

Creating Memorable Experiences This Christmas Season



TECHONOMY

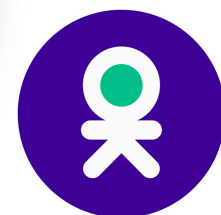


leadfamily



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TECHONOMY



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Agenda

1. The experiences consumers actually want from brands
2. How OK and Techonomy use gamification to engage & delight audiences
3. What meaningful experiences for your audience looks like

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Experience-focused businesses see higher YoY growth than other companies in customer retention, repeat purchase rates, and CLV.

1.5x+

The power of gamification in marketing

Hardwired

Humans are hard wired to enjoy games and to compete.

Source: Gartner



Remember

Games make the audience enter a world where dopamine flows, helping brands to be remembered.

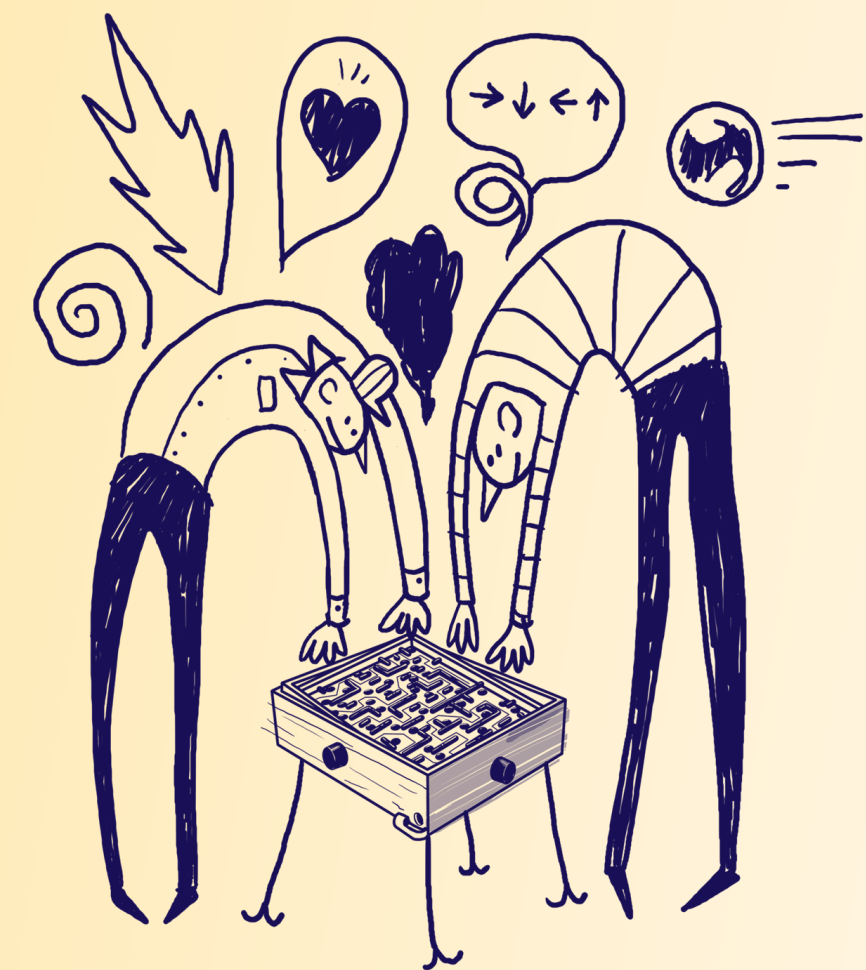
Source: Nicolas Babin

DOSE

Our brains crave these chemicals (Dopamine, Oxytocin, Serotonin, & Endorphins) and they influence our happiness.

