

THE ULTIMATE OFFERWALL GUIDE

Presented by **Tapjoy**

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KEY INSIGHTS

1 Offerwalls deliver ROI for publishers



Product innovations in rewarded ads have produced significant results for publishers. Top eCPM rates in the US on Android exceed **\$1500** and average around **\$400** across genres. Monetization rates per daily Offerwall user range from **\$0.07** to **\$0.33**, with the US average sitting at **\$0.20**.

2 The return of iOS monetization rates



The explosion of shopping offers on the iOS Offerwall has created a resurgence in monetization rates on iOS. Rates grew by **100%** since the removal of Cost Per Engagement (CPE) ads and have maintained over **50%** of their gains through Apple's privacy updates.

3 Multi-Reward blowing up on Android



Multi-Reward Cost Per Engagement ad campaigns are proving remarkably effective for publishers and advertisers alike. Multi-Reward CPE ad spend increased by a whopping **420%** over 2020.

4 Gamers gaming as hard as ever



Mobile games continue to inspire deep engagement in their users. Our survey revealed that an astonishing **50.1%** spend over 10 hours a week playing their favorite titles.

5 Gamers love rewarded ads



Rewarded ads continue to be the preferred ad model for users. When asked, **70%** told us they love rewarded ads, and **47%** say that rewarded ads are their preferred way to get virtual currency.

6 Rewarded ads are gameplay



Did you know that **79.1%** of users complete rewarded ads weekly, and **41%** complete rewarded ads daily? **45%** even said they would stop playing if the offerwall was removed!

7 Female gamers dominate



Say goodbye to outdated stereotypes: Women have taken over mobile gaming. **69.3%** of gamers on the Tapjoy network identify as female.

8 Rewarded ads just work



It's rare to see anything in marketing work as well as rewarded ads. **43.3%** of the users we surveyed purchased something they'd seen in a rewarded ad.

WHY YOU SHOULD READ THIS GUIDE

Methodology

This guide is designed to lead you through the ins and outs of offerwalls in 2021.

It takes a deep dive into the relationship between users and the offerwall, explores the major trends in the offerwall ecosystem, and explains the latest benchmarks and best practices for publishers.

But even that — as much as it is — is not quite all. Because of the sweeping changes we've seen in mobile advertising over the past couple of years, the guide pays particular attention to platform strategy.

This includes:

- Unique insights on how to leverage offerwalls on iOS since the introduction of Apple's App Tracking Transparency (ATT)
- An inside look at the rise of innovative ad campaigns, like Multi-Reward CPE, in Android's ecosystem

In short, this guide lives up to its billing, and we hope you get a lot out of it.

Enjoy!



3,977

Individuals were surveyed in Q1 2021.



Q2 '19 - Q2 '21

Date range coverage for platform data.



79.2%

Of users who started the survey, completed the survey.



Global

Coverage for platform data.

OFFERWALLS AND USERS

Except for Super Bowl commercials, ads are rarely a welcome part of any entertainment experience. But mobile advertising is redefining that relationship, and nowhere is that change more apparent than in mobile gaming and offerwalls.

While audiences have always understood the role ads play in content production, gamers go beyond understanding to full-blown appreciation. They see rewarded ads as essential and entertaining. They expect them to look like the game because they believe they are part of the game. They want rewarded ads to provide a deep experience, pushing them to engage — and supporting them along the way.

That's exactly what offerwalls do, and that is exactly why users love them.



User benefits

Today's mobile gamers play hard and love rewarded ads. Actually, they don't just love these ads — they depend on them. If an offerwall was removed from a game, 45% of users told us they would quit the game as soon as they ran out of in-game currency. In other words, offerwalls aren't a "nice to have" anymore. They're a must.

1 Users love gaming



Mobile gaming continues to rack up serious time spent. A staggering **50.1%** of gamers play over 10 hours a week, with only **38.8%** striking under that mark. The last **11.1%** get on sporadically.

2 They also love rewarded ads



How do gamers feel about rewarded ads? **70%** say they love them! In fact, **47%** of gamers say it's their favorite way to get virtual currency.

3 Users rely on rewarded ads



Users embrace rewarded ads as a natural part of the gaming experience. **79.1%** of users complete rewarded ads weekly — with **41%** completing them daily!

4 Offerwalls are essential to gameplay



When we asked users in 2020 what they would do if their game suddenly removed its offerwall, their answer was clear: **45%** would stop playing once their virtual currency dried up.

User profile

What does the Modern Mobile Gamer™ look like? While we have a [whole series](#) that breaks this down in detail, we'll give you a snapshot here: They typically identify as female (69.4%) and are between the ages of 18-39 (68.1%).

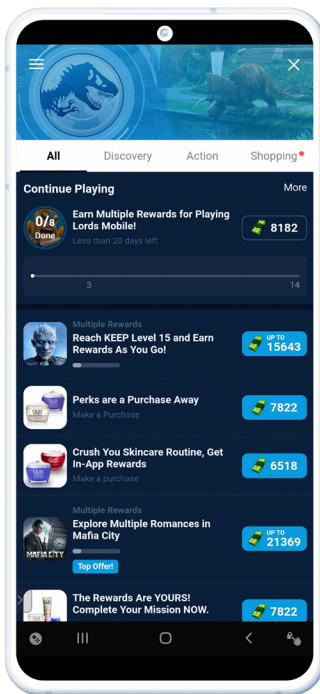
Check out the complete profile below:

Age	Gender	Region
<ul style="list-style-type: none">• 44.1% are 18-24• 24% are 25-39• 10.7% are 40-55• 4.1% are 56-74• 2.2% are 75+	<ul style="list-style-type: none">• 69.4% are female• 25.2% are male• 5.4% are non-binary	<ul style="list-style-type: none">• 40.3% are in APAC• 30% are in EMEA• 18% are in NA• 11.7% are in CALA

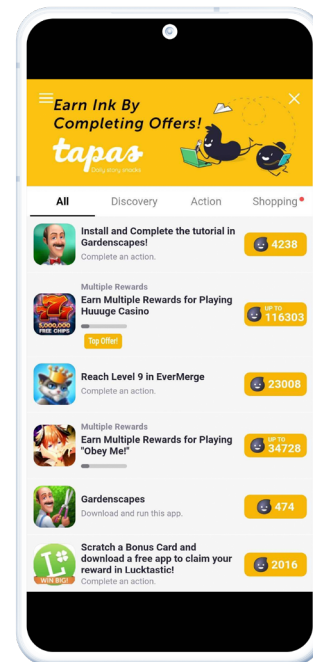
User preferences

Innovations in rewarded ads have turned mobile gamers into offerwall connoisseurs. They expect features and depth in the offerwall experience. They like it when progress bars let them know how close they are to their goal and when the offerwall matches the game's aesthetic.

