



## CASE STUDY

 APP MONETIZATION

# How Mistplay made rewarded surveys part of play-and-earn on iPhone

When Mistplay launched on iPhone in 2025, TapResearch Rewarded Surveys were part of the experience from day one, giving users another way to turn their time and opinions into real-life rewards.

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**65–70%**

Profile completion rate

**~20%**

Weekly survey participation

**2X**

ARPDEU & revenue from promotions

## WHAT'S INSIDE

# Contents

How Mistplay brought TapResearch Rewarded Surveys into its iPhone launch: the opportunity, the audience response, the implementation, and the impact of LiveOps promotions.

|           |                          |                                                                          |           |
|-----------|--------------------------|--------------------------------------------------------------------------|-----------|
| <b>01</b> | <b>Background</b>        | Who Mistplay is, and why rewards now span the full engagement lifecycle. | <b>03</b> |
| <b>02</b> | <b>The opportunity</b>   | Rewarded gaming creates the core loop. Rewarded surveys expand it.       | <b>04</b> |
| <b>03</b> | <b>The audience</b>      | An iOS audience participating at or above TapResearch benchmarks.        | <b>05</b> |
| <b>04</b> | <b>Best practices</b>    | Native survey tiles and bi-weekly LiveOps currency events.               | <b>06</b> |
| <b>05</b> | <b>Results over time</b> | Daily revenue through four months of multiplier promotions.              | <b>08</b> |

### THE STORY AT A GLANCE

**65–70%**

Of users who began profiling completed their profile

**~20%**

Of eligible users participate in surveys each week

**2X**

ARPDEU and revenue from multiplier promotions

Mistplay is a pioneer of play-and-earn, providing rewarded advertising and monetization solutions to mobile game and app publishers worldwide. Leveraging a play-and-earn model in its owned and operated apps as well as a network of partner apps, Mistplay drives sustainable growth and engagement for its clients as well as creating rewarding fun experiences for users.

With the launch of **Mistplay for iPhone** in 2025, the company brought that model to a new high value audience and expanded the ways users could earn from day one with TapResearch Rewarded Surveys as a key technology partner.

## **Rewarded user acquisition has become an increasingly important part of the mobile gaming growth playbook.**

But the opportunity for rewards doesn't end once a player installs a game. As mobile publishers look to build deeper relationships with users, rewards are becoming part of the entire engagement lifecycle, giving users more reasons to interact, progress, and return to games.

When Mistplay brought its play-and-earn platform to iPhone in 2025, it had an opportunity to rethink the rewarded experience for a new audience. TapResearch Rewarded Surveys were part of that experience from day one, adding another way for users to turn their time and opinions into real life rewards on Mistplay.

## 02 THE OPPORTUNITY

### Rewarded gaming creates the core loop. Rewarded surveys expand it.

Mistplay's users aren't always ready to start a new game, reach another milestone, or spend more time playing. Surveys provide users with a quick and low friction way to make progress toward their next reward.

That means Mistplay can provide users with:

- ✓ **More earning opportunities.** Users aren't dependent solely on gameplay to accumulate rewards.
- ✓ **Short, flexible engagement moments.** Surveys create opportunities to earn during downtime when users may not want to start a gaming session.
- ✓ **Clear value exchange.** Users share their opinions and receive Mistplay currency upon successfully completing qualified surveys.
- ✓ **Another reason to return.** A continuously refreshed supply of survey opportunities creates another source of rewards within the Mistplay for iPhone experience.



**“From the beginning, our goal with Mistplay for iPhone was to give users more ways to engage and earn. Rewarded surveys have been a natural extension of that experience, giving our members another way to make progress toward the rewards they value while complementing the core gaming experience.”**



**Alex Galasso**  
VP of Consumer Product, Mistplay

## 03 THE AUDIENCE

### An audience ready to share their opinions.

From launch, Mistplay's audience on iOS demonstrated strong alignment with rewarded research and since launch has consistently participated at or above TapResearch benchmarks.

## 65–70%

Of users who began the TapResearch profiling experience successfully completed their profile — a strong willingness to share details in exchange for relevant earning opportunities.

## ~20%

Of eligible Mistplay for iPhone users participate in surveys each week, with user earnings well above the TapResearch network average.



