

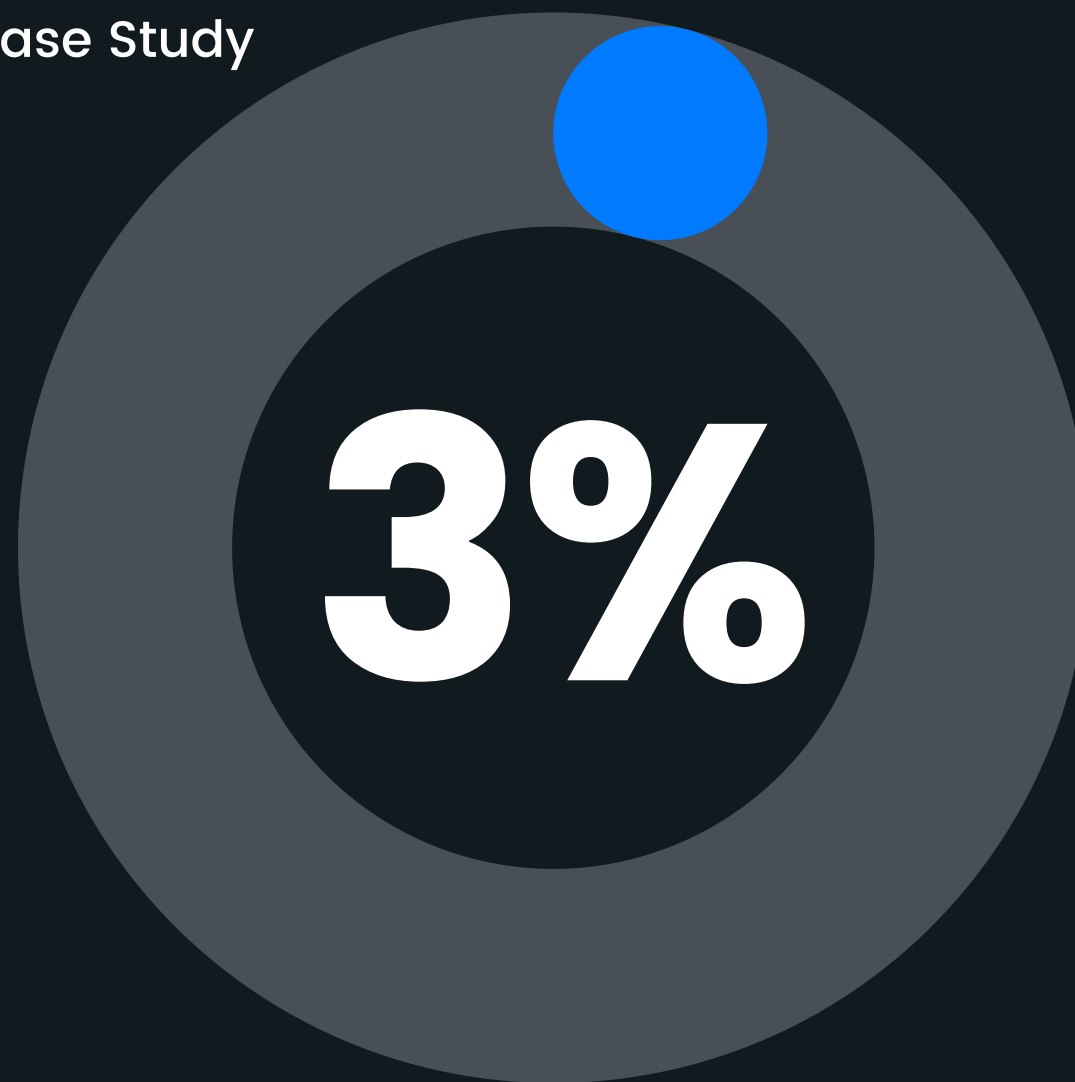
# SURVEY MONETIZATION

Casino & Gambling Apps



**BitLabs**

According to a Case Study  
by AppsFlyer



## Of Casino App Users buy in-app purchases.

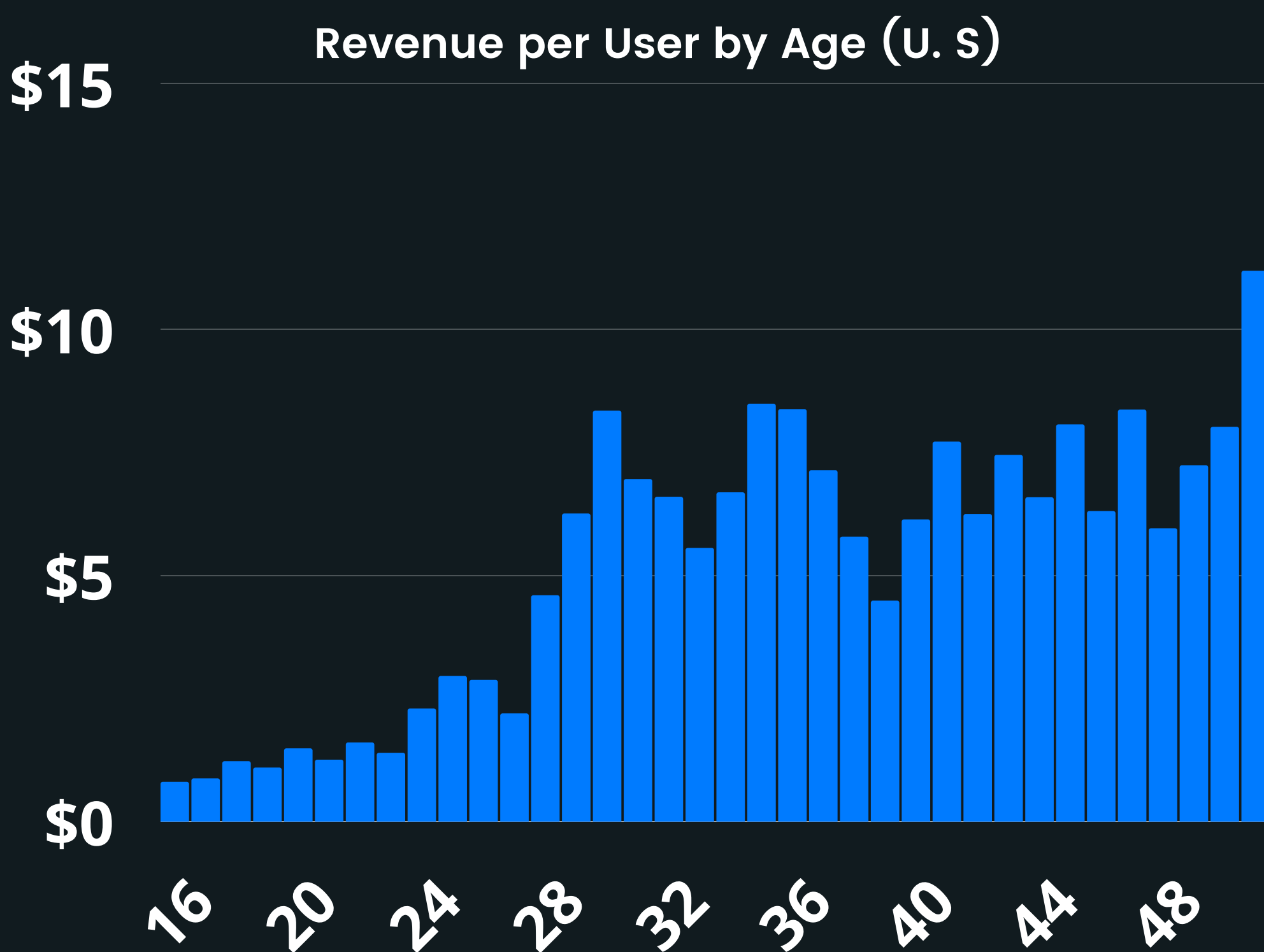
This means **the other 97%** are using your app without ever buying any in-game currency like pokerchips or tokens. We think in a market as competitive as the casino genre, it is crucial to monetize this part of your audience to maximize your app's revenue.

In order to achieve this, a lot of app publishers rely on all sorts of rewarded and unrewarded advertising, but we think there is a better way to accomplish even better results.

After all, the user experience you created should not be crushed by advertisements for your competitor's apps.

# REWARDED SURVEYS & CASINO APPS = PERFECT MATCH?

There are lots of offerwalls and video ad networks out there, so why are rewarded surveys so good for casino apps? The short answer is age and country of origin.



There are a lot of parameters determining how much market researchers pay for sharing opinions. Casino apps happen to target people who are exceptionally valuable for market researchers.

As the average user of a casino app is older compared to users of other apps, you can generally expect higher returns.