For them, offerwalls aren't distractions: They're elements of the game. When approached from that angle, the user response is huge.¹



55% prefer when offerwalls match the game design.

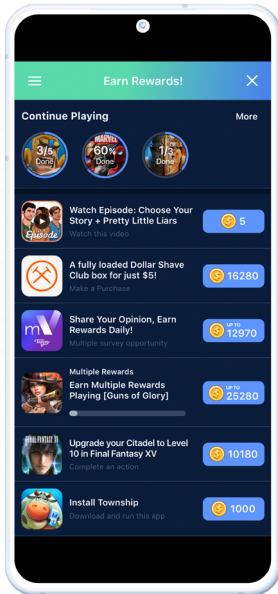


66.8% want their offerwalls to include a progress bar.

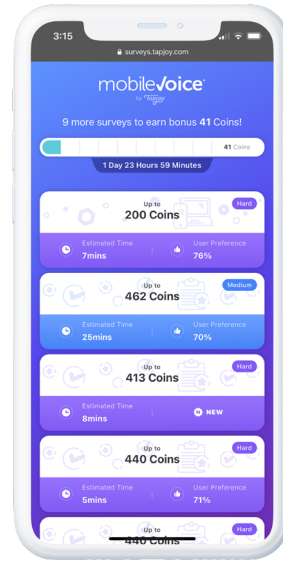
¹Results from a dedicated offerwall preferences survey: 3,804 individuals were surveyed in Q3 of 2021.



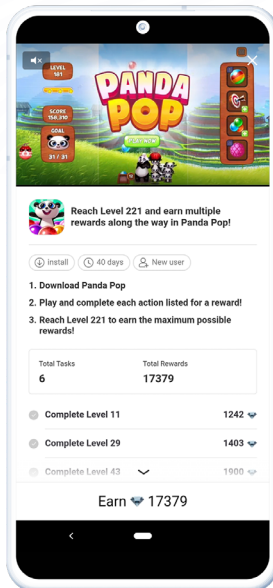
User preferences cont.



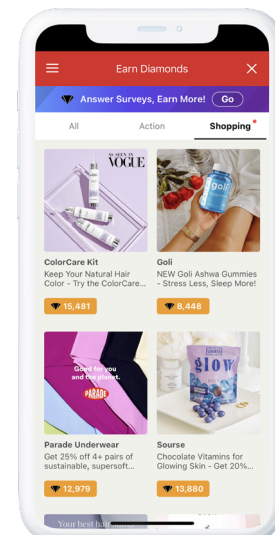
54.2% like it when offerwalls have rewarded surveys.



57.6% appreciate when there's a healthy variety of offers.

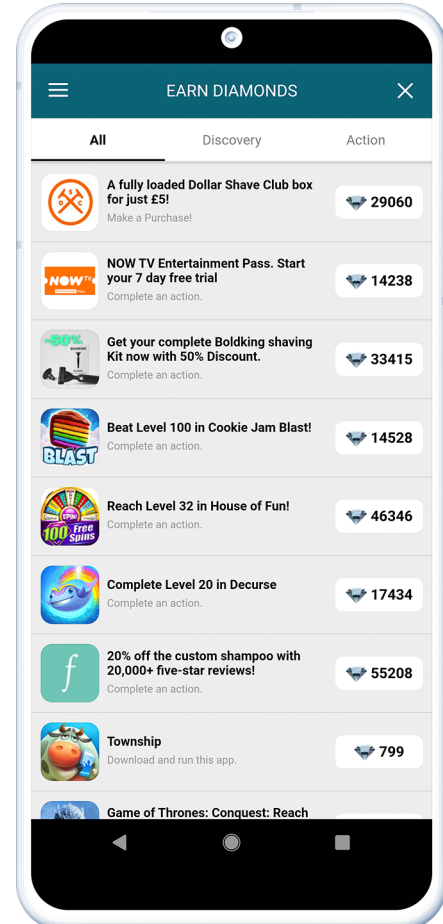
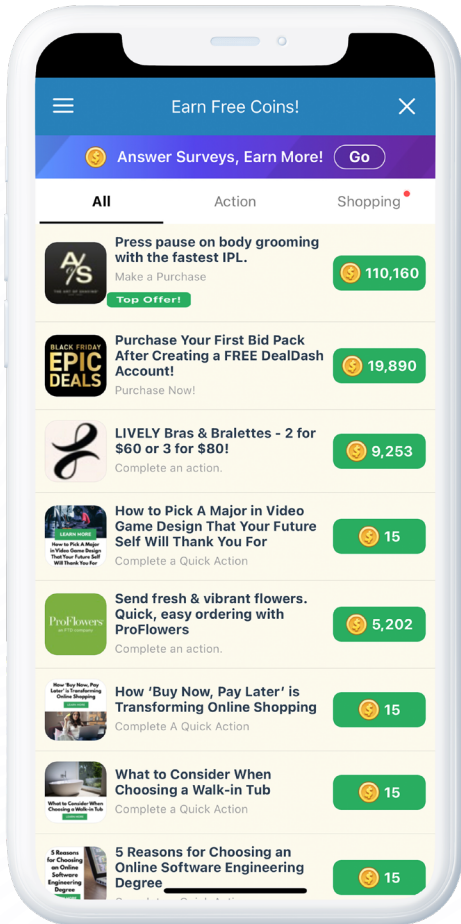


43.3% have purchased something they've seen in a rewarded ad.



55% favor offerwalls with Multi-Reward offers.

THE OFFERWALL ECOSYSTEM



iOS advertisers and publishers have grappled with two sweeping changes within the last few years alone. In April of 2019, [Apple began to enforce a policy](#) against incentivized installs and app-based subscriptions on iOS. This shift prohibited publishers from hosting Cost Per Engagement (CPE) offers which reward users for engaging with other apps, resulting in lost revenue. In April 2021, Apple implemented its [App Tracking Transparency \(ATT\)](#) framework, which further impacted the mobile advertising ecosystem. Both changes have

posed significant challenges for everyone in the space.

Fortunately, this period revealed the resilience of mobile advertising. Driven by user demand and product innovation, rewarded ads have continued to perform. Shopping has exploded on the iOS offerwall, while Multi-Reward CPE quickly proved its merits on Android.

Amazingly, the ecosystem is healthier than ever. And the reason is clear: The offerwall adapted.

Offer engagement: What motivates users?

