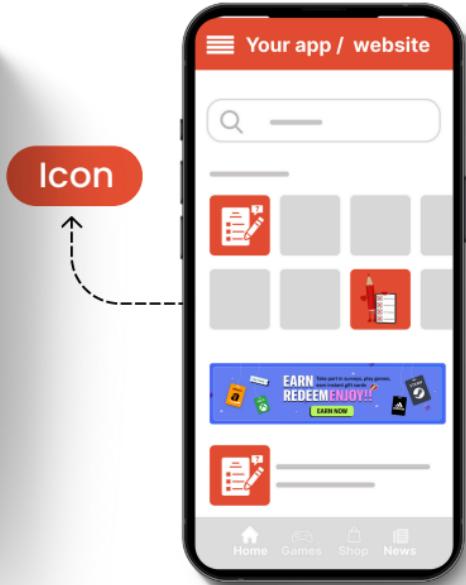
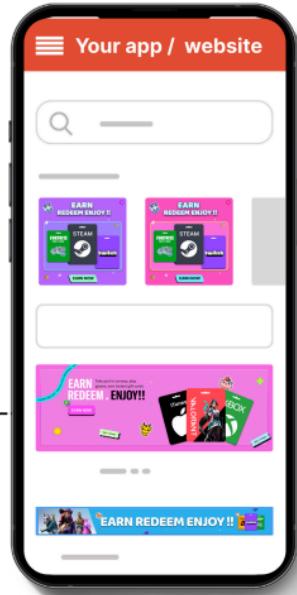
You too can have a piece of this multi-billion dollar pie

Add survey-wall to your product
for free in 30 mins

Grow revenue &
retention by 40%



— Simply place gaming & pocketsfull creatives at suitable spots —



We provide you access to hundreds of pre-designed creatives

GENERATE MORE REVENUE FROM YOUR PROPERTY

The screenshot shows a website interface. At the top, there's a navigation bar with links: HOME, FEATURES, PRICING, DOCS, INTEGRATIONS, BLOG, and a green 'TAP&EARN' button. Below the navigation bar, the main content area features a large heading 'Grow your earnings' and a subtext 'Earn rewards using our mobile app.' A 'Get Started' button is located below the heading. At the bottom of the page is a purple banner with text 'TAKE PART IN SURVEYS, PLAY GAMES, EARN INSTANT GIFT CARDS' and 'REDEEM ENJOY!!' with a 'EARN NOW' button. The banner also features logos for PlayStation, Xbox, and Nike.



'Tap to Earn' navigation button

Add us to your Homepage navigation 'Tap to Earn' Button as an option for users to load the iframe/webview link inside your product without leaving the website. You can choose from our library of all CTA buttons or your own



BANNER SPONSORSHIP

Add banners from our pre-made list of banner library

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

The image shows a woman with dark hair in a pink top and grey pants walking towards the right, looking down at a tablet she is holding. The tablet screen displays a detailed dashboard from a platform called "MONETIZE". The dashboard includes the following key metrics:

- Revenue:** \$1207.40 (Last 7 Days)
- ARPAU:** \$307.40 (Last 7 Days)
- CPM:** \$14.35 (Last 7 Days)
- Impressions:** 338 (Last 7 Days)
- Clicks:** 1200 (Last 7 Days)
- Conversions:** 120 (Last 7 Days)

Other sections of the dashboard include:

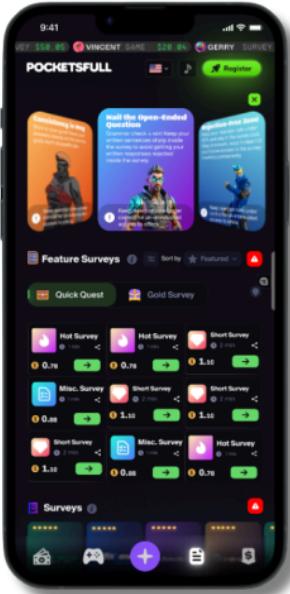
- Stats by Country:** Last 7 Days (with a world map showing activity in various countries)
- Daily Active Users:** Bar chart showing user engagement across Monday through Saturday.
- Daily Completes:** Bar chart showing completion rates across the same days.
- Top Converting Geo:** India (27%) and USA (25%)
- Daily Performance:** Line chart showing Clicks (blue), Completes (green), and Conversions (red) over the last 7 days.

The dashboard also features a "Hi, Welcome Back!" message, a date range selector (01 Nov 2024 - 08 Nov...), and a "Revenue Until Now" summary of \$2980.00.

How Pocketsfull Works



Place icon/banner representing surveys or “Tap to earn” in your app/website



Icon launches survey portal within your app/website



Each time your user earns and checks out using giftcard, you earn a commission

Pocketsfull impact the digital economy globally



**8 billion
minutes**

Additional engagement
driven on global products



**14% mobile
phones globally**

Have Pocketsfull within
one app



**45 million
global users**

Engage in our surveys
each month

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.

Common FAQs

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

- 1.PV 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?**

Survey wall 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!

KPI

ARPDAU
0.30\$

Engagement Rate
4-6%

\$530 - TIER-1
eCPM

5.3%
Engagement Rate



LET'S GO FOR A TEST RIDE

Contact Us



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