



WHY?

The consumer experience is a human experience.



HOW?

We use game science to create fair value exchanges that result in earned data.



WHAT?

We help organizations listen to their customers and adapt accordingly.



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Experiential Personalisation in Gamification

Gamification Europe 2022

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Experiential Personalisation serves the right content based on what consumers care about and not what a brand has on sale



Personalisation is increasingly difficult to achieve



Brands still have work to do when providing tailored offers and promotions

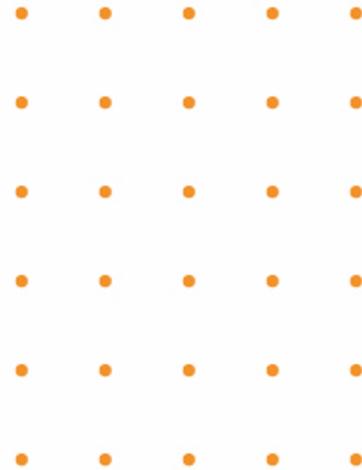
65% of consumers feel they received actively irrelevant offers

52% of consumers stated a sense of frustration from receiving irrelevant communications



This lack of tailored communications is increasingly harming brand loyalty

42% of consumers would be less inclined to shop with that brands that did not personalise communications



“ Personalisation, once limited mainly to targeted offers, now extends to the entire customer experience. This means that customers want personalisation throughout their interactions with a retailer—with multiple, personalised touchpoints that enable them to allocate their time and money according to their preferences.

Personalizing the customer experience:
Driving differentiation in retail
April 28, 2020

McKinsey
& Company

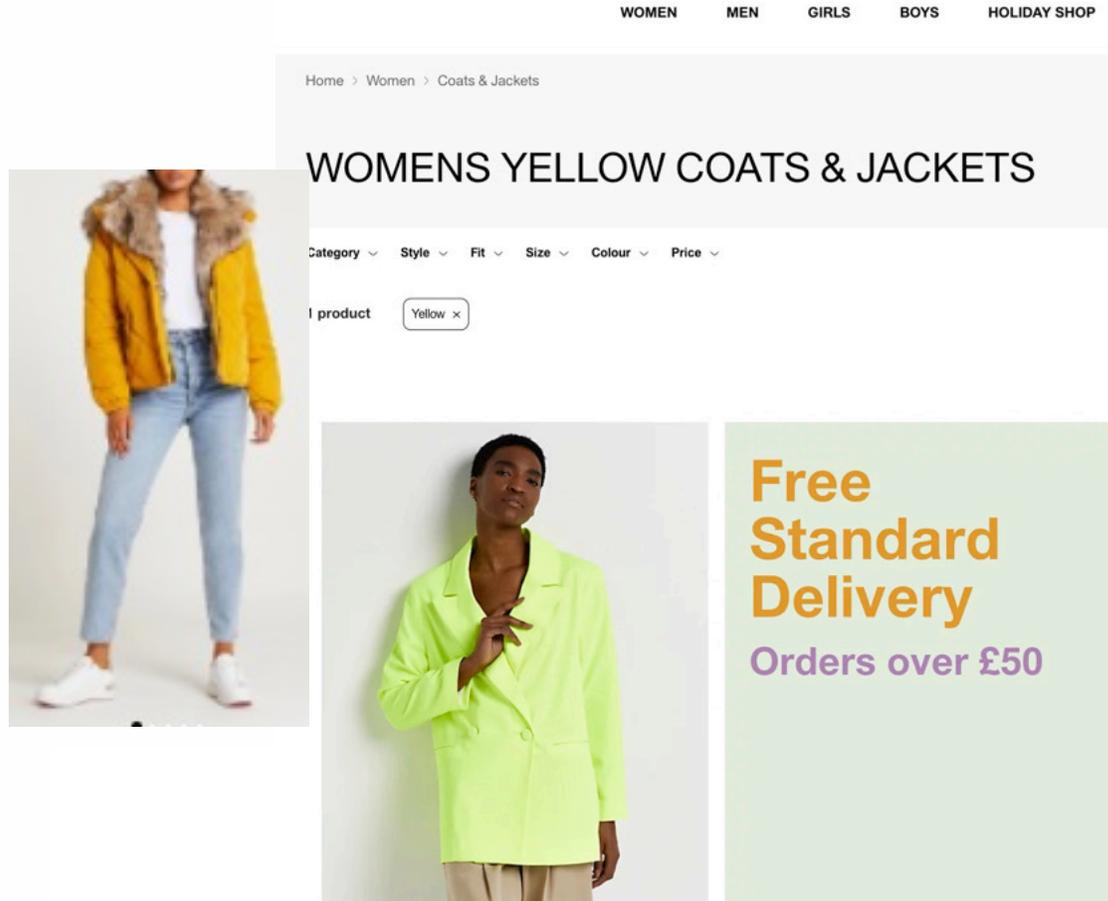


Personalisation Matters

And it needs to be part of the full experience to align content with interest, motivation, and intent



