

The logo graphic consists of three overlapping organic shapes. The leftmost shape is a light orange circle. The middle shape is a darker orange circle that overlaps the first one. The rightmost shape is a dark blue circle that overlaps the middle one. The text 'leadfamily' is centered over the intersection of the orange shapes.

leadfamily

Anytime, Any place, Anywhere: The Power Of Marketing Gamification

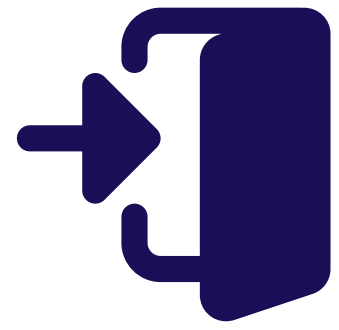


Richard Robinson
General Manager



Jacqui Maclean
Enterprise Delivery Director

leadfamly



500+

customers across
all industries



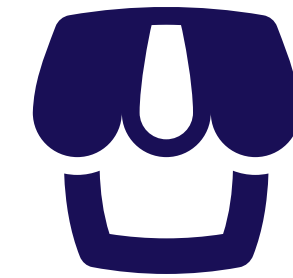
5M

monthly engaged
consumers



50+

countries with
monthly active
consumers



400M+

total campaign
interactions to-date

Setting the scene

‘The application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, to encourage engagement with a product or service’

**"We play because
it is in our nature to do so."**

Johan Huizinga, Dutch historian



BOTTLE BANK ARCADE

3

The
questions we get a lot

1

Gamification isn't right for my brand or my audience

We are a serious brand, won't gamification undermine that?

—

Our target audience would never engage with this - we are a luxury brand

2

Gamification only works for certain industries

Does it fit my exact industry?

—

We are niche company and technical engineers are our target group. They would never spend time on game

3

Gamification only works for Lead generation

Isn't gamification in marketing only about lead generation?

—

Marketing gamification that is wheel of fortune and scratch cards with prizes to get people to sign up

Study: Is gamification fit for everyone?

We conducted an analysis of the feasibility of game mechanics in various contexts.

1. Demographics

We investigate whether gamification performance is consistent across age and gender.

2. Industries

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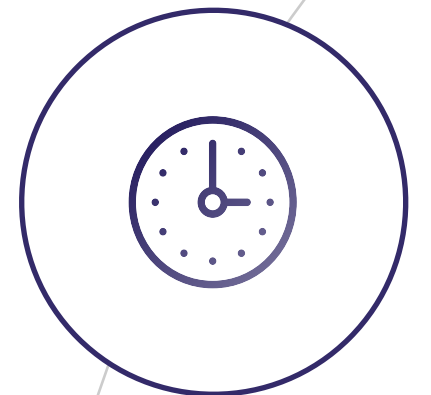
1. Demographics

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2. Industries

We investigate whether gamification performance is consistent across industries.

Avg. Time Spent
Seconds spent in the campaign starting from first 'in-game action' until last flow page is reached.

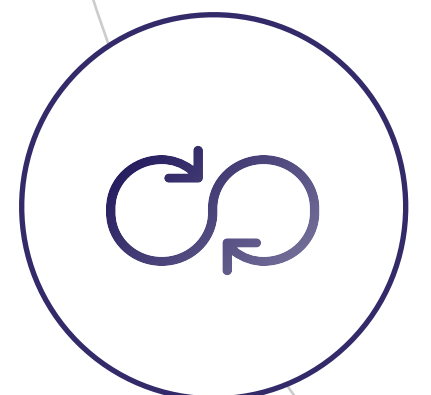


Game Started Rate
The ratio between game initiations and total sessions for a campaign



Metrics

Game Completion Rate
The ratio between game completions and game initiations for a campaign



The data analysed in this study:

220+ Million Sessions

~90 Million Permissions

~25 Million Unique Emails

~1.6 Million Hours Played

1 Gamification is not right for my audience or my brand

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.