Source: Technology Advice

**Games are the most elevated
form of investigation.**
-Albert Einstein

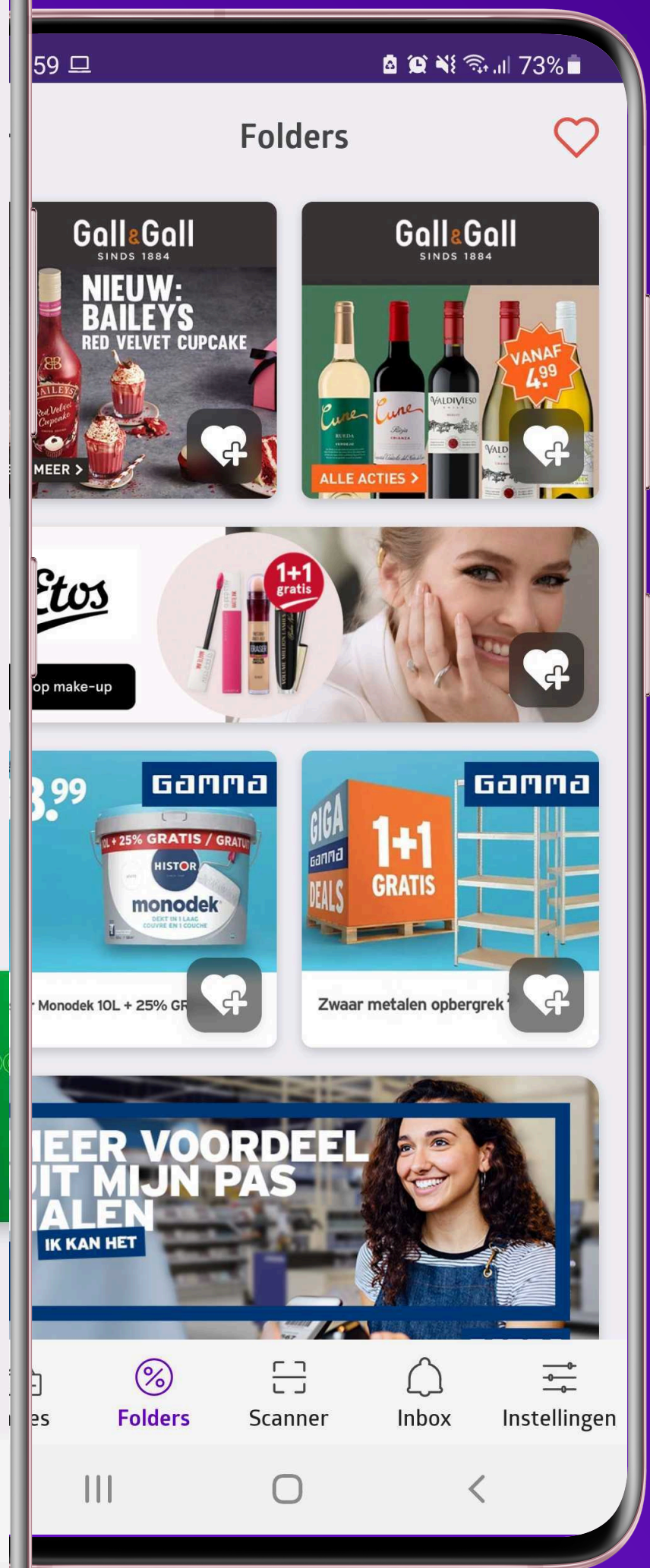
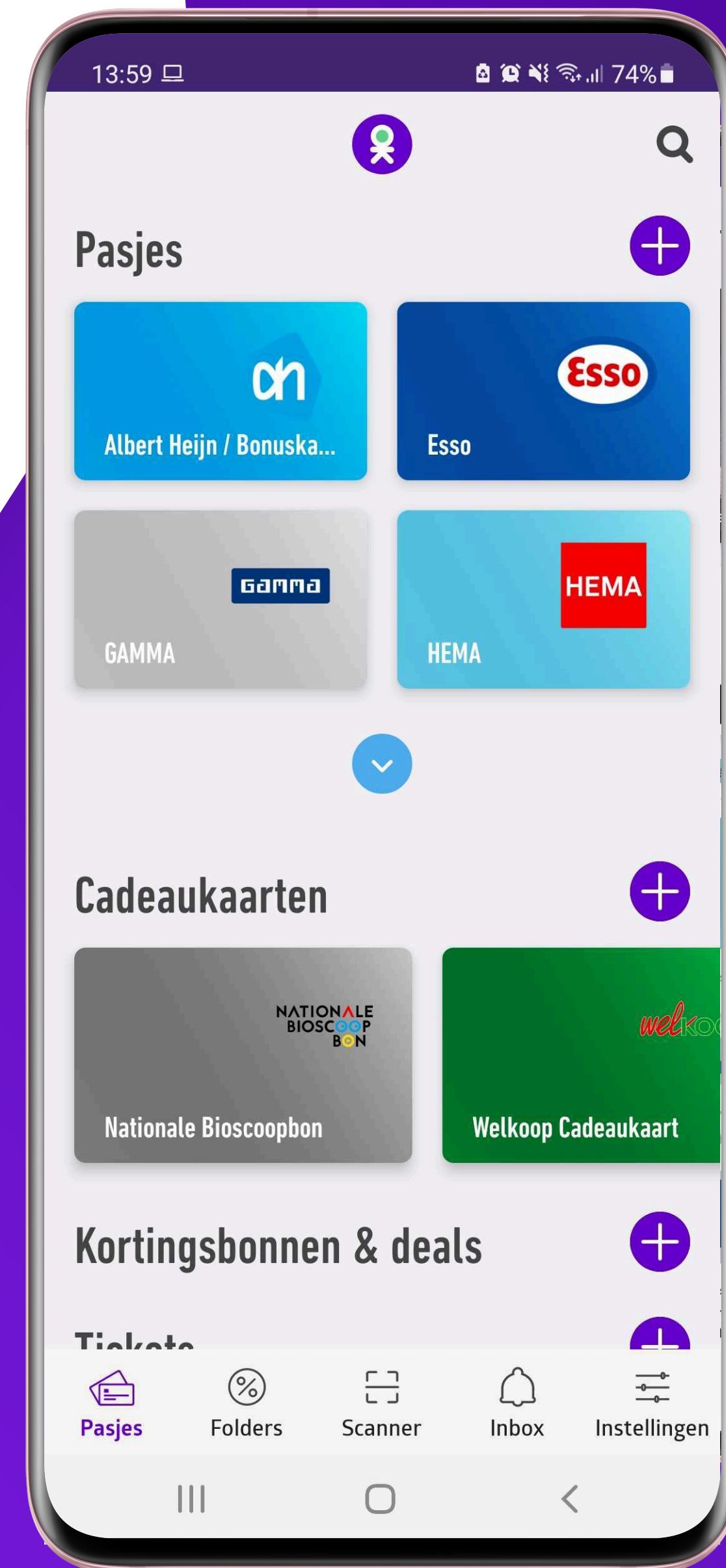


