

WHY USE GAMIFICATION in Marketing?

THE TOP 5 BENEFITS

1

Gamification can **INCREASE ENGAGEMENT RATES**

by up to **50%**

/Marketo

2

Gamification can lead to a **20% INCREASE IN CUSTOMER LOYALTY**

/CrowdTwist

3

Gamification can **INCREASE CUSTOMER ACQUISITION RATES** by up to **40%**

/Forrester

4

Gamification can **IMPROVE CUSTOMER EXPERIENCE** by up to **33%**

/Aberdeen Group

5

And a study by /Gartner found that gamification can **INCREASE SALES AND REVENUE** by up to **15%**.

Here's why top brands

like Starbucks, Coca Cola, and Vitality Health are

using gamification:

1

Boost customer engagement and interaction

Through gamification techniques like points, badges, levels, leaderboards, and challenges, businesses tap into the competitive and reward-incentivised side of the human that's hugely driven.

Essilor uses gamification to better understand eye care professionals, their needs and the needs of their customers.

5,300
Unique Data Points Captured

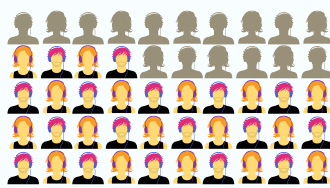
10%
Increase in Sales

20%
Increase in Engagement

2

Build customer loyalty and retention

Customers that engage in a fun and interactive experience are incentivised to come back to a brand because it's a rewarding experience.



68%

of millennials report that they will not be loyal to a brand if that brand does not have a good loyalty program (Forbes).

3

Deliver personalised experiences that consumers expect

The individual customer can receive more customised and relevant campaigns that they want to engage with.

Nike run club suggests personalised workout suggestions and relevant articles for those that use the app, based on their engagement behaviour.

During lockdown, the number of downloads of Nike run club hit **15.4 million** as user engagement peaked.

4

Capture otherwise 'uncapturable' customer data

Data capture allows for understanding current and future needs. This method of data capture is compliant with GDPR, CCPA and other data compliance regulations in other countries and regions.

5

Boost sales revenue

Gamification can encourage customers to purchase or refer a friend in exchange for something (e.g. access to gated content like a beauty lookbook, or a discount) and so boost conversions and sales.

FEELING CONVINCED?
Here's your next step.

If you're ready to introduce gamification into your marketing campaigns, you'll want to start building a shortlist of [marketing gamification software](#) providers that can make this happen.

If you want to bounce some ideas around, feel free to [get in touch](#).