What drives rewarded ad engagement? Some users simply love the brand. Others are looking for new products. Many find the experience just plain fun. Whatever the reason — and there are many — the results speak for themselves, here's what they said:

37%

Of the users we surveyed engaged with rewarded ads for more than the payoff.

29%

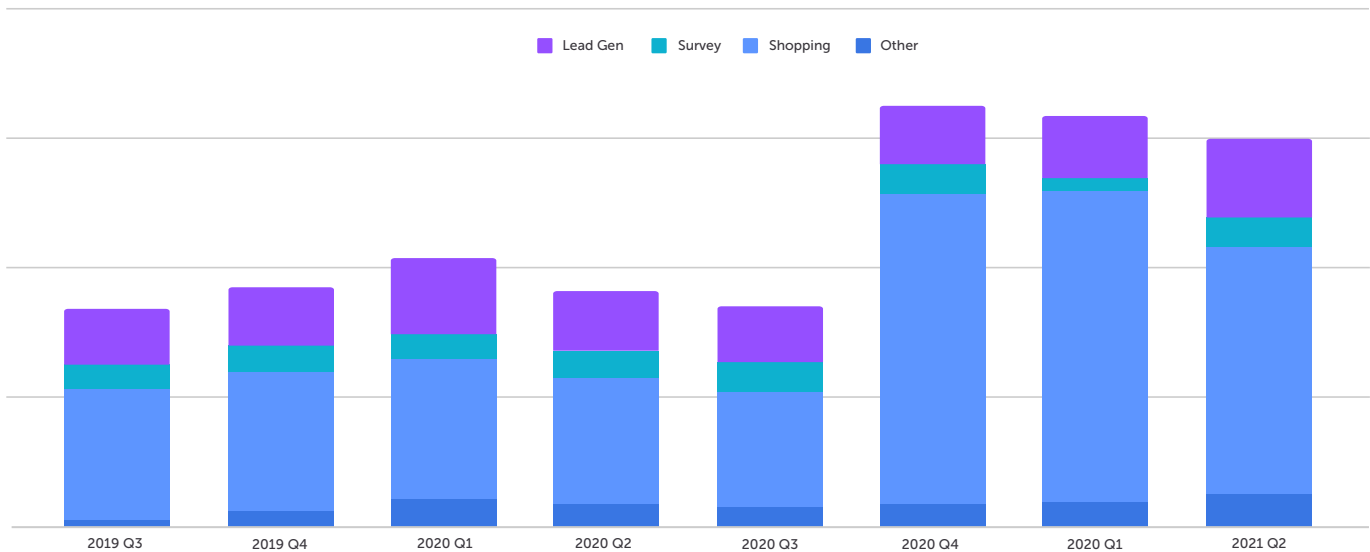
Say they use the offerwall to discover and shop for new products.

43%

Of gamers say they've bought something they saw in a rewarded ad.

Offer trends by platform: iOS and shopping

Publisher Earnings

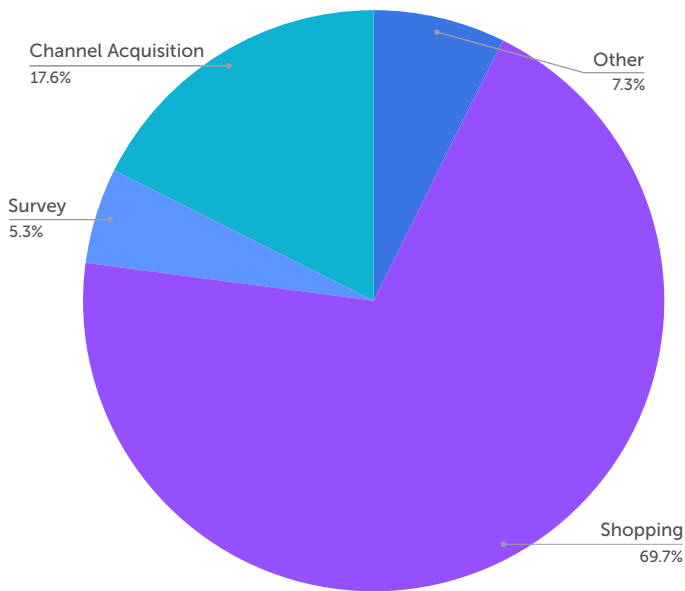


Rewarded ads on iOS and Android took alternative paths over the last few years. For Apple, major changes in the platform's policies helped inspire offerwall improvements and innovation.

In late 2020, Tapjoy offerwalls on iOS games became a shopping destination. Why? Tapjoy made significant investments in the ad unit to ensure it provided an engaging experience.

Now the offerwall's design extends naturally from the game, and Shopping Tab has all the features of a modern ecommerce hub.

While these improvements have made the Tapjoy Offerwall more beautiful, they've also directly translated to more effective ads for advertisers and revenue growth for publishers. Publisher earnings almost doubled from Q3 2020 to Q4 2020.

