



POCKETSFULL

By



Catalyse Research

Monetize your App
with Surveys



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

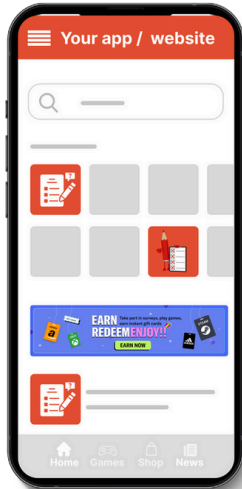


**Many popular apps
have introduced
surveys for their
users**

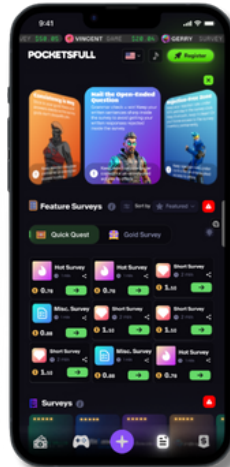


**You too can have
a piece of this
multi-billion
dollar pie**

How Pocketsfull Works



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

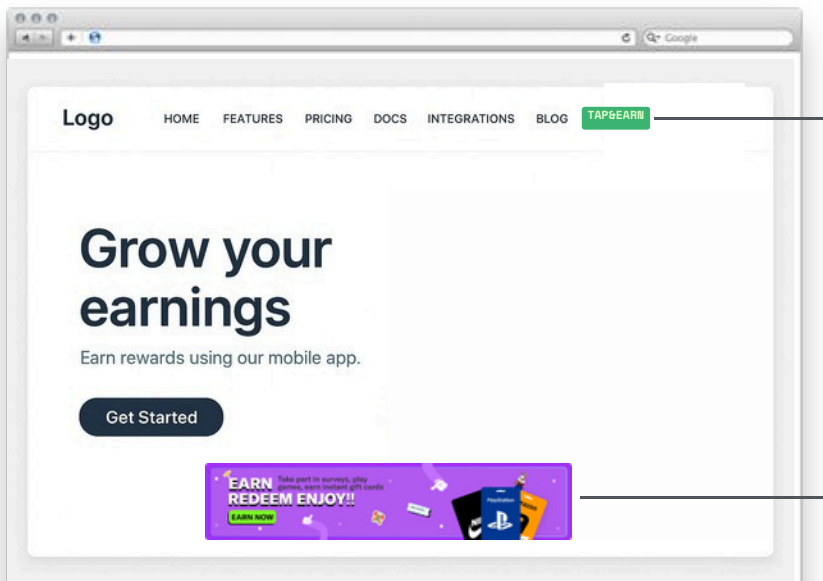


Icon launches survey portal within your app/website



Each time your user takes surveys and cashed out using giftcard, you earn a commission

GENERATE MORE REVENUE FROM YOUR PROPERTY



“Tap to Earn” navigation button

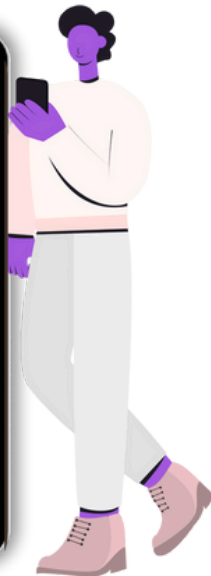
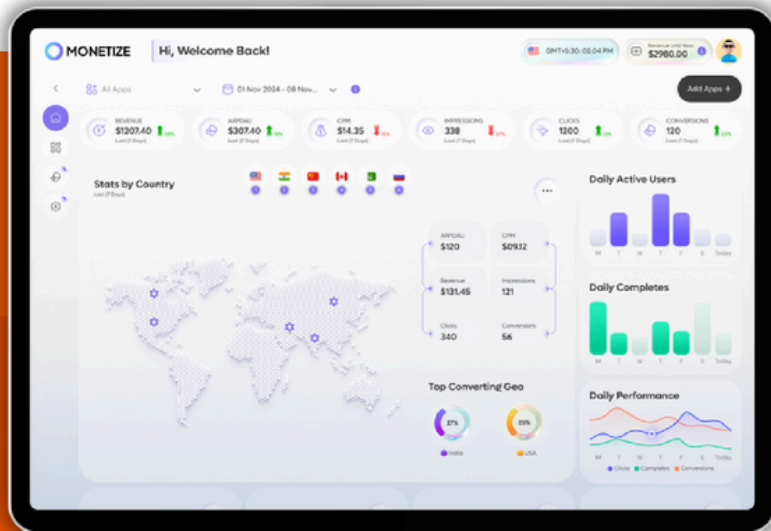
Add to your Homepage navigation ‘Tap to Earn’ Button as an option for users to load the iframe/webview link inside your product without leaving the website. You can choose from our library of all CTA buttons or your own

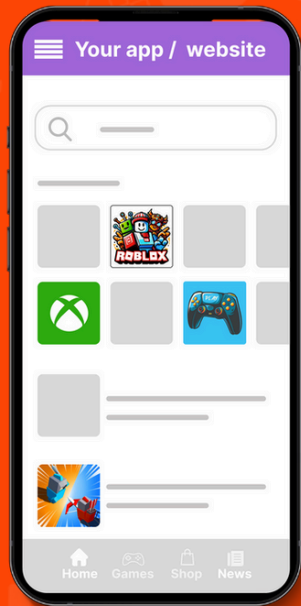


BANNER SPONSORSHIP

Add banners from our pre-made list of banner library

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





Grow revenue & retention
by **40%**

Add Surveys in your product for free in
30 mins



— Simply place gaming & pocketsfull creatives at suitable spots —



We provide you access to hundreds of pre-designed creatives

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

KPI

ARPPDAU
0.30\$

Engagement Rate
4-6%

\$530- TIER-1
eCPM

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?**

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

POCKETSFULL

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