**Of customers say the
experience
businesses provide is
just as important as
their products or
services.**

80%

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- OK helps consumer throughout shopper journey
- **By integrating all kinds of shopping services.** Before, during and after shopping, on- and offline
- **Services are tailored to personal preferences (what users 'add')**

Users and growing..

**Unique, active users
per month**

**Visits 5+ times per
month**

+1.2M

+250K

30%

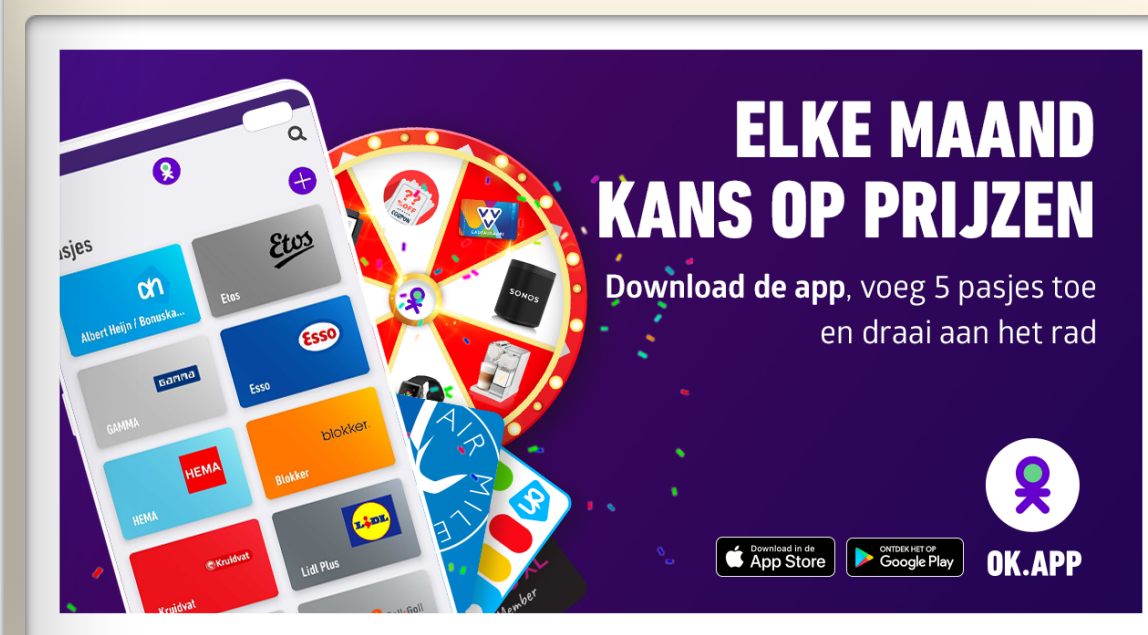
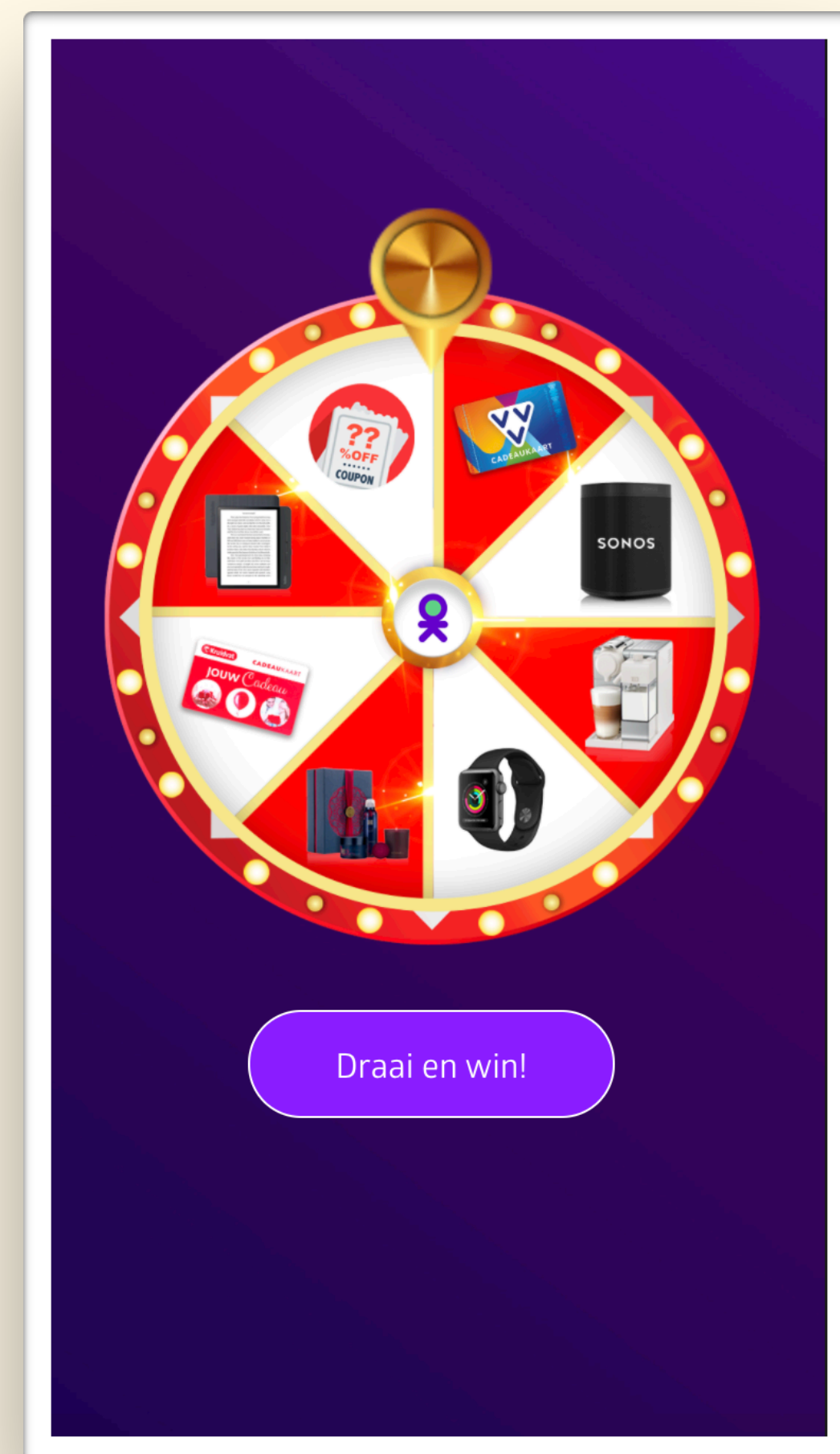