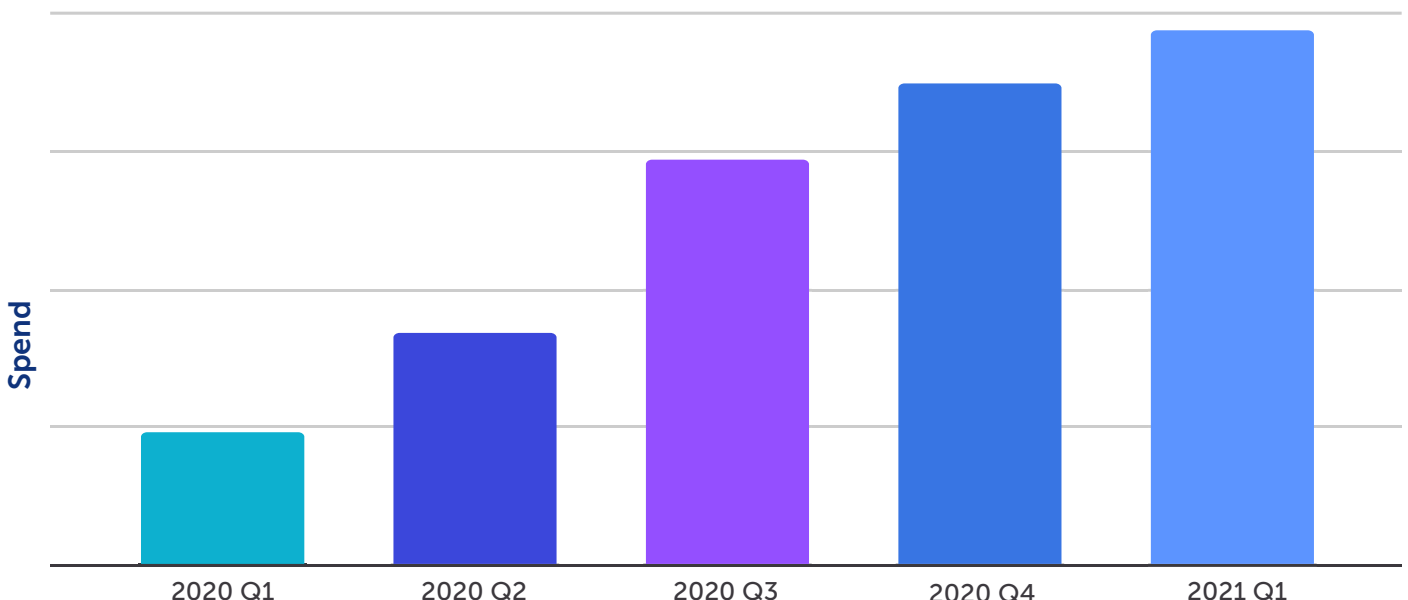


Now, shopping represents almost **70%** of publisher earnings on iOS, dwarfing the other major categories. The fact that its closest competitor — channel acquisition — garners about a fourth of the dollars is just another indicator of how powerfully users are responding to the product enhancements. The 2021 Tapjoy Offerwall has a shopping feel to it. Survey is the other category to watch, as it remains one of the fastest-growing on the Tapjoy network.

Offer trends by platform: Android and Multi-Reward CPE

While the story on iOS was shopping, on Android, the headline has been the hockey-stick growth of Multi-Reward CPE. Introduced in early 2020, this new rewarded ad allows users to earn multiple rewards in a single offer. We developed Multi-Reward CPE to give users a better ad experience and drive engagement, and the investment paid off big time. Multi-Reward CPE ad spend increased by **420%** over 2020.

Multi-Reward CPE Ad Spend



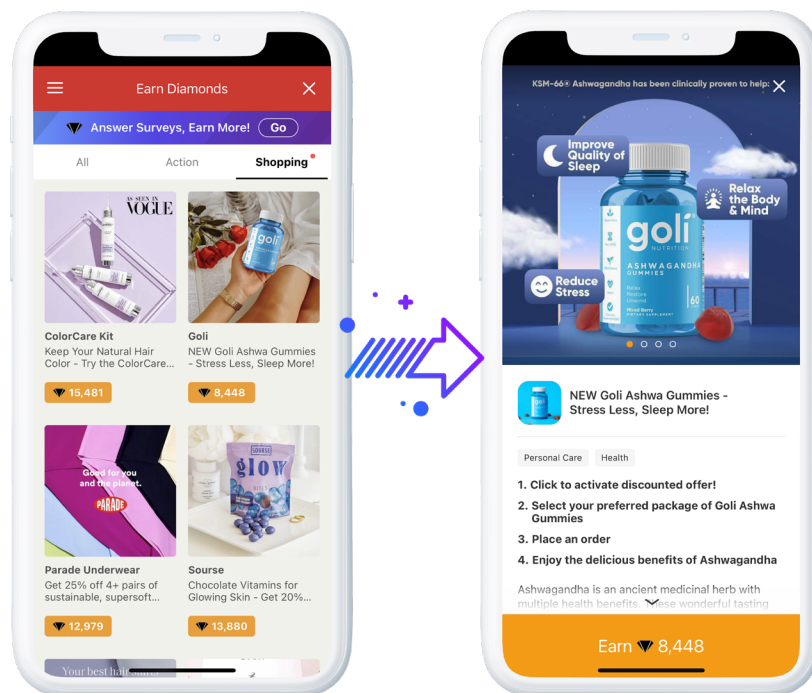
Offer improvements

The world moves fast, and mobile moves even faster. Sudden shifts in tech company policies can have a dramatic impact on advertising. User expectations can turn on a dime. Tapjoy understands the need for agility in this space, which is why we keep a close eye on trends and consistently update our offerings.

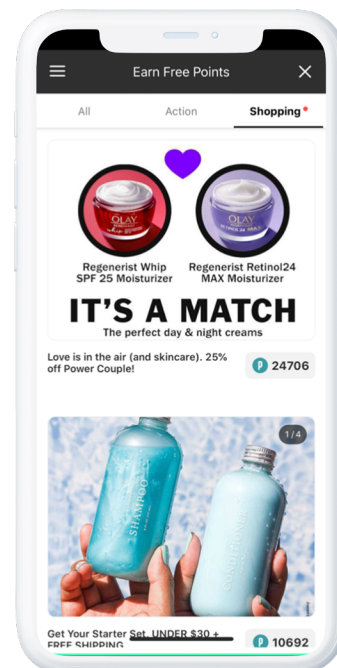
As successful as our products have been for publishers and advertisers over the years, we don't believe in resting on our laurels: The best is yet to come.

Shaping up shopping

To make it even easier for users to discover and complete offers from their favorite brands, we introduced a new Shopping Tab to the Offerwall in Q4 of 2020.