# AVERAGE EARNINGS FOR CASINO GAMES

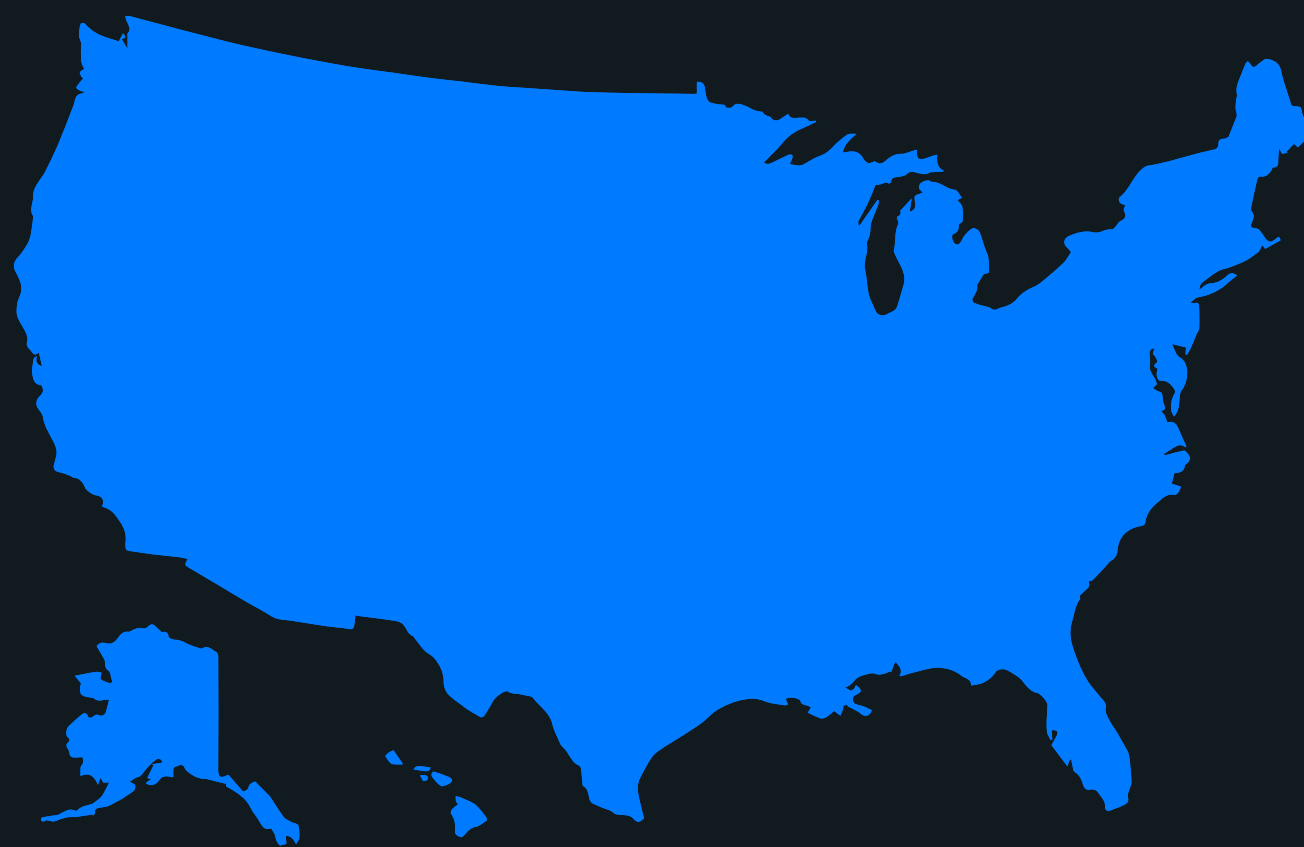
As we established, earnings always vary depending on the country and age of your users. Of course, you still need to know a rough estimate.

