

# OFFERWALL USE CASES

## 4 ways to utilize Offerwalls to monetize your users without having to implement a virtual currency ecosystem



Offerwalls are not pop-up ads that interrupt an app's gameplay or function. **Offerwalls are initiated by the user;** they're not something annoying that is going on at the edge of the screen or preventing the app from being used normally like banner ads and interstitials.

It's common knowledge that the majority of users are not willing to pay for additional content within apps. This leaves very few opportunities for app developers to monetize their users.

Offerwalls are the perfect solution to monetizing non-paying users as they are **usually more willing to complete an offer or view an ad if they derive a benefit** from it. In this case, rewarding your users does not require the implementation of a virtual currency ecosystem.

Like many other developers, by reference to the screenshots on the bottom, cheetah games and TheCrypto.app are monetizing their users by displaying banners and interstitials. The users of cheetah games' app 'Rolling Sky' have the ability to go ad-free by making an in-app purchase whereas the users of 'THE CRYPTO APP' have the ability to go ad-free for life or to upgrade to the app's premium version for life.

If you are asking yourself, "What is an Offerwall used for?" then it is also likely you are asking related questions like, **"How can I drive more revenue from my apps?"**

One of the most important features of an Offerwall is to **ensure that earning potential is maximized**. Therefore, they are used frequently by savvy app developers who are making their apps available for free.

The 4 ways to utilize Offerwalls to monetize users without having to implement a virtual currency ecosystem are namely:

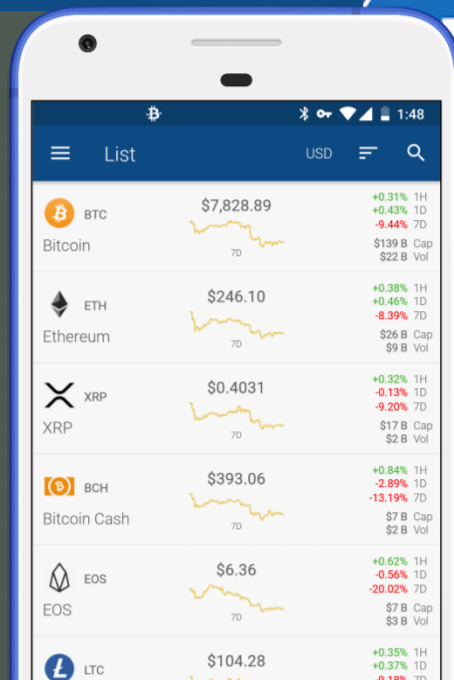
- Temporary Ad-Free
- Temporary Premium
- Lifetime Ad-Free
- Lifetime Premium

At the example of the apps 'Rolling Sky' and 'The Crypto App', we will shed some light on these monetization techniques.

### cheetah games



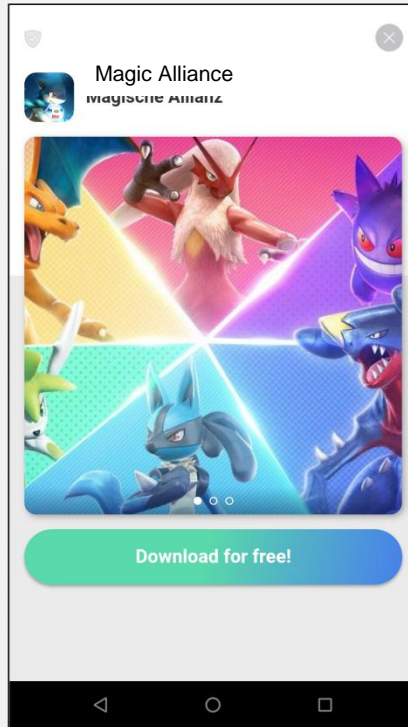
### THE CRYPTO APP



1



2



## State Of Affairs

The user's journey starts with the app as displayed in screenshots #1 and #2 on the left: Evidently, 'Rolling Sky' users are being monetized with ads such as interstitials.