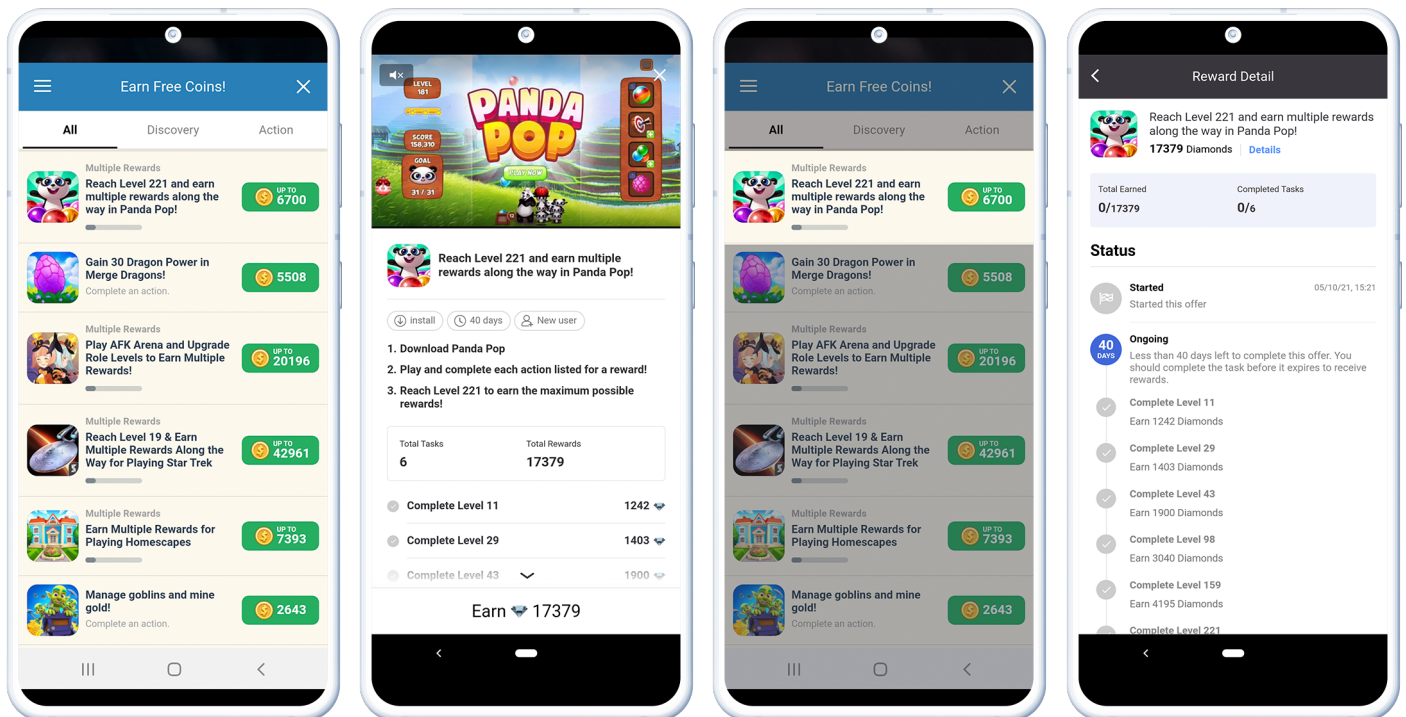
Because users are more likely to complete offers from brands they recognize and trust, the Shopping Tab now features additional brand real estate to boost offer engagement.



And these improvements aren't just a hit with users. They've also been a massive draw for high-quality brands and advertisers. Expect more UI focused features to launch in Q3 and Q4 of 2021.

The Multi-Reward experience

While traditional, single-incentive CPE ads are still very effective, we wanted to take things to the next level and inspire users to go even deeper into the games they love. So we created Multi-Reward CPE: an ad campaign that would reward users at several points along their journey.



Step 1:

User selects Multi-Reward Offer from the mobile offerwall

Step 2:

User reads offer instructions & reviews multiple rewards available

Step 3:

Once Multi-Reward is in progress, users see a progress bar and time remaining for completion

Step 4:

Users can review the status of all of their offers in the "Reward Status" section

Ready for a test drive?

Are you an advertiser looking to take advantage of these product improvements? Get in touch to set up a test campaign — and only pay for results. See results in less than 48 hours.

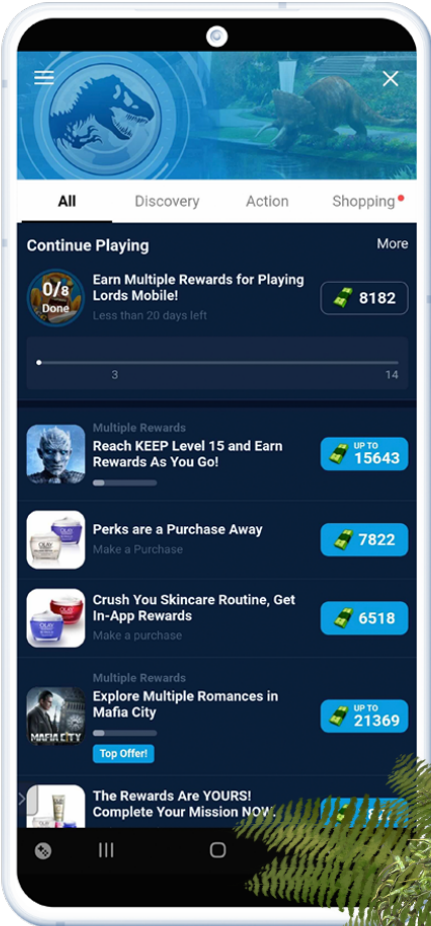
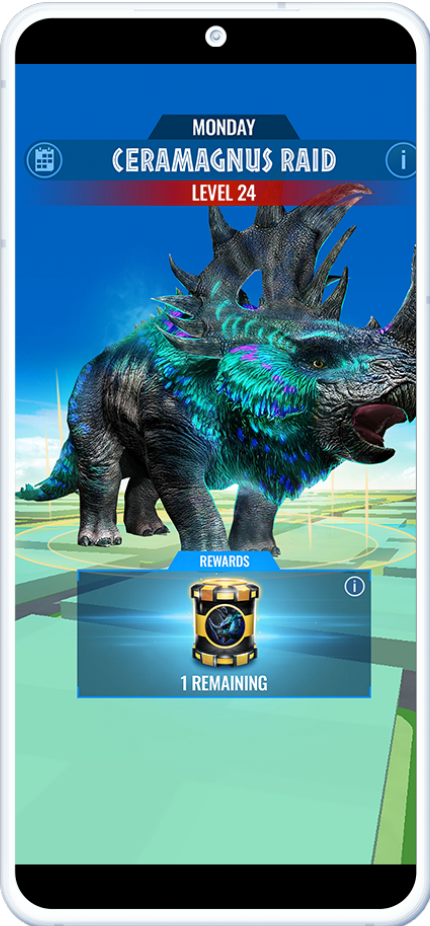
[CONTACT US](#)

OFFERWALLS AND PUBLISHERS

Publishers have overcome the challenges of the last few years by embracing change. While there are likely more to come, the adaptability and strong foundation publishers have developed will see them through.

Monetization partnerships are core to that foundation, and, for many publishers, the Tapjoy Offerwall has proven to be the perfect fit. The Tapjoy Offerwall delivers a fantastic user experience, attracts top-tier advertisers, and has proven itself to be a highly efficient monetization tool.

It's a robust solution that affords resilient earnings through the many ups and downs publishers face.



Publisher benefits



Offerwalls bring home the daily bacon

In the US, the Tapjoy Offerwall generates monetization rates per daily Offerwall user of **\$0.33** depending on the Android category and **\$0.20** on average across all gaming genres.



Offerwall eCPMs are on the rise

You can't keep a good model down. Reaching as high as **\$1500** in some cases, Offerwall eCPMs in the US on Android are strong. And the average across categories? About **\$400**.



Offerwalls: retention made easy

D30 retention rates are **two times higher** in users that convert on the Offerwall. By D90, it's almost **2.5 times** the rate of the general user.