## AVERAGE US VALUES:

**\$2.68**  
per completion

**15%**  
Conversion Rate

**\$400**  
eCPM



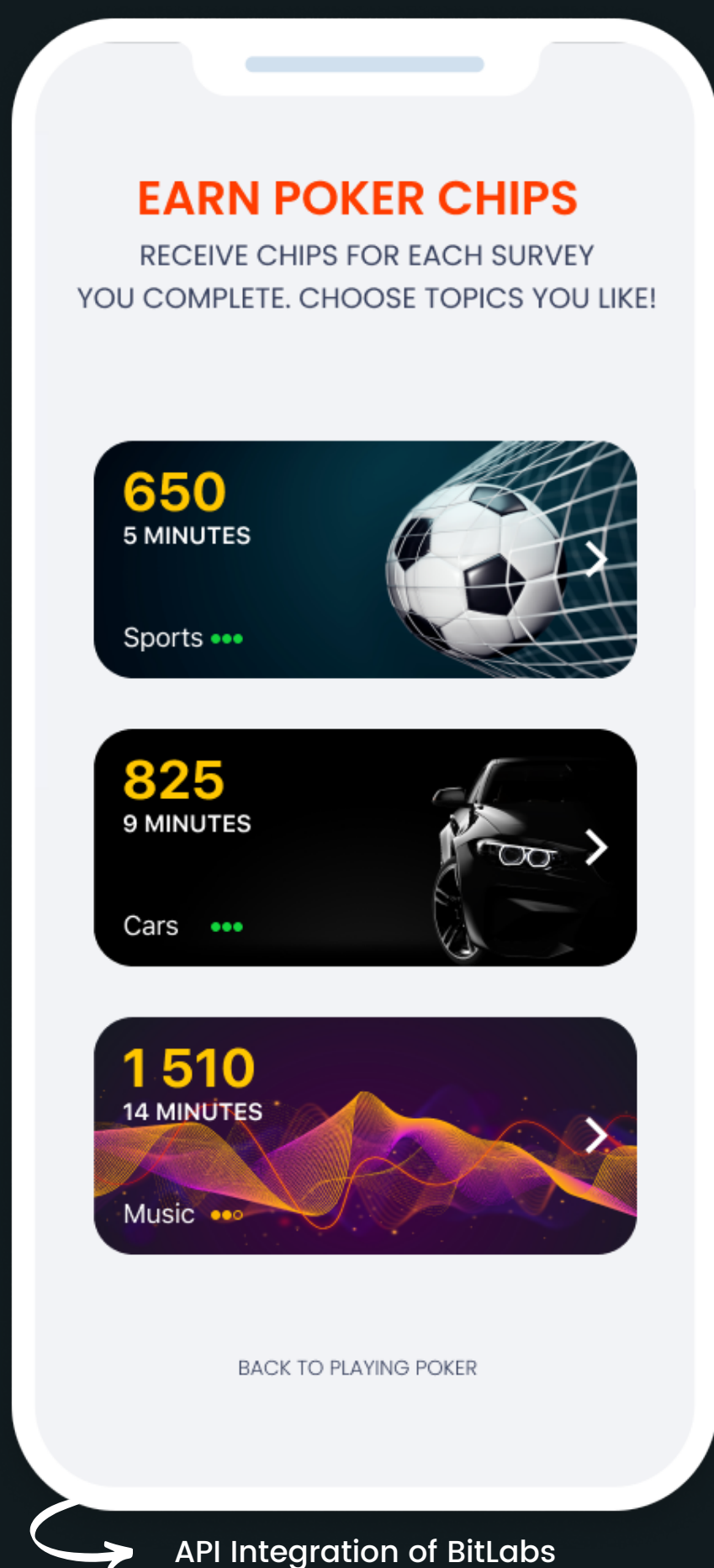
If you need data for the rest of the world, we are more than happy to prepare it for you upon request.

For comparison, a large rewarded video network claims eCPMs between \$10 and \$50. While surveys do take a little longer to complete, we have experienced that they are perceived as more engaging and fun compared to watching videos.



# MOVE TO AN AD-FREE USER EXPERIENCE WITHOUT PAYING USERS

Most cherished by our publishers, often overlooked by developers: Rewarded Surveys allow you to create a practically ad free experience for your users, without forcing them to pay.



Surveys allow you to no longer advertise your competitors casino games, [keeping users in your app](#) for the entire survey process.

Adding on to this, the experience gets even better when you don't need to overload your game with videos to generate revenue.

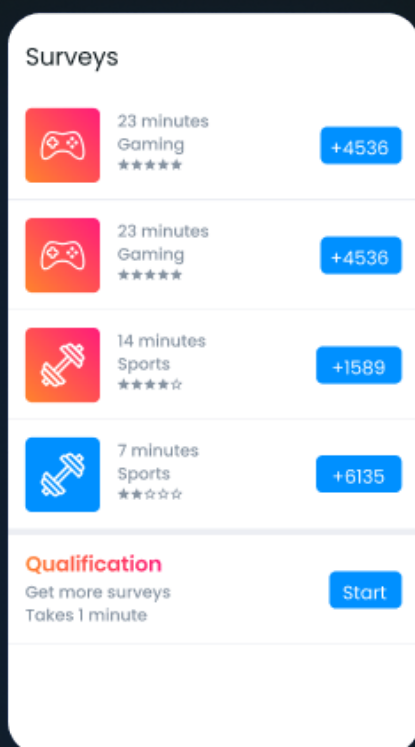
A Survey Offerwall doesn't need to interrupt the gaming experience as it can seamlessly integrate with the UI of your app.