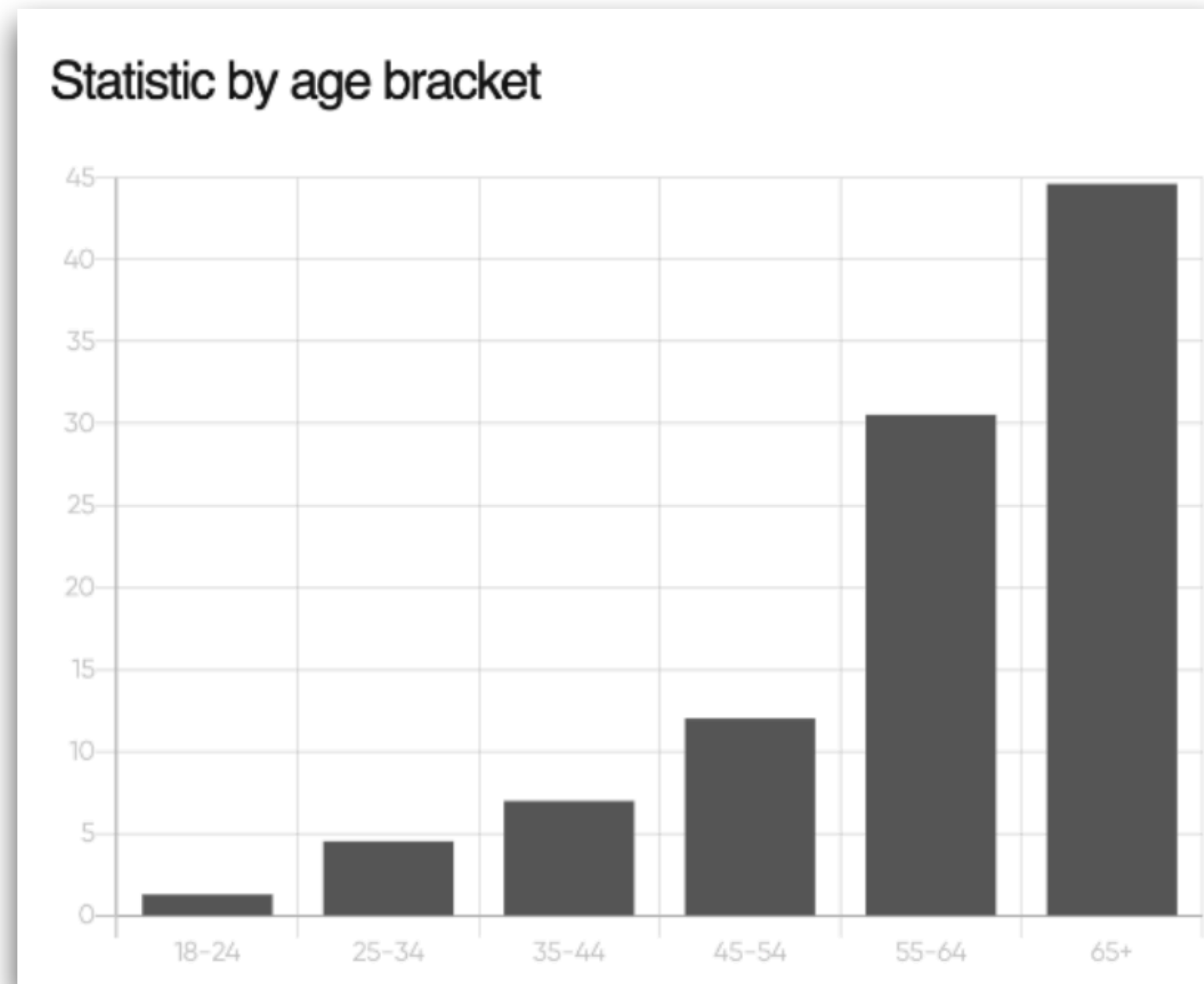
Source: Nicholas Babin

Dose

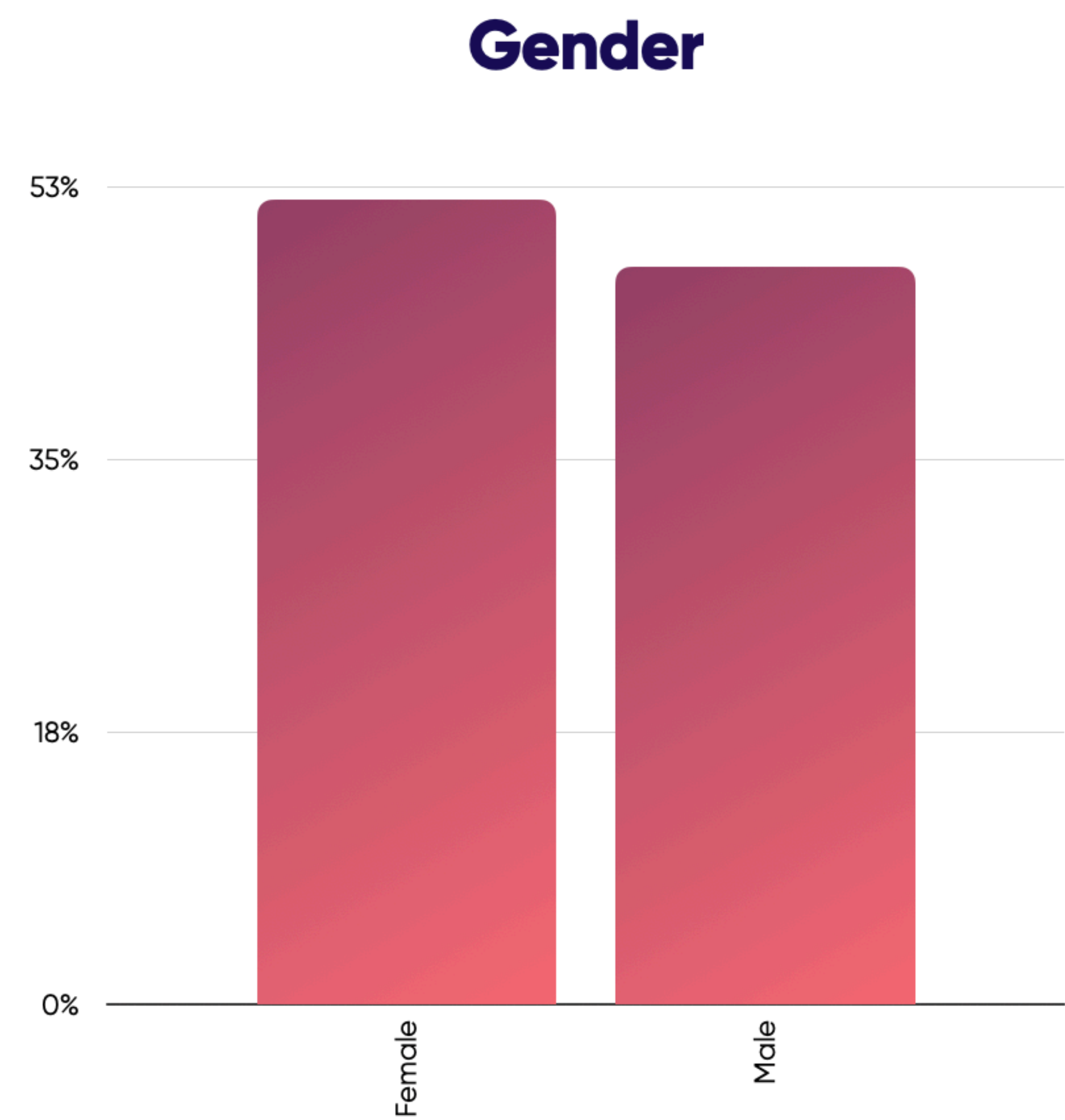
Our brains crave these chemicals (Dopamine, Oxytocin, Serotonin, & Endorphins) and they influence our happiness.

Source: Technology Advice

Games are only for GenZ



Games are only for men



Source: Designing Engaging AdvergAMES: An Empirical Exploration of the Role of Game and Campaign Design Choices on Advergame Engagement Behaviour 2020.