The remarkable resilience of iOS monetization rates

Monetization rates rebounded by **100%** in Q4 of 2020 from the numbers seen after the removal of CPE ads. They also maintained an average of **50% higher** rates through Apple's privacy changes.



iOS MAU rates are breaking records

iOS 14.5 boosted MAU numbers, which saw a **26% bump** in Q2 of this year. The jump saw MAU hit an **all-time high**.



Android monetization continues to dominate

The introduction of Multi-Reward CPE added fuel to the platform's performance gains. Monetization rates are now **68% higher** than they were in Q2 of 2019.



Android MAU rates climb

The story with Android is good all around. From Q4 of 2020 until Q2 of this year, MAU numbers are **up 10.4%**.

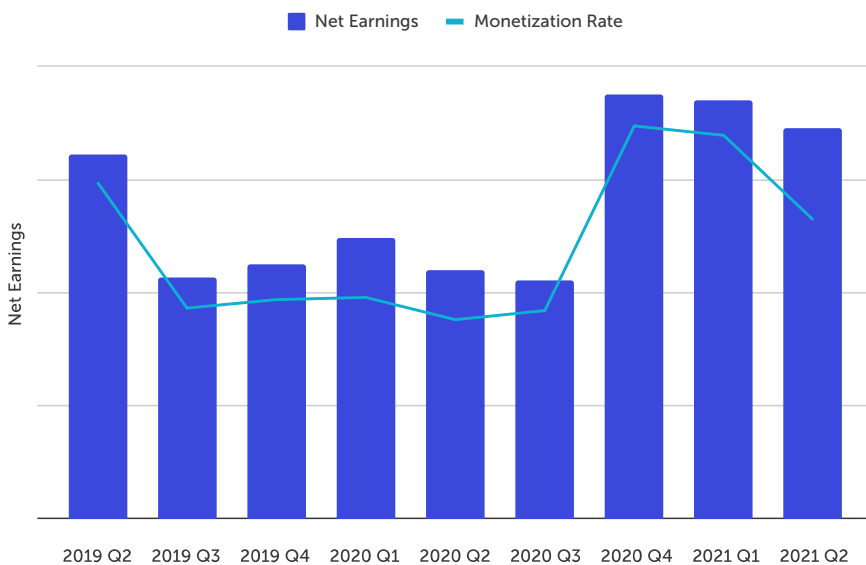
Publisher benchmarks

When big changes ripple through an industry, finding reliable benchmark data can be tricky. Shifts take time to play out, so it can be hard to level-set expectations.

To make sure our figures were representative of the state of the space, we took into account massive amounts of data. We calculated the following benchmarks using data covering billions of clicks and hundreds of millions of completed engagements.

While the collection and analysis of all this information are time-consuming, they're also worth it. It results in benchmarks you can trust.

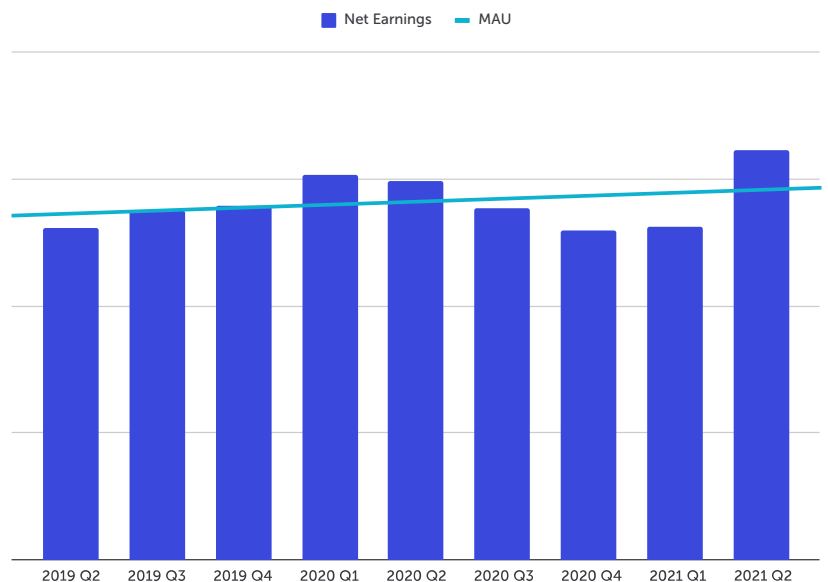
iOS global benchmarks



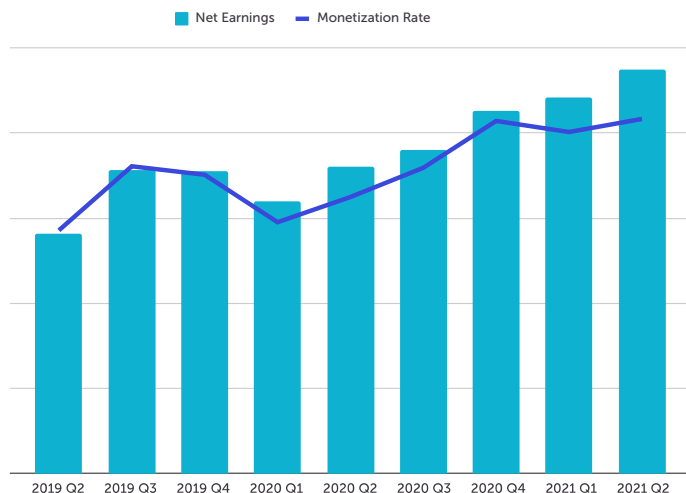
In Q4 of 2020, monetization rates shot up. The rally pushed rates **up by 100%** since the drop-off caused by the removal of CPE ads on the ecosystem.

While ATT impacted Q2 of 2021, monetization rates **retained 50%** of their gains.

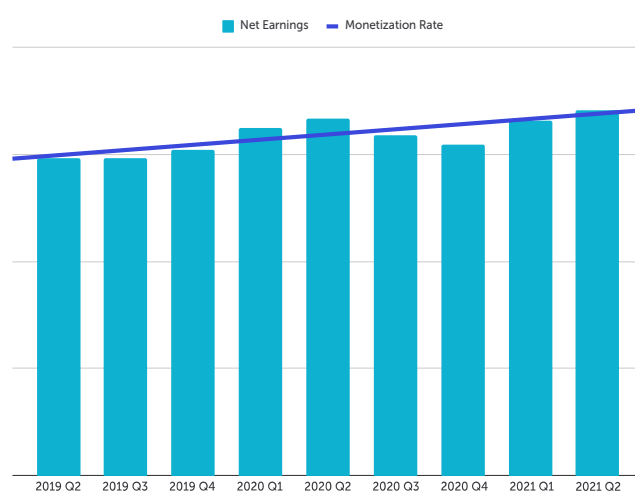
MAU on the iOS ecosystem exploded in Q2 of 2021, after iOS 14.5 came into effect. The **26% pop** was all that was needed to reach an **all-time record** for this metric.