**We try to make
shopping personalized
and more fun with our
partners...**



Why OK uses gamification?

- **To make shopping fun**
- **To reward our users**
 - Compliments
 - Nudges
 - Discounts/Gifts
 - Easter eggs
 - **Games**



App user acquisition and activation

Purpose

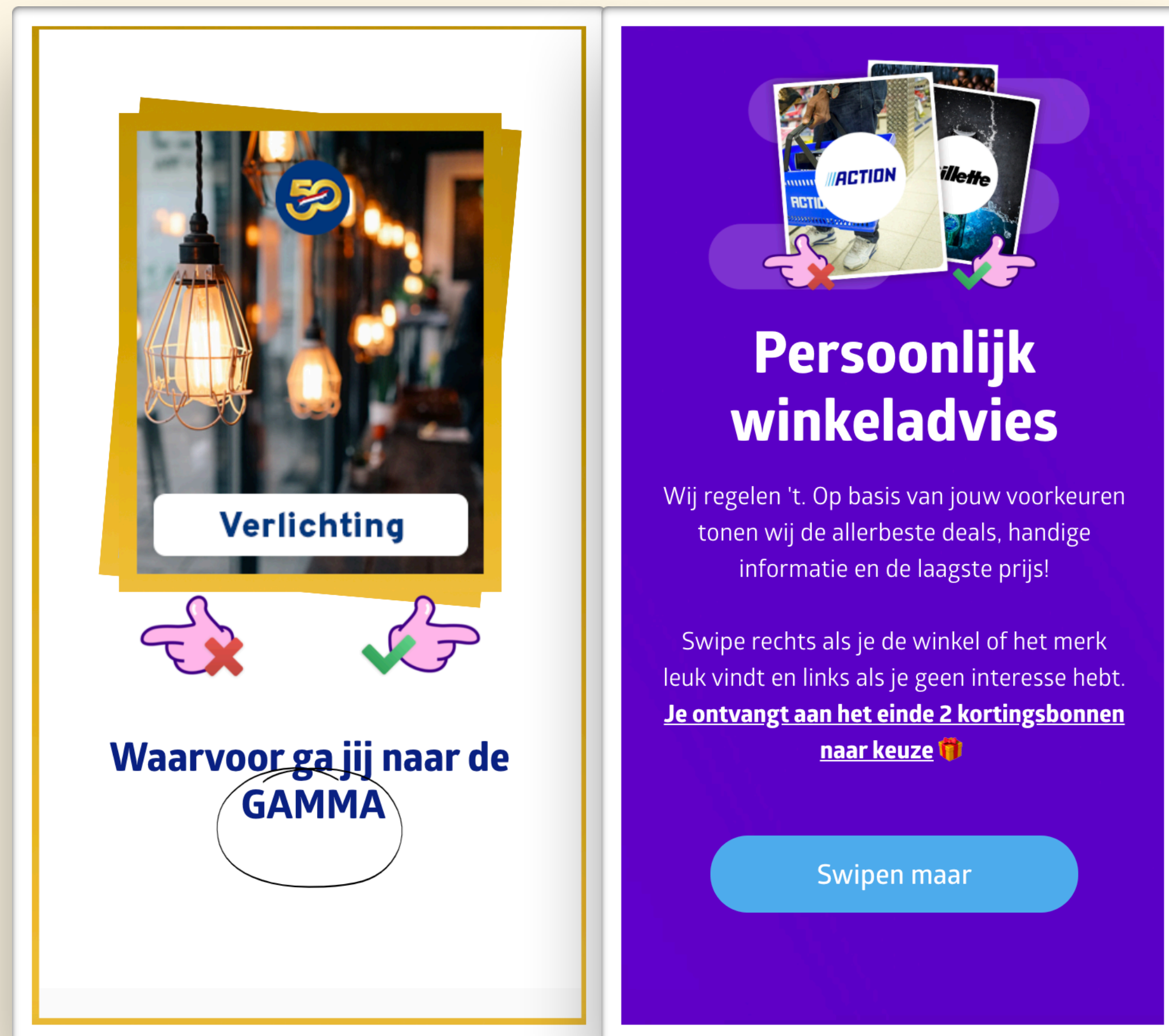
Create awareness and stimulate users to engage in certain behavior (add cards, coupons, tickets)