Games are only for commodity products

17,273

Participants

72.4%

conversion rate

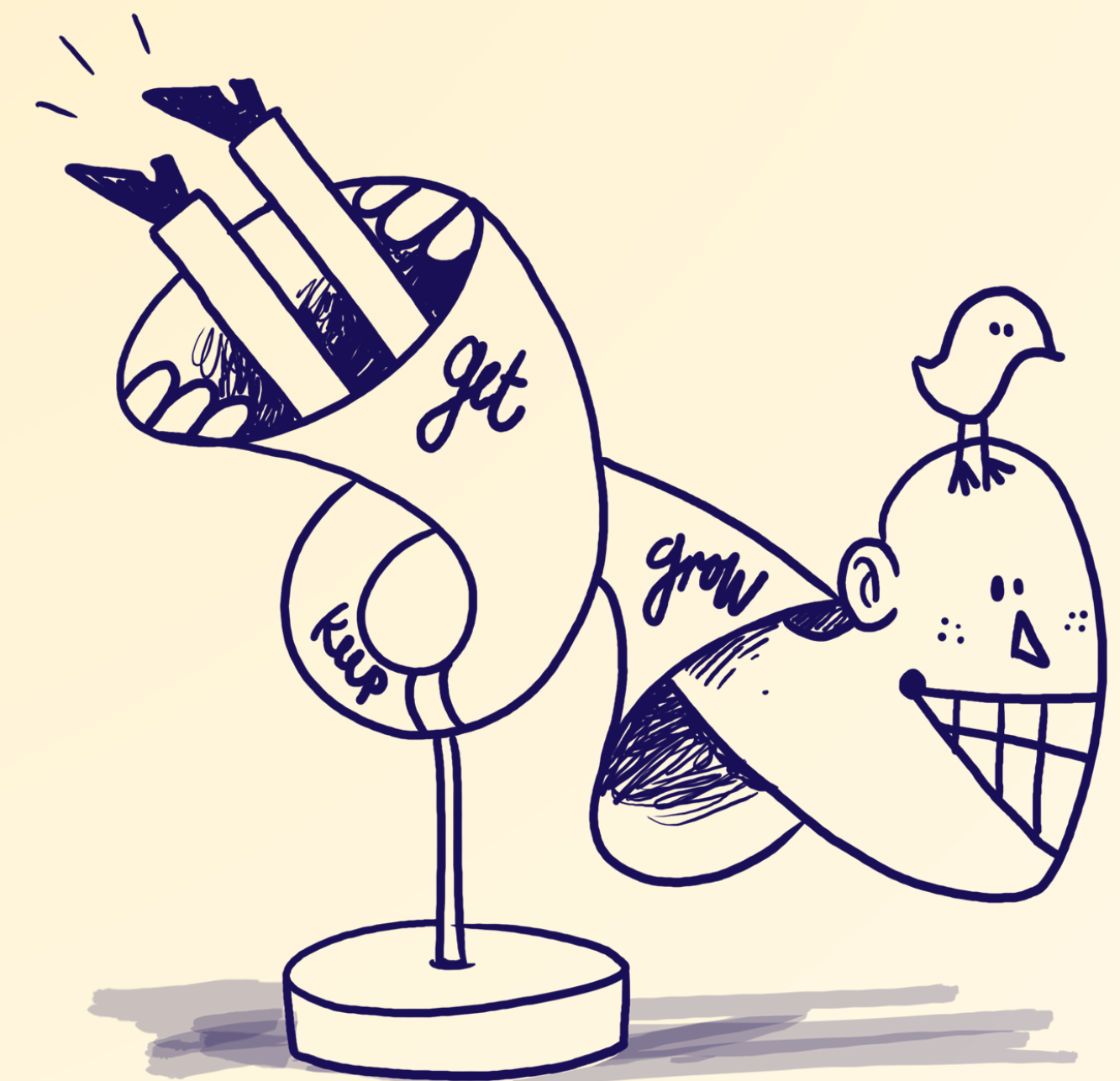
“When gamification is used in a marketing context, the participant remembers the brand from a positive association and a unique experience”