While our SDK is highly customizable, an API integration is also possible to give you full control of the survey experience within your app.

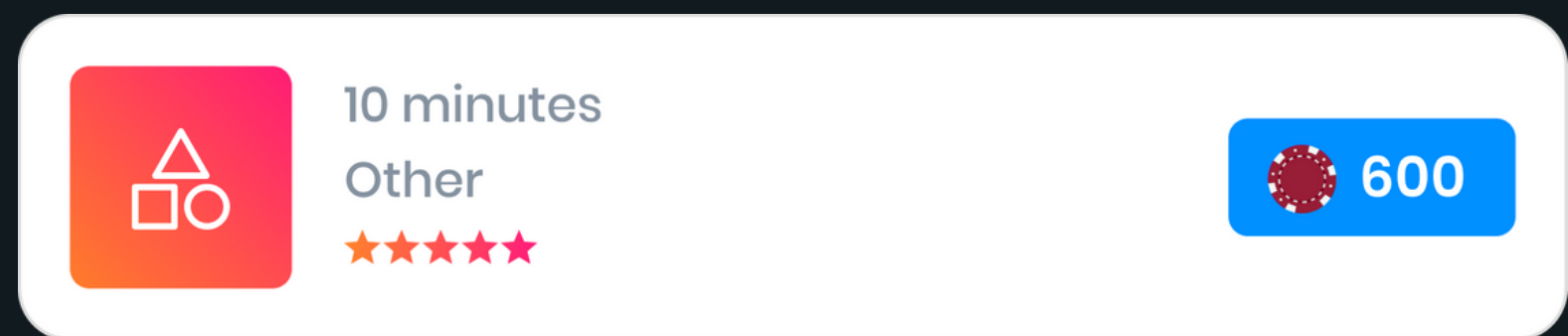
# WAYS OF ADDING BITLABS REWARDED SURVEYS

User Experience should always come first. That is why we think that BitLabs should integrate seamlessly in your casino game. Therefore we created different operating modes to serve every developer's needs.

## OFFERWALL MODE



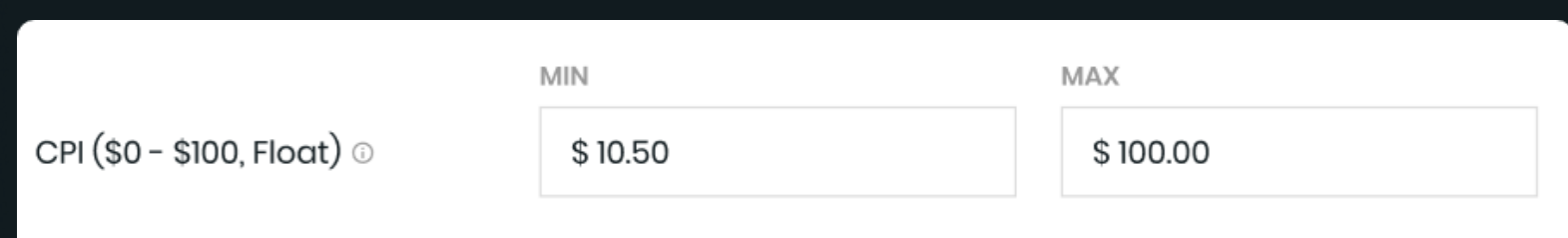
Give users the chance to earn your in-game currency with our SDK. You can customize the currency, conversion rates and algorithm, based on your needs.



## ROUTER LINK



Let users unlock certain items by taking a survey. You can freely set how much the survey needs to earn. We will deliver a survey to the user that matches all the criteria, so that you can unlock items upon completion.



# TIME TO GET STARTED

With BitLabs, getting started with survey monetization is really easy. With our SDK, you'll only need to add two lines of code.

For detailed integration guides and documentation, please visit [bitlabs.ai/integrations](https://bitlabs.ai/integrations).

We are always there to guide you through the onboarding process and further optimize your integration if needed.

web: [bitlabs.ai](https://bitlabs.ai)

mail: [contact@bitlabs.ai](mailto:contact@bitlabs.ai)