### At or above benchmark

Participation has consistently met or exceeded TapResearch benchmarks since launch.



### An earning experience users choose

Together, these metrics show surveys aren't simply an additional monetization unit inside Mistplay — users actively choose to engage with them.

## 04 BEST PRACTICE IMPLEMENTATION

### Make surveys feel native, not bolted on

Mistplay integrated TapResearch surveys directly into the app's **Earn tab**, presenting individual survey opportunities as native tiles within the broader Mistplay rewards ecosystem. Rather than sending users to a generic survey wall, each opportunity communicates the two things that matter most before a user engages:

- 🕒 Potential rewards available upon qualifying and completing the survey
- 🕒 Estimated time to complete

The visual language also matches the rest of Mistplay's experience — the same currency, card treatment, typography, and navigation patterns — which helps surveys feel like another way to use Mistplay, rather than a third-party experience.

### Give users a reason to earn now

#### Promotions turn surveys into a LiveOps lever

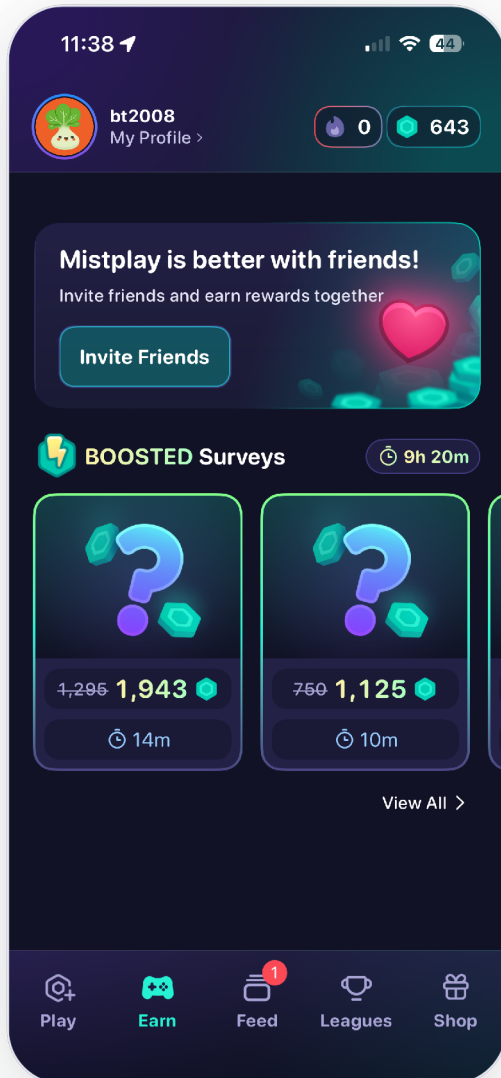
In addition to an always-on survey experience, Mistplay introduced **bi-weekly LiveOps currency events**, temporarily increasing the rewards users can earn through TapResearch surveys.

These events create urgency around an existing earning behavior, giving regular participants a reason to increase activity while creating a stronger incentive for new users to try surveys for the first time.

## 04 GIVE USERS A REASON TO EARN NOW

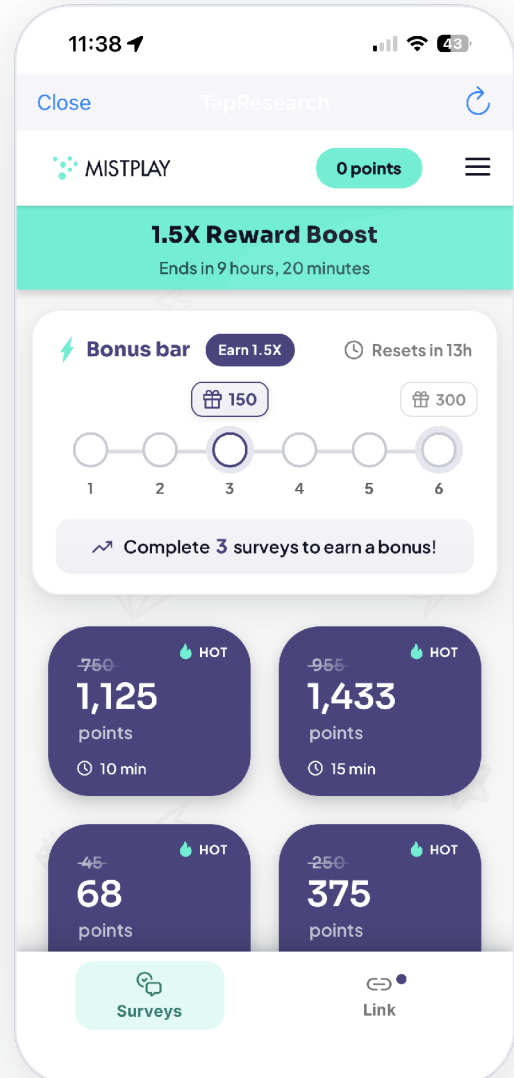
### LiveOps boost events, in the app.