Nicholas Babin, former CEO Sony Europe

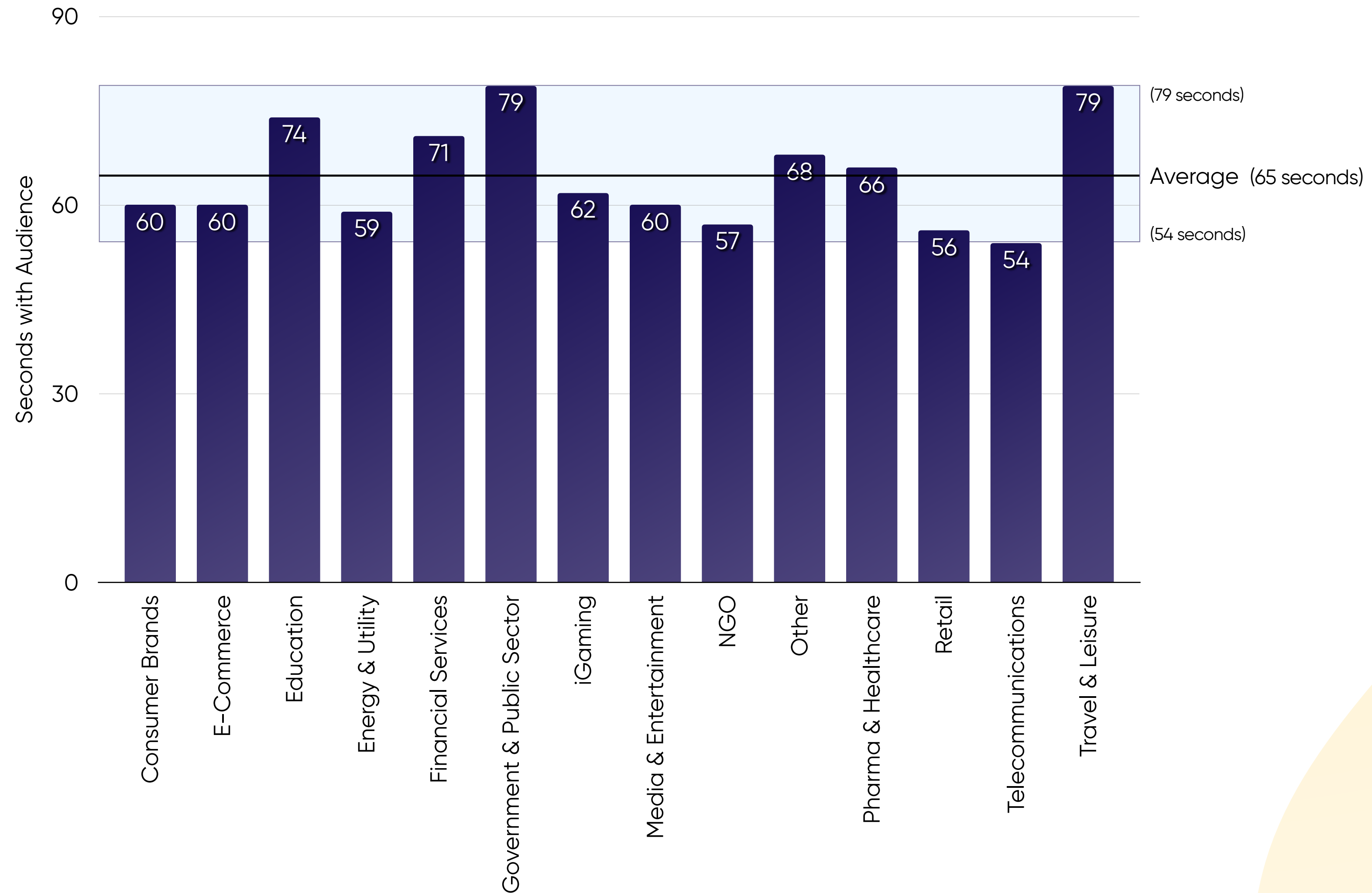
2 Gamification only works in certain industries