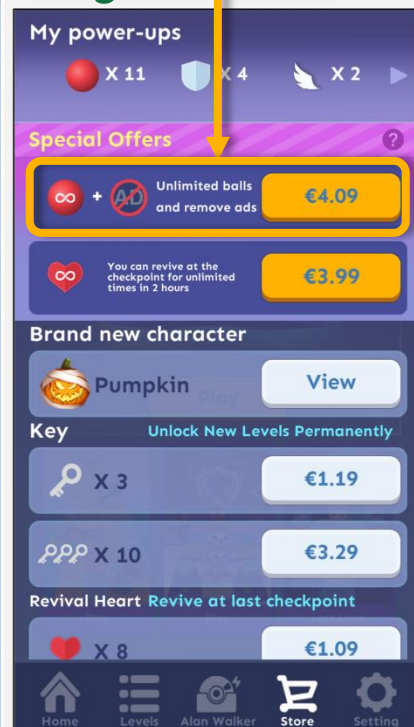
The user can access the Store section, shown in screenshot #3, by pressing the button outlined in screenshot #1. From here, shown in screenshot #3, the user has the option to purchase the ad-free version of the app along with unlimited balls for €4.09.

**Here is how cheetah games could offer an additional layer of monetization using Offerwalls!**

## Go Ad-Free With Offerwalls

Some users will take advantage of the opportunity to go ad-free and make an IAP. As a way of monetizing the non-paying users beyond the dimension of banners, videos and interstitials, Offerwalls will be implemented to unlock the opportunity to go ad-free by completing an offer without spending money.

3





## My power-ups

X 11 X 4 X 2

## Special Offers

Unlimited balls and remove ads €4.09

You can revive at the checkpoint for unlimited times in 2 hours €3.99

Temporarily remove ads for 1, 3 or 12 months by completing an offer Free

## Brand new character

Pumpkin View

## Key Unlock New Levels Permanently

X 3 €1.19

X 10 €3.29

Home Levels Alan Walker Store Setting



## My power-ups

X 11 X 4 X 2

## Offerwall Section

Complete any offer to remove ads 1 month

Complete any offer to remove ads 3 months

Complete any offer to remove ads 12 months

Return to Store

Home Levels Alan Walker Store Setting



## Go Ad-Free

Complete any offer to go Ad-Free

Apps Tasks Surveys

MobileXpression US iPhone 1 Month

Solitaire Deluxe 2 1 Month

Racing Brawl - Race Car Games 1 Month

Epic Summoners: Monsters War 1 Month

Clone Evolution: RPG Battle 1 Month

eVoice 1 Month

Math Learner: Easy Mathematics 1 Month

Nielsen Panel 1 Month

Pinyada 1 Month

CyberGhost VPN & WiFi Proxy 1 Month

Credit Sesame 1 Month

DealDash - Bid & Save Auctions 1 Month

## How To Implement An Offerwall



Think about how much money, at the very least, you would like to earn per completed offer. Is ~€1 for 1 month of ad-free app consumption reasonable? Might less money be do the trick as well?

Now, set the minimum payout for offers displayed in the Offerwall to the value you just decided on. For example, if you want to earn at least €1 per completed offer, set the minimum payout to €1 in the ayeT-Studios dashboard. **The Offerwall will then only be served with offers that pay out €1 or more per completion.**

Keep in mind that the **users who are monetized with the Offerwall would otherwise not be spending any money** at all. Moreover, if you set the minimum payout to a certain value, offers with a higher payout value are still being displayed and might be completed by users. Thus, setting the minimum payout for 1 month of ad-free to less than €1 doesn't seem like such a bad deal after all.

## When To Display The Offerwall

It's crucial to consider that showing the Offerwall to users the first time they visit the in-app shop is not helpful. Give them time to think about the proposal of purchasing the ad-free version of the app in exchange for real money.

It would probably benefit your revenue the most, if you showed the Offerwall to users when they return to the remove-ads section consecutive times. In order to find the sweet spot for your revenue generation, simply **test different moments in time to display the Offerwall.**

## User Journey

Looking at screenshot #2, **three Offerwalls were implemented in the app, each with a different minimum payout.**

When a user clicks on one of the buttons, he/she is taken to the Offerwall itself (screenshot #3), where an offer can be completed in exchange for the temporary ad-free version of the app. In the case of 'Rocket Sky', annoying ads will be a thing of the past.