Insights

- Top 3 listed ad on social media
- On average, 5% increase in conversion when compared to non-gamified elements

Extra nice to have

- Mass coupon and gift card distribution



Acquire preferences, increase level of service

Purpose

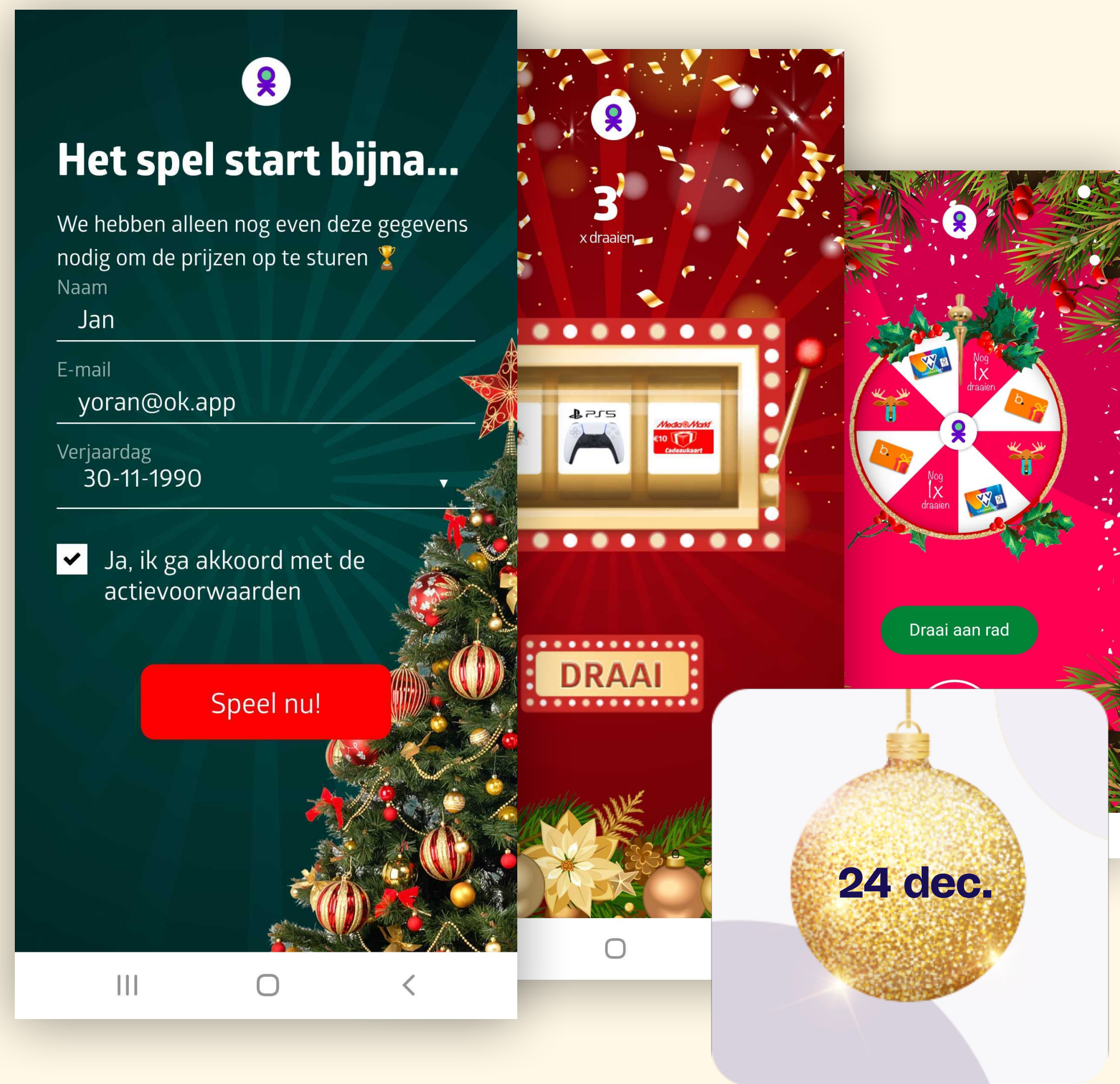
Collect all kinds of preferences in order to give consumer most relevant shopping service possible