Verticals

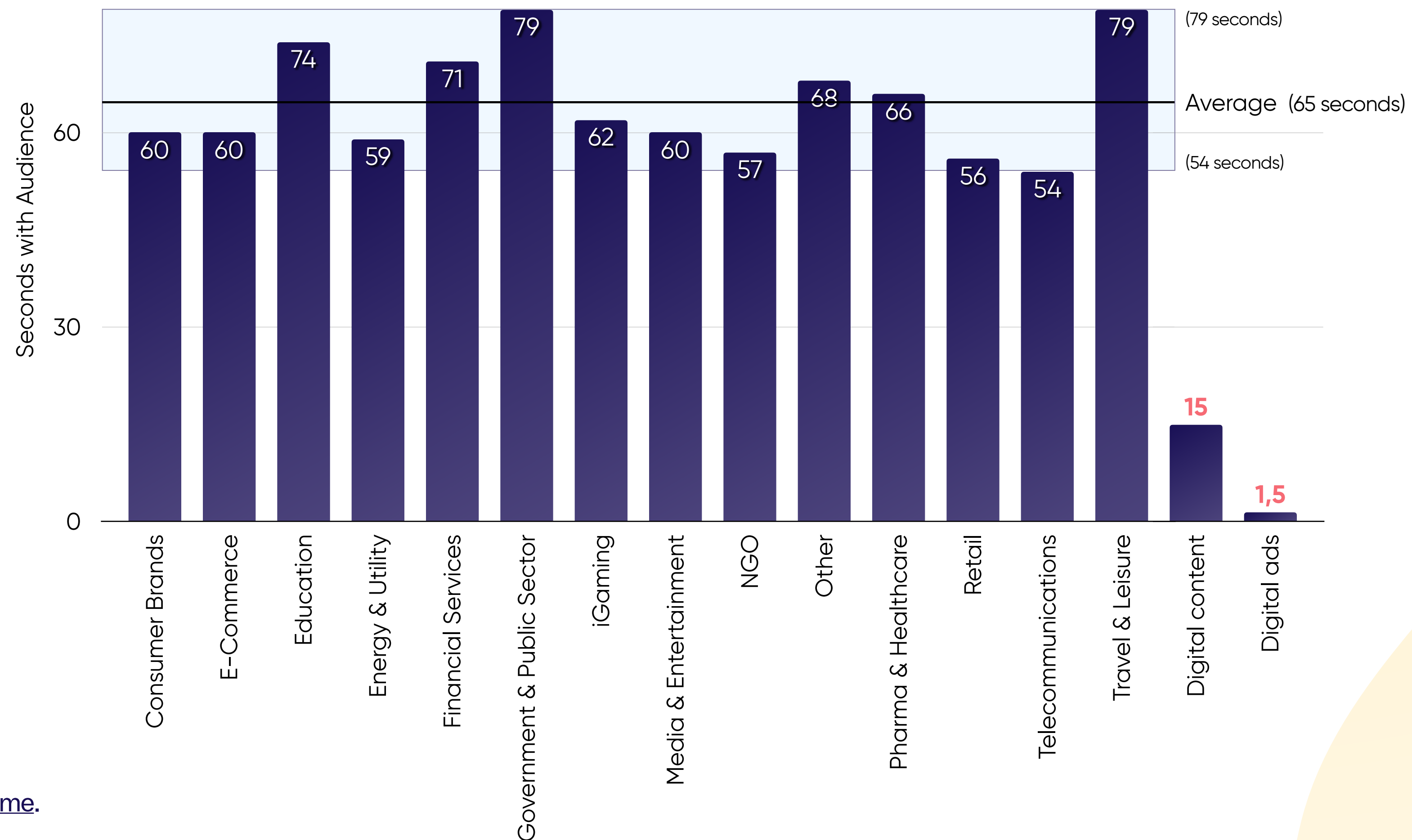
- Consumer brands
- E-commerce
- Education
- Energy & Utility
- Financial Services
- Government & Public Sector
- iGaming
- Media & Entertainment
- NGO
- Other
- Pharma & Healthcare
- Retail
- Telecommunications
- Travel & Leisure