Android global benchmarks



Android monetization data has a slope dreams are made of. Rates in Q2 of 2021 are **up 68%** over where they were in Q2 of 2019.



Android MAU rates continued their overall upward trajectory in 2021. They've now **improved by 10.4%** over two quarters.

Android US eCPM benchmarks

Tapjoy US Android Data

	Engagement Rate	eCPM	Monetization Rate ²	Usage Rate ³
US Average	12.03%	\$398	\$0.19275	1.2092
Mid-core	13.01%	\$237	\$0.0923	0.4405
RPG	12.12%	\$556	\$0.3252	2.5470
Strategy	10.40%	\$250	\$0.0548	0.4232
Casual	10.74%	\$428	\$0.1802	0.8540
Simulation	14.52%	\$218	\$0.1155	0.9861
Casino	14.86%	\$284	\$0.0873	3.4005
Sports & Racing	4.17%	\$660	\$0.0752	0.5433

²Monetization rate per daily Offerwall user.

³The "Usage Rate" is the average number of offers completed per user per month.

The monetization rate per daily Offerwall user is high across the board in the US, sitting at **\$0.20 on average**. In the RPG category, this average hits the stratosphere – nearly **reaching \$0.33**.

Averaging nearly \$400 in the US overall, eCPMs on Android are also looking robust. Even with such a high bar, there were a few standouts. Sports & Racing games have an average eCPM of **\$660**, and RPG titles are at **\$556**. Top eCPM rates reach **\$1500**.

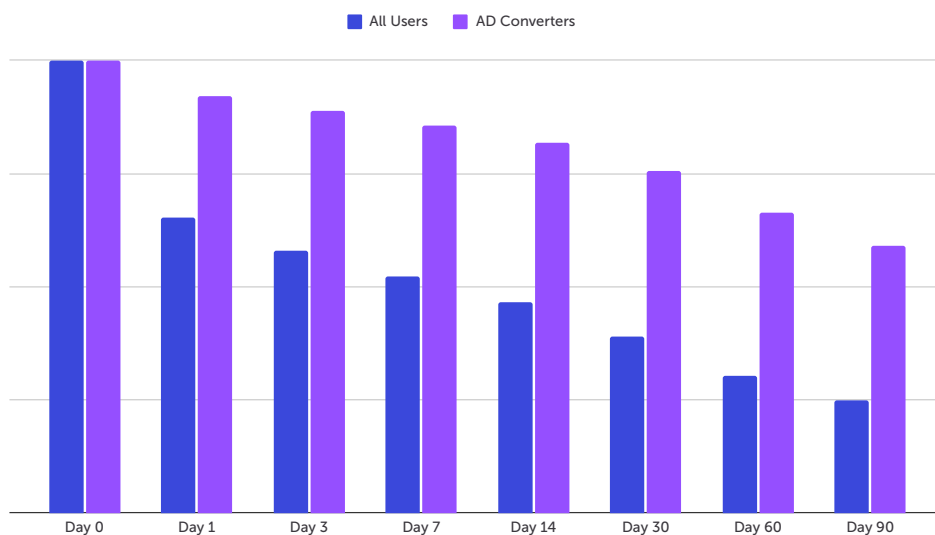
Android APAC eCPM benchmarks

Tapjoy APAC Android Data				
	Engagement Rate	eCPM	Monetization Rate ⁴	Usage Rate
APAC Average	7.69%	\$81	\$0.0188	0.3202
Mid-core	11.86%	\$126	\$0.0356	0.2210
RPG	4.14%	\$57	\$0.0056	0.0854
Strategy	10.70%	\$71	\$0.0178	0.2334
Casual	14.02%	\$86	\$0.0356	0.4089
Simulation	19.51%	\$43	\$0.0259	0.4087
Casino	9.45%	\$15	\$0.0082	0.7973
Sports & Racing	5.26%	\$137	\$0.0177	0.5219

APAC is continuing to realize its potential. eCPM rates in the region **blew past \$100** in both the Mid-core and Sports & Racing categories. But the metric is on the move in all categories, pushing the average up to **over \$80**.

Consistent genre to genre, monetization rate per daily Offerwall user on Android has now hit just under **2c**.

Retention benchmarks



The Tapjoy Offerwall is a powerful retention tool. Based on data from our partner Tapas, this graph illustrates the difference in retention for those that convert on the Offerwall versus the average user.

Offerwall converters show **twice the retention rate** at D30 and almost **2.5 times** the rate at D90.

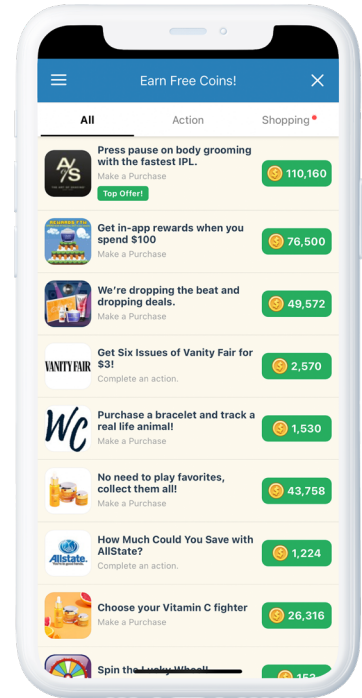
⁴Monetization rate per daily Offerwall user.

Publisher best practices

How to adapt to ATT and beyond

For mobile publishers and advertisers, change has only come two ways recently: big and often. To navigate so much transition, we recommend diversifying ad revenue streams across platforms via the Tapjoy Offerwall.

The rise of shopping and other trends have seen the iOS Offerwall surging back from the removal of CPE ads and those gains hold strong through ATT. The launch of Multi-Reward CPE has pushed Android ad revenues to new heights. In each case, the Offerwall provides ad solutions that get the most out of the platform — and we recommend taking full advantage.



How to approach APAC

Don't sleep on APAC! The region's economy is growing wildly, and publishers that approach the market right can generate serious returns. You just need the right partner.

Korean publisher [Fanmaum](#) saw massive revenue gains when they moved from local offerwall providers to Tapjoy. Using the Tapjoy Offerwall, they launched Currency Sales and Multi-Reward CPE — boosting their Offerwall revenue by 50% along the way. Their eCPMs also went through the roof, reaching \$342 on Android.