Getting personalization wrong



The perfect
“Girls Yellow Puffer Coat”
my daughter HAD to have

It filled my search history
It filled online adds
It filled my inbox

But click through to the sites and I
am having to search for the product

Getting personalization right



Yellow Quilted Puffer Coat



♥ 1752 TIMES
YELLOW QUILTED PUFFER COAT ♥

£40.00 ~~£80.00~~

■ ■

Only 1 left in stock

6 8 10 12 14

Add to bag

THANKS FOR SHOPPING
Why were you here....

Are you shopping for yourself or someone else?

Myself

What socks are you looking for? check all that apply

Cooling Compression Stay Up Sustainable
 Energy Boosting Targeted Cushioning

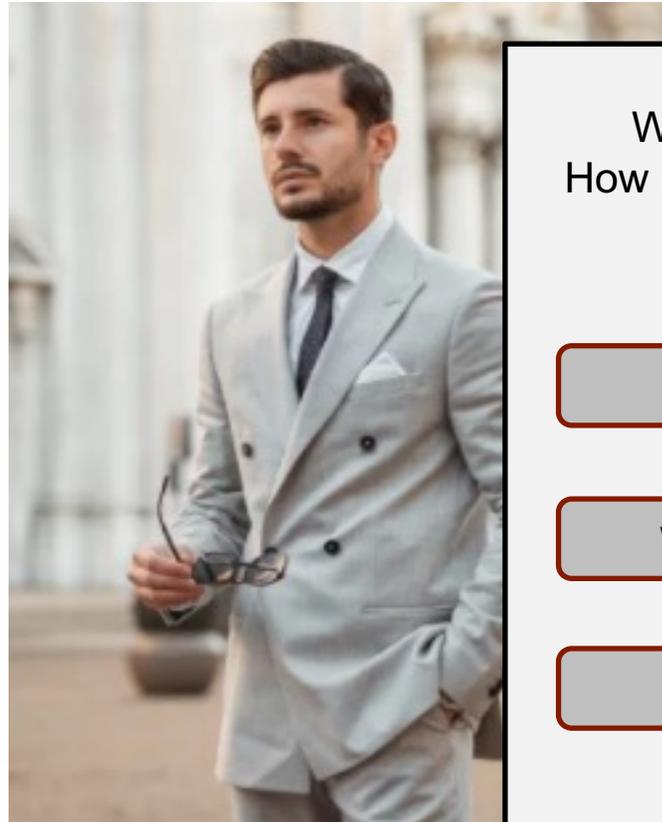
What activities would you buy socks for? check all that apply

Working Out Going Out Traveling Hiking
 Relaxing Sitting at a Desk Dressing Up
 Hours on your feet

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Shortening the journey to conversion

Continuing personalization



WELCOME BACK
How can we help today...

Men's Clothing

Women's Clothing

Kids Clothing

MENS CLOTHING

Time for a wardrobe refresh? Cue our new season collection of men's clothing and accessories. From muscle-defining knitwear and trend-led outerwear to smart-casj kicks and suits which mean business, get your on and off duty style sorted with our most hyped collection yet.

Category ▾ Fit ▾ Type ▾ Occasion ▾ Brand ▾ Design ▾ Offers ▾ Size ▾ Colour ▾ Price ▾

Sort: Featured

1735 products

We thought you might like these!

Based on your shopping habits...



TRENDING
BLACK SKINNY FIT JEANS



TRENDING
WHITE MUSCLE FIT T-SHIRT



TRENDING
BLACK SLIM FIT JEANS

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The coat my daughter HAD to have for school 4wks ago is not the suit I need for a wedding

A graphic on the left side of the slide features two overlapping speech bubbles. The top bubble is solid orange, while the bottom one is outlined in orange. A white heartbeat line is drawn across both bubbles. The background includes a teal curved shape and a grid of small orange dots in the bottom-left corner.