The Average Time Spent is fairly consistent across industries

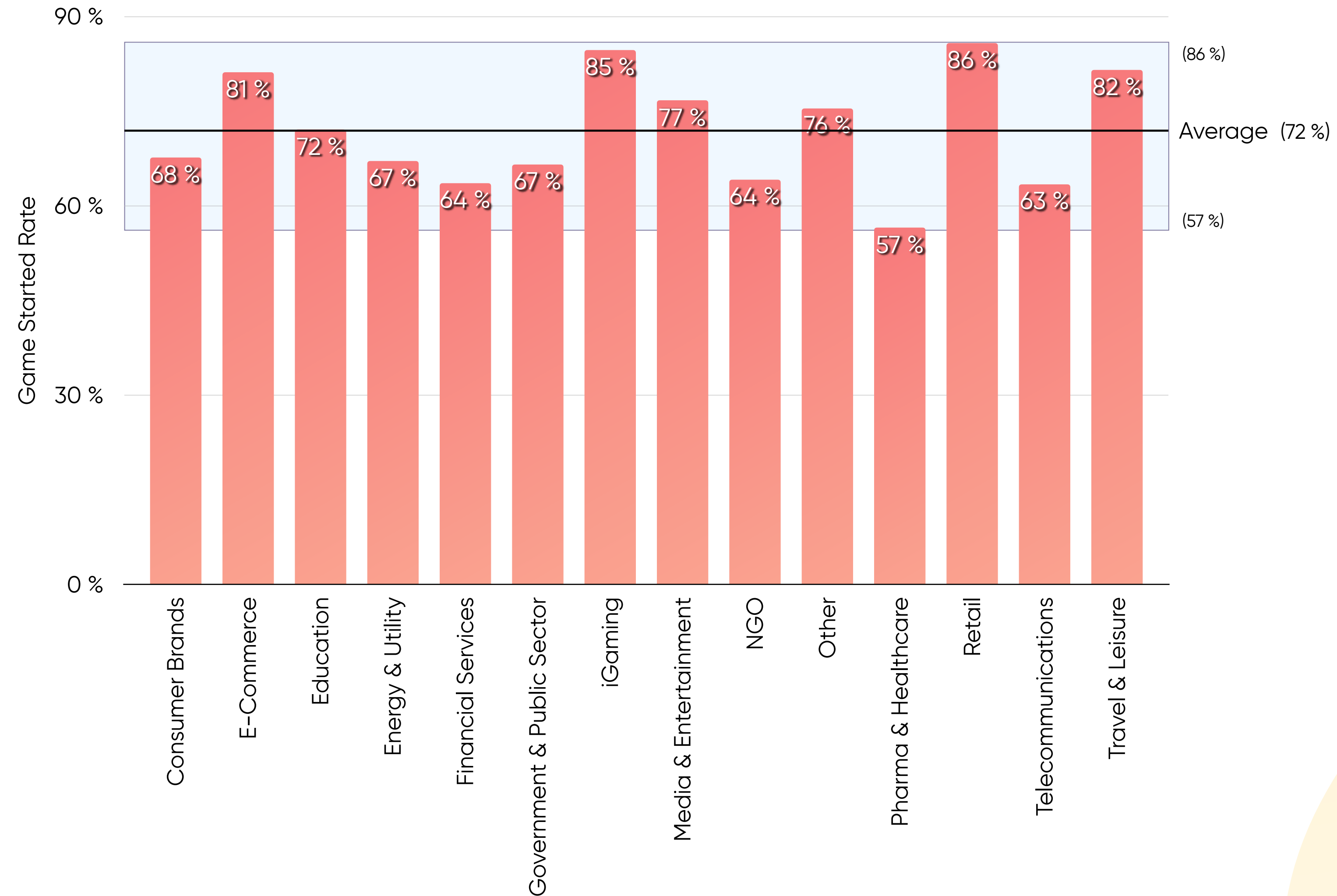


... in addition to consistency, even lower levels are performing impressive compared to other media