Insights

- Gamification eases the 'pain' of sharing data
- Already >15% of our active user profiles are enriched by Leadfamily gathered preferences

Extra nice to have

- Super personal, relevant advertisement



Most successful campaign of last year: Advent

Purpose

Increase of app usage, stimulation of time spend in the app

Insights

- Users who played Advent came back **more than twice as much** in December as users who did not play
- Most opened 'content' of the year
 - 25.000 registrations
 - 815 played hours

Key Takeaways

1. Wrap up your content as a reward/gift for higher conversion
2. Think 2/3 steps ahead (our next step 😊)
3. Gamification does not always have to mean playing a game



wandel.nl

wandel.nl
initiatief van KWBN

TECHONOMY



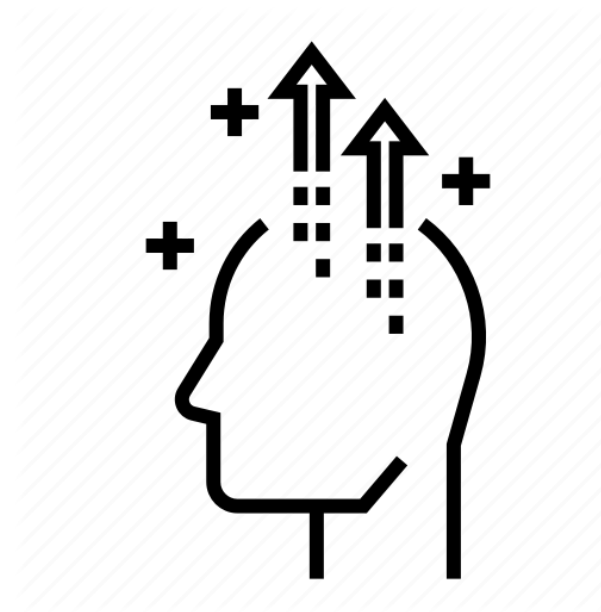
Strategy Royal Dutch Hiking Association

1. Partly due to the opportunities and trends in the hiking market, the potential for the Association is enormous
 - Economic spending €2B
 - 2.6M walkers are looking for information digitally
 - 6M regular hikers
2. KWBN saw the opportunity and the need to focus more on the unfettered / recreational walker. This allows new revenue models and new walkers to be linked.
3. Launch of community platform where the recreational hiker can view all information about walking, Wandel.nl

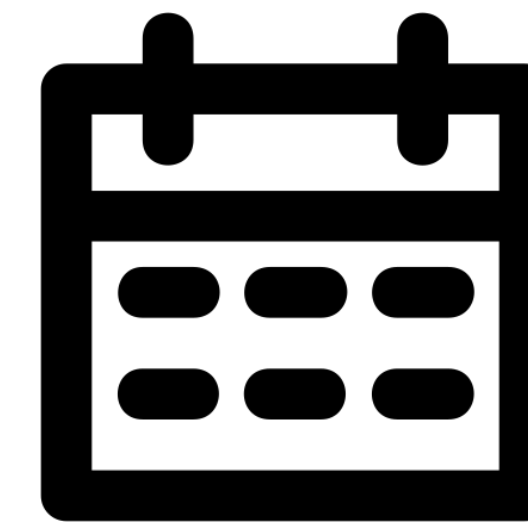
Partly by capturing data, a new revenue model is being created. Data is central to the renewed strategy.