Adaptive gamification solutions in action

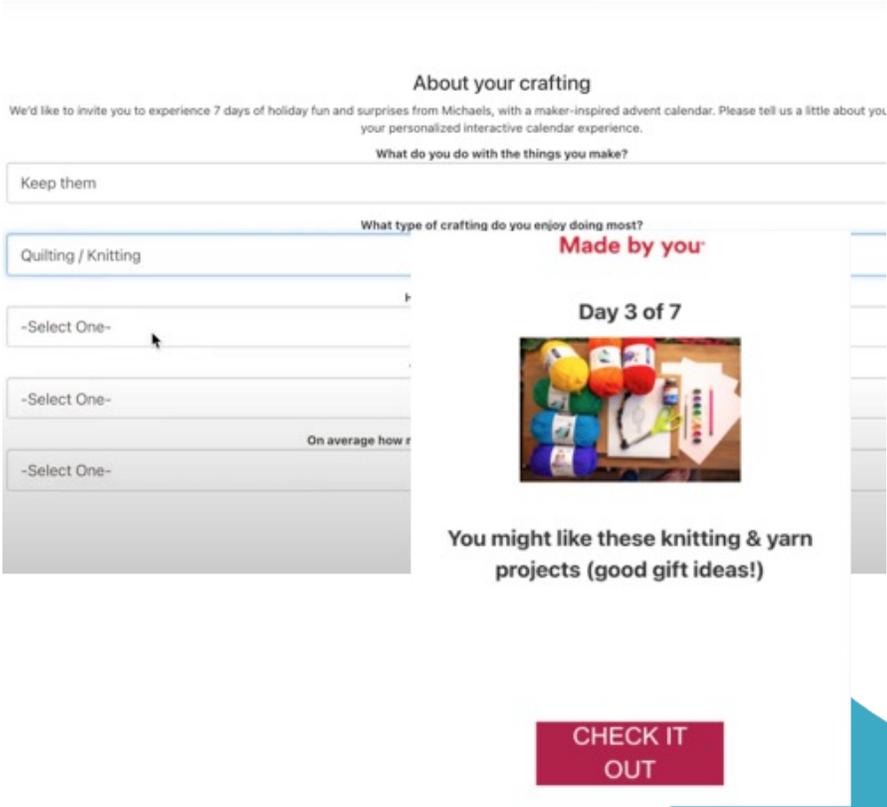
Earned Data Fuels Experiences

2,500
Unique Data
Points Captured

33%
More Data
Collected Than
Before Experience

\$400K
Estimated Value

The largest arts and crafts retail chain in North America utilized a digital gamified experience to reactivate more than 80,000 unique email addresses and obtain valuable, previously uncapturable, earned data that power future, tailored marketing campaigns.



Leading Arts and Crafts Retail
Chain in North America

Don't Treat Everyone the Same

533%

Higher
Engagement

216%

Higher Enrollment
Rate

40%

Decrease in
Website Bounces

A flexible alternative learning program provider attracted higher engagement from their audience, encouraged more interaction, as well as developed a better understanding of what types of content appeal to each of the two main groupings of their audience –prospective and returning students, and their parents.

Email and live communications were more relevant based on what they learned about their audience.

Alternative Learning Program Provider

OUR SUCCESS

The screenshot displays a website layout with a red header and a white background. At the top, a banner reads "STUDENTS CAN LEAVE CERTIFIED WITH" and features logos for "nha", "Microsoft Office Specialist", and "C-TECH". Below this, a "Vision" section states: "Ombudsman believes that students have value, can learn and can develop their inherent talents to become contributing members of society." The page includes three statistics: "91% of parents would recommend Ombudsman Charter Schools", "92% of parents are pleased with their student's progress", and "92% of parents feel that Ombudsman is preparing their students for life after high school". A red button labeled "EXCEPT FEEDBACK FROM" and a link "Open Info" are visible. The bottom of the page features a video thumbnail with a student in a graduation cap and the text "A NEW GENERATION OF EXCELLENCE".

Experiences Must Be Adaptive

3X
Higher Click-Through Rates

63%
Responded to Full Experience

44%
Clicked through experience to website

A global pet care brand directly captured the attention of their consumer by providing a compelling experience that encourages pet owners to share information about themselves and their pets. After completing the initial survey, pet owners could access tailored rewards based on survey responses.

The brand added 'current pet' information to an additional 5% of their consumer base.



Global Pet Care Brand



Which pets do you have?

We'd love to know a little more so we can tailor your advert calendar to your pets.

Tell us more about your pet(s) below and click Submit once you've added them all - please note you can provide details for up to six pets.

Pet Name

Pet Date Of Birth

Pet Type



3radical Supporting All Stages of the Customer Journey

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Quickly deploy from an extensive games library. Simple, business user level configuration and optimization



Resulting Consented / Earned Data powers downstream martech stack



Consented / Earned Data fuels:
Marketing
Data and analytics
E-commerce Media
Loyalty
Website Creative



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