During bi-weekly currency events, boosted rewards and a countdown appear on the Earn tab and carry through to the survey experience.



#### Boosted Surveys on the Earn tab

Boosted point values and a countdown timer surface the event natively in Mistplay.



#### 1.5X Reward Boost

Every survey pays 1.5X during the event, with a Bonus bar that rewards completion streaks.

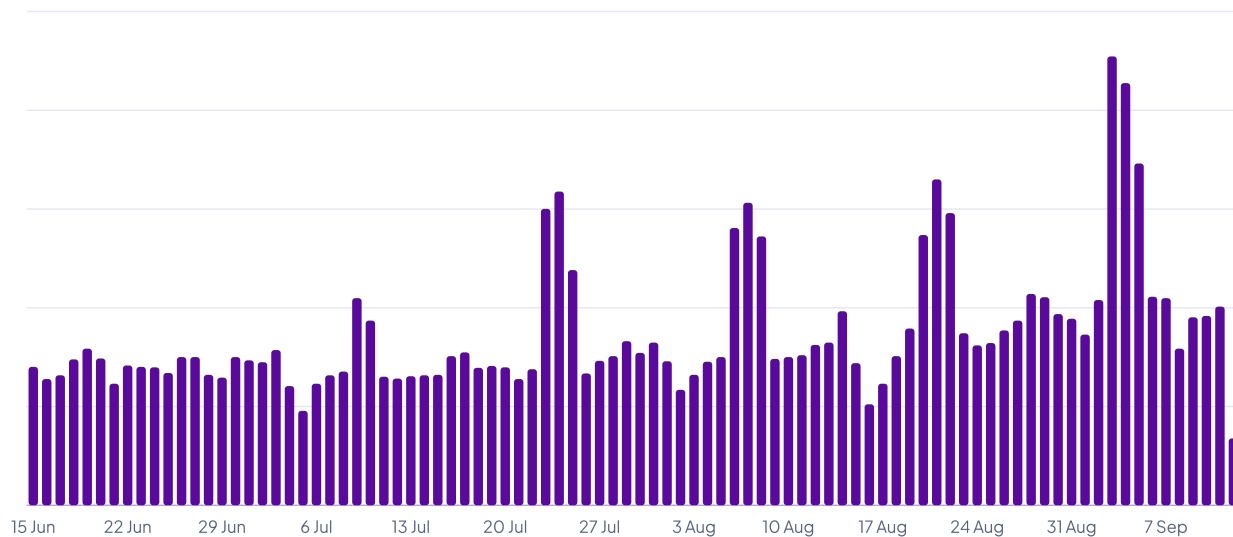
## 05 RESULTS OVER TIME

# Multiplier promotions drive 2X ARPDEU and revenue.

ARPDEU and revenue grew both during and between promotional periods.

### Daily revenue

TapResearch Rewarded Surveys in Mistplay for iPhone, June 15 – September 12



### 2X ARPDEU & revenue

Bi-weekly multiplier promotions doubled average revenue per daily engaged user and revenue.

REWARDS ACROSS THE ENGAGEMENT LIFECYCLE

# Surveys that feel like part of the experience.

Mistplay built rewarded surveys into its iPhone launch as a native part of play-and-earn — clear rewards, clear time commitments, and a visual language users already know.

Paired with bi-weekly LiveOps promotions, surveys became an earning experience users actively choose, at or above TapResearch benchmarks from day one.

## Ready to expand your rewards loop?

See how rewarded surveys can grow engagement and revenue in your app.

[Talk to our team →](#)