Google Opinion Rewards

A new approach to surveywalls

More than ever, publishers are seeking new ways to monetize online content. Display ads don't always bring in sufficient RPMs and traditional paywalls only work for a small slice of premium content.
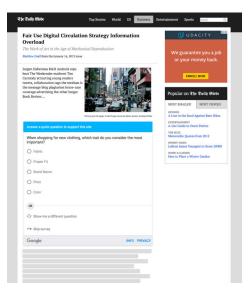
What if you could effectively charge visitors to access your site, without making them pull out their credit cards? With a new form of task-based monetization, it's possible. As a publisher, you add simple prompts to your site with a few lines of code. Visitors pay with their opinions rather than their wallets, and market researchers tap into the opinions of these visitors by paying for them to access your content.

Publisher choice and control

As a publisher, you control when and where survey prompts appear on your site and set any frequency capping. Visitors always have a choice between answering the research question or completing an alternative action.

Survey users as they browse the web

Since these users answer 10 questions at most in exchange for access to the content on your site, it allows for a better respondent experience, over 20% response rates, and more accurate data for the researchers.

How it works

- Users answer questions in order to access premium content, paying with their opinions rather than their wallets.
- You get paid as your users answer.
- Google automatically aggregates and analyzes responses, providing the data back to market researchers.

Interested in becoming a partner?

Survey prompts deliver conversion rates and RPMs over industry standards. Earn incremental revenue on top of other programs you may be running.

Visit surveys.google.com/google-opinion-rewards/publishers to get started.