| CASE STUDY

Shopping and gaming platform, Rewardia, now earns revenue as a sample supplier

Rewardia

Challenge

Rewardia is an Australia-based user engagement platform that enables its users to earn points and get rewards by participating in online activities, such as shopping and gaming. They have consistently been one of Australia's most popular sites for online shopping.

However, after being introduced to Lucid, Rewardia discovered that online surveys could offer an unexpected new revenue stream.

"We learned about the opportunities Lucid could offer to our platform and began to consider surveys as a new way to monetize," said Art Chereiski, Technical Director at Rewardia.

Although Rewardia was not initially designed to be an online survey panel, the platform's robust user base was, in fact, an ideal online community for survey participants.

Solution

To test the concept, Rewardia started using Monetization Link, which allows suppliers to access survey opportunities in the Lucid Marketplace with a unique entry link rather than a full API integration. Within a month, Rewardia was able to start sending their online community to surveys.

Lucid Marketplace Metrics

437M+
Unique respondents to date

135B+
Questions answered on our platform

110+
Countries

260+
Suppliers

"

"The API integration immediately gave us an increase in the volume of completes. I think we saw a 20%–30% increase."

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"Link made it very easy for us to get started, and we saw good results," Chereiski recalled. "But the only way to grow is to invest in a full API integration, which opens more markets, more studies, and more opportunities overall."

Not long after getting started with Link, Rewardia opted for an API integration. Because an API integration is more technologically involved, it took a bit longer than the Link setup – about two months in total. However, all adjustments to Rewardia's integration were handled quickly by the Lucid team.

"The Lucid team has been great. Everytime we talk to our integration consultant, he has been really helpful. He keeps an eye on everything and is the first one to know something needs to be adjusted, before we even spot it," said Chereiski. "And their documentation is really good and detailed – the best I've seen so far."

Benefits

Beyond the smooth setup, Rewardia has also been pleased with the functionality of their API integration – specifically, Lucid's fraud detection.

"Their fraud detection system is excellent. They take flagged panelists very seriously."

Lucid imports and merges their quality assessment data with Rewardia's, which helps to inform their decisions about which respondents need to be restricted or taken off the panel. So, that gives Rewardia a way to control low quality panelists.

"It's a unique system," explained Chereiski. "It allows us both to agree that we should stop sending surveys to flagged panelists."

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The Lucid and Rewardia teams have continued to work together to further enhance the integration by improving the experience of individual users.

He continued, "We are looking to increase user experience and deal with poor quality studies quickly and easily. For example, instead of sending a survey to a large audience right away, we send to a small audience first and see what their response is."

Result

Ultimately, choosing to invest in an API integration has proved to be a valuable move for Rewardia.

"The API integration immediately gave us an increase in the volume of completes. I think we saw a 20%–30% increase," said Chereiski. "And it opened up the New Zealand market for us, which we had not been able to reach before."

To date, Rewardia has achieved more than 200,000 completes. In addition, they have continuously maintained a high conversion rate because of their focus on enhancing respondent experience.

"We were new to this whole research industry, but we picked it as a growth area for us, and it's paying off. We had to learn a few things, we had to adjust as we went along. And now, there's no going back," Chereidki commented. "The integration is paying dividends. We're definitely cash flow positive."