Japanese mobile studio [KLab](#) wanted to move one of their flagship games, Bleach: Brave Souls, from a revenue model based on IAP to freemium monetization, and they trusted Tapjoy to help them on that journey. The Offerwall proved to be an ideal solution for their transition: Many users immediately took advantage of the offers to earn in-game currency, and revenue increased 30% over video rewards.

How to compare providers

When evaluating monetization partners, we recommend doing an A/B test to determine whether or not they can deliver. While reported figures and benchmarks are good, it's always wise to do a real world assessment. That's precisely what [HeroCraft did](#), and the payoff for their patient approach was a 30% increase in Offerwall ARPDAU.



How to maximize Offerwall performance



Customize the design

Not all offerwall providers are created equal. If you think your current offerwall could use an aesthetic upgrade, then think about testing out another partner. Tapjoy's Offerwall can be tailored to fit a game's look and feel — plus, it has offers that users just love. Underwhelmed by their provider, [Full HP](#) gave Tapjoy a shot. The user response was undeniably positive. So was the new Offerwall's effect on revenue, which increased by 30%.



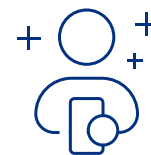
Take advantage of special promotions

Holding in-game currency sales around significant periods — like holidays — can create a massive boost in revenue. [World Golf Tour Media](#) has put currency sales to work since 2019 in their mobile golfing game. On average, the sales brought in 70% more revenue than non-sale periods. And this performance isn't an outlier: Currency sales have been proven to generate an average lift of 20-80% in revenue.



Optimize exchange rates per country

Publishers relying on a single, fixed rate of exchange based on the US dollar or some other fiat currency may be leaving revenue on the table. Tapjoy's Country Multipliers boost conversions by awarding virtual currency for rewarded advertising offers at different exchange rates based on a user's country. [Ludia](#) was an early adopter of this approach — and it helped them bag their best non-currency sale weekday revenue ever in Russia.



Switch to a provider with better user support

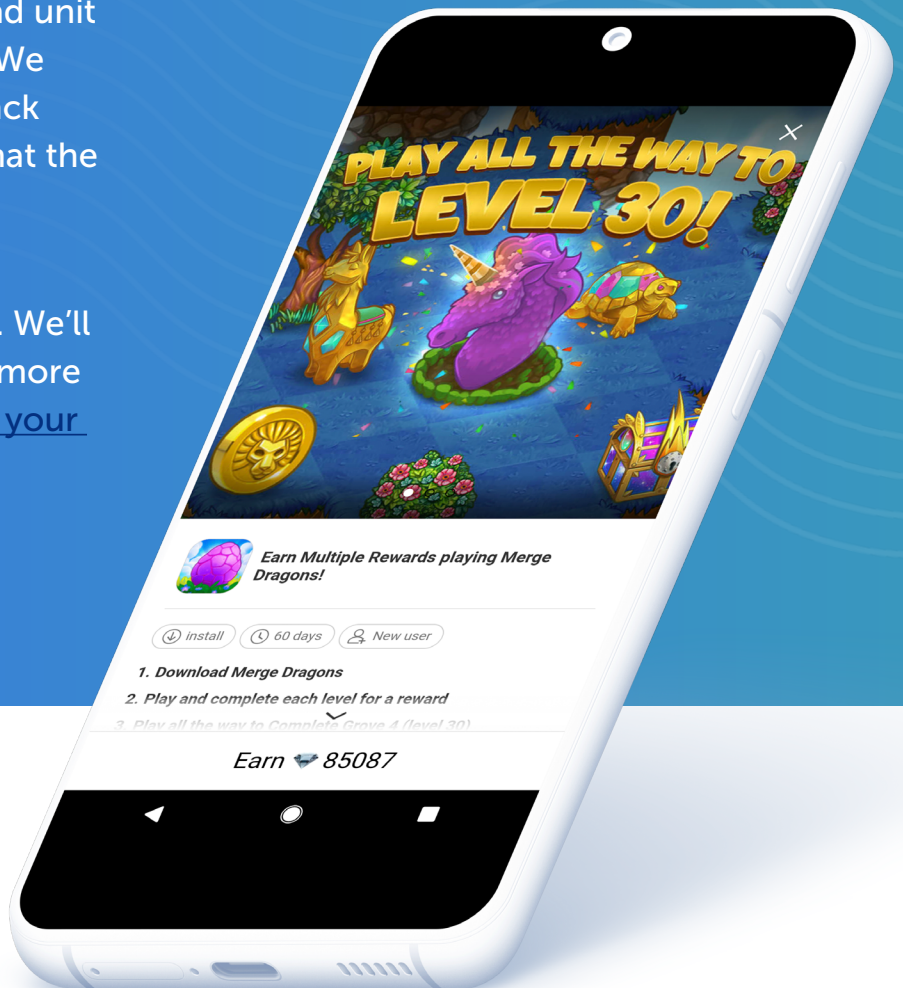
If your users aren't happy, then you're not happy. When the user complaints began to pile up, [Thinking Ape](#) decided to make the move to Tapjoy. Our dedicated account manager and integrations team made all the difference, as feedback immediately took a positive turn. So did their bottom line: Revenue doubled after the switch.

READY TO TAKE IT TO THE NEXT LEVEL?

We hope this guide provided you with a comprehensive look at offerwalls in 2021. For users, the offerwall has become an integral part of mobile gaming. For advertisers, a go-to source of high-quality business. For publishers, they're a reliable and resilient revenue generation machine.

In the years to come, Tapjoy will continue our steadfast support of our Offerwall and our partners. We will continue to adapt the powerful ad unit to meet the coming challenges. We have confidence, backed by a track record of robust performance, that the Offerwall will deliver.

If you're ready to give the Tapjoy Offerwall a try, we'd love to help. We'll make it easy for you to get even more revenue from your titles, [so start your test today.](#)



ABOUT TAPJOY

Tapjoy's platform empowers advertisers to connect with over one and a half billion monthly active users through value exchange advertising that drives awareness, engagement, and the metrics that matter most to their overall growth. Meanwhile, companies such as Scopely, Glu, Ludia, and many of the Top 200 grossing app publishers trust our platform to monetize their content, grow their audiences, and reward their users. Founded in 2007 and headquartered in San Francisco, Tapjoy is a global organization with offices worldwide. For more information, visit www.tapjoy.com.

TAPJOY'S MOBILE NETWORK REACH

1.6B

Global consumers

1,900+

Premium app publishers

11,400

of the highest rated & top grossing mobile games

The Tapjoy logo is written in a white, stylized, cursive font. The 'T' is large and loops around the 'a', and the 'j' has a long, sweeping tail that loops under the 'y'. The 'o' is a simple circle, and the 'y' has a small loop at the bottom.