Favorite hiking distance



Hiking motivation



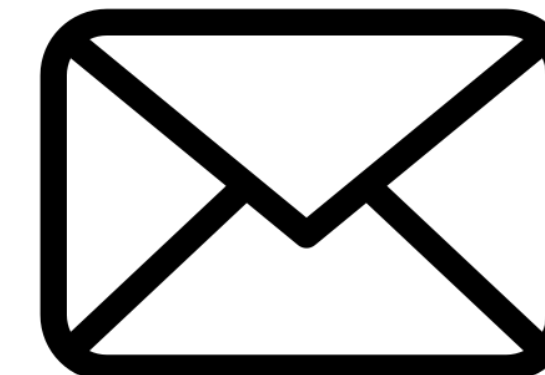
Birthday



Participated events



Favorite hiking environment



Mail address

Klik de vier verschillen aan in de rechterfoto



7

zetten over

**Loop 25 dagen virtueel
mee door Nederland!**



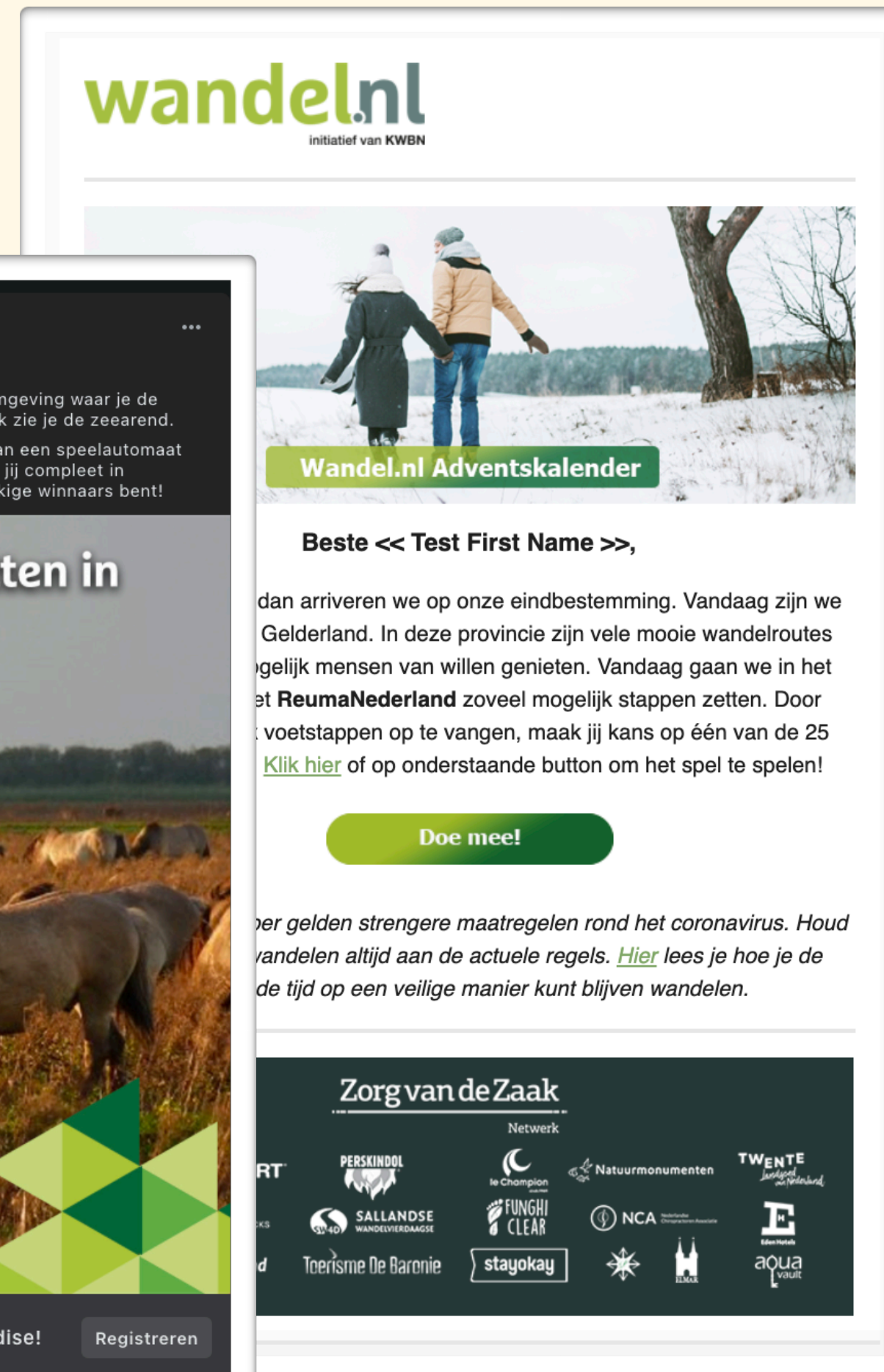
**En ontdek de
mooiste plekken
van ons land!**



Wandel.nl Advent Calendar

Campaign strategy

- 25 days of interactive content
- Creative campaign to catch data from hikers
- Commercial opportunity at the end of the year
- Creating higher engagement level with the hikers
- Catching opt-ins for weekly newsletter