## Effects Of Offerwall Monetization

When users interact with Offerwalls, they are the ones who are in control; this often **increases comfort levels and creates the feeling of having a choice**. Offerwalls allow users to select from several different offers. They can **pick and choose what suits their taste**.

This is an excellent approach for developers to derive advertising revenue without giving users the impression of being the target for irrelevant marketing. This should even **boost the overall user experience**.

## Temporary Premium

## Lifetime Premium

The screenshots show the 'Go Ad-Free' offerwall on the left and the 'Upgrade to Pro' offerwall on the right. Both offerwalls list various apps like MobileXpression US iPhone, Slots, TikTok - Real Short Videos, and MoneyLion: Mobile Banking. The 'Upgrade to Pro' offerwall includes a 'COMPLETE OFFER TO GO PRO (FREE)' button with options for 1 Month, 3 Months, and 12 Months. The 'Upgrade to Pro' offerwall also shows a 'Go Pro' button for each app. The 'Upgrade to Pro' offerwall includes a 'COMPLETE OFFER TO GO PRO (FREE)' button with options for 1 Month, 3 Months, and 12 Months. The 'Upgrade to Pro' offerwall also shows a 'Go Pro' button for each app. The 'Upgrade to Pro' offerwall includes a 'COMPLETE OFFER TO GO PRO (FREE)' button with options for 1 Month, 3 Months, and 12 Months. The 'Upgrade to Pro' offerwall also shows a 'Go Pro' button for each app.

**Upgrade to Pro**

- quickly see performance of past 60 minutes
- No ads
- One time payment only
- Receive all future PRO features
- Support further development

**COMPLETE OFFER TO GO PRO (FREE)**

1 Month 3 Months 12 Months

**UPGRADE NOW**

**Google Play**

**PRO** €9.99

Crypto App - Widgets, Alerts, News, Bitcoin Prices

## Lifetime Ad-Free

The screenshots show the 'Remove Ads' offerwall on the left and the 'Go Ad-Free For Life' offerwall on the right. The 'Remove Ads' offerwall includes a 'Pay to remove' button and a 'Complete offer to remove (FREE)' button. The 'Go Ad-Free For Life' offerwall lists various apps like MobileXpression US iPhone, Slots, and TikTok - Real Short Videos. The 'Go Ad-Free For Life' offerwall includes a 'Go Ad-Free' button for each app. The 'Go Ad-Free For Life' offerwall also shows a 'Go Ad-Free' button for each app.

**Remove Ads**

- One time payment only
- OR complete offer to remove (FREE)
- Remove ads for lifetime

**Pay to remove**

**Complete offer to remove (FREE)**

**Go Ad-Free For Life**

Complete any offer to earn Go Ad-Free.

**Apps**

MobileXpression US iPhone Go Ad-Free

Slots Go Ad-Free

TikTok - Real Short Videos Go Ad-Free



## Temporary Premium

Looking at the screenshots on the top left, **three Offerwalls were implemented** into the app 'THE CRYPTO APP'. Once again, each **Offerwall has a different minimum payout**. This monetization strategy follows the same principles as Temporary Ad-Free monetization; the only difference being that users are temporarily unlocking the premium version of the app instead of the ad-free version.

## Lifetime Premium

Looking at the screenshots on the top right, **one Offerwall with a minimum payout of ~€10 was implemented**. By completing one offer, users are unlocking the premium version of 'THE CRYPTO APP' for life. It is probably best to show the Offerwall to the users that are returning to the shop without making a purchase previously. This way only the non-paying users are monetized with the Offerwall.

## Lifetime Ad-Free

Looking at the screenshots on the bottom left, **one Offerwall was implemented** into the app. The Offerwall is served with offers of a **minimum payout** that can be set in the ayeT-Studios dashboard. Keep in mind to collect user data to find the sweet spot of when to show the Offerwall to your users.