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ANDROID LOCK SCREEN ADS EARN CASH FOR CONSUMERS

 TELECOMMUNICATIONS

Advertising space on smartphones has now become prime real estate, and a new startup called Locket is enabling consumers to sell their lock screens in order to earn some extra cash.

While consumers have already had the option to place ads on their computer background to raise money for charity through the [Donate your Desktop](#) scheme, computing has rapidly moved into a predominantly mobile age. Advertising space on smartphones has now become prime real estate, and a new startup called [Locket](#) is enabling consumers to sell their lock screens in order to earn some extra cash.

The app, which is available for [Android](#) devices, delivers targeted content such as ads, offers, movie trailers and brand news – personalized through geolocation, social media data and engagement history – to users' lock screens. When they check their phone, they have the option to swipe right – a common gesture for unlocking the device – which will take them to their home screen, or swipe left if they want to engage with the ad. Whichever option they choose, they will receive USD 0.01 each time they unlock their phone. Although a low figure, considering the number of time people typically check their phone can be around 50 to 100 times a day, the cash could soon rack up. For now, Locket limits payments to USD 0.03 per hour, however.

The Locket model is different to traditional mobile advertising in that consumers get paid to see ads rather than pay to hide them – a model employed by a vast majority of freemium apps. The ads are also full screen – rather than banner-sized, relegated to the fringes of users' attention – and reach consumers in the first glance at their phone. For now, Locket has teamed up with only eight popular brands, including Dominos and Sears, and has rejected partnerships with low-quality or controversial businesses. Aware that smartphones are an extension of people's personal space, could this respect towards consumers win them over?

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