Wandel.nl Advent Calendar

Campaign execution

- 25 branded retargeting ads + custom audience ads by Facebook & Instagram
- 25 email confirmations by submitting the game form. This campaign focused on the content of the region in question.
- 25 reminder campaigns in which previous participants were reminded

Newsletter opt-ins

+15 K

Hours of gameplay

+405 h

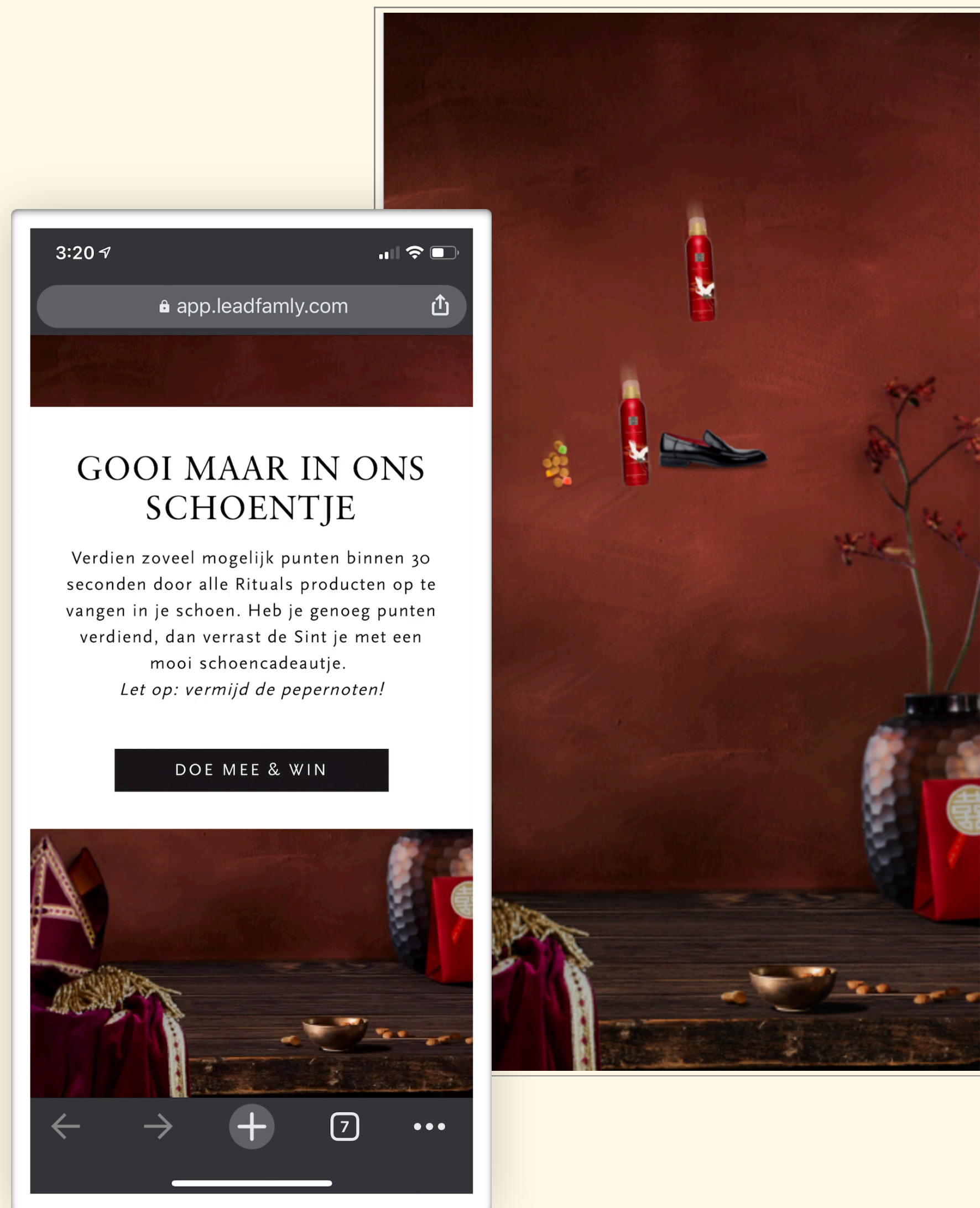
**Played games per
visitor/profile**

9 games

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Campaign Success

- ~70,000 registrations
- ~10,000 new newsletter registrations
- 01:35 minutes average time engaged
- ~ 5,000 transactions

Paid & Organic reach



Final Thoughts

1. **Focus on the experience.** One way to do this is with content, whether that's SoMe, video, or gamified content. Set the tone for your brand's relationship with your audience intentionally.
2. **Recognize the potential of gamification** and how it will amplify digital engagement. It will enrich a brand's database and create experiences that consumers actually want.
3. **Here's what consumers really want:** meaning. Make your brand experiences enjoyable (and fun!), and you will be rewarded.

Q&A