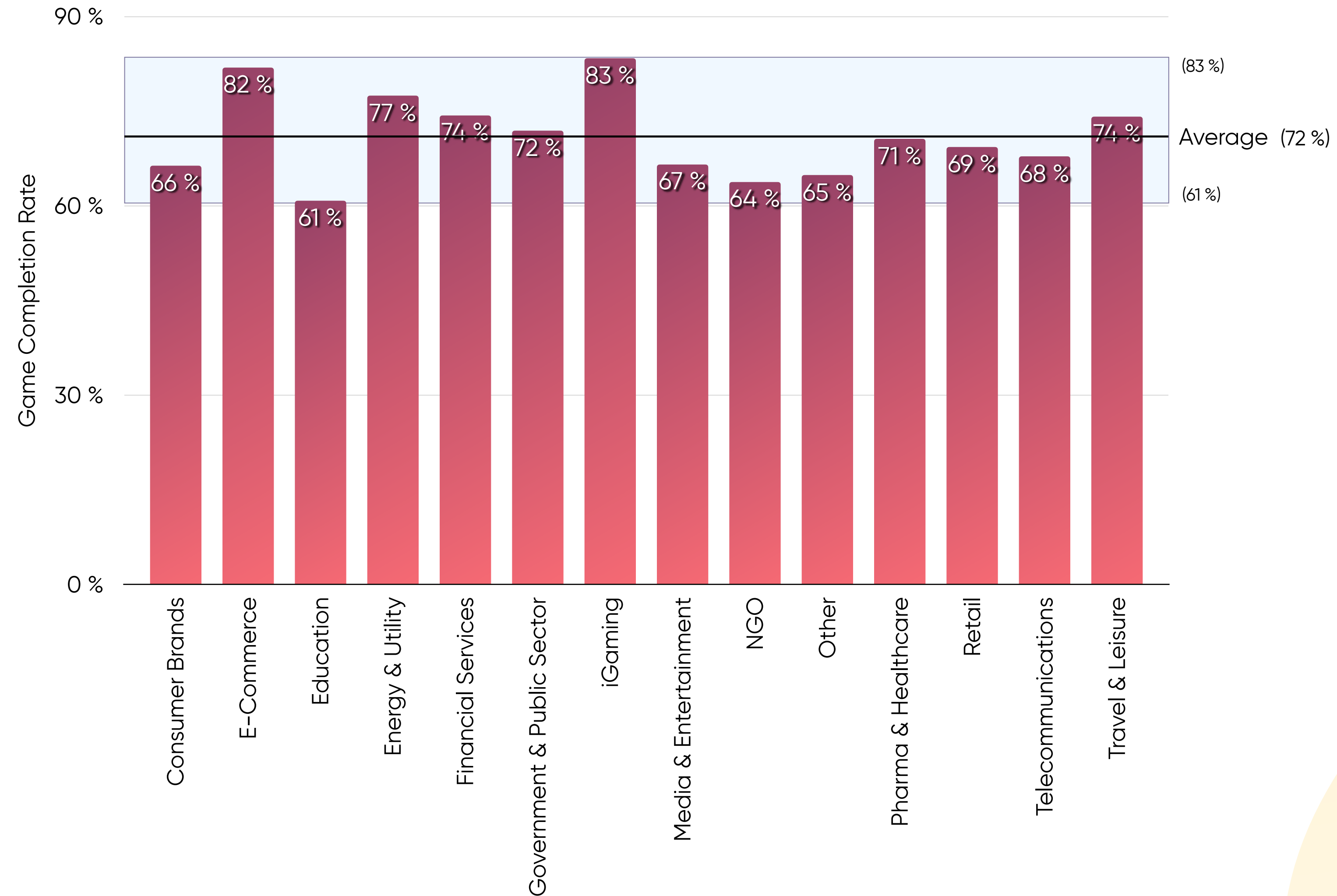


Source: [Mary Meeker](#) and [Time](#).

Started Game



Completed Game



3 Gamification only works for lead generation

Total game overview

A list of all Leadfamily's games in three categories

High converters



Wheel Of Fortune



Scratchcard



Slot Machine



Roll The Dice



Product Selector



Rock Paper



Lucky Number



Spin The Bottle

Brand extenders



Drop Game



Spot The Difference



Shoot It



Poll



Swipe



Snake



Hit The Target



Memory



Sliding puzzle



Shell



Puzzle

Content engagers



Quiz



Personality Test



Hide And Seek



Weekly Calendar



Guess The Picture



Prediction



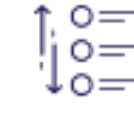
Video Quiz



Advent Calendar



Prio Puzzle



Priority Puzzle



Guess The Word



Survey



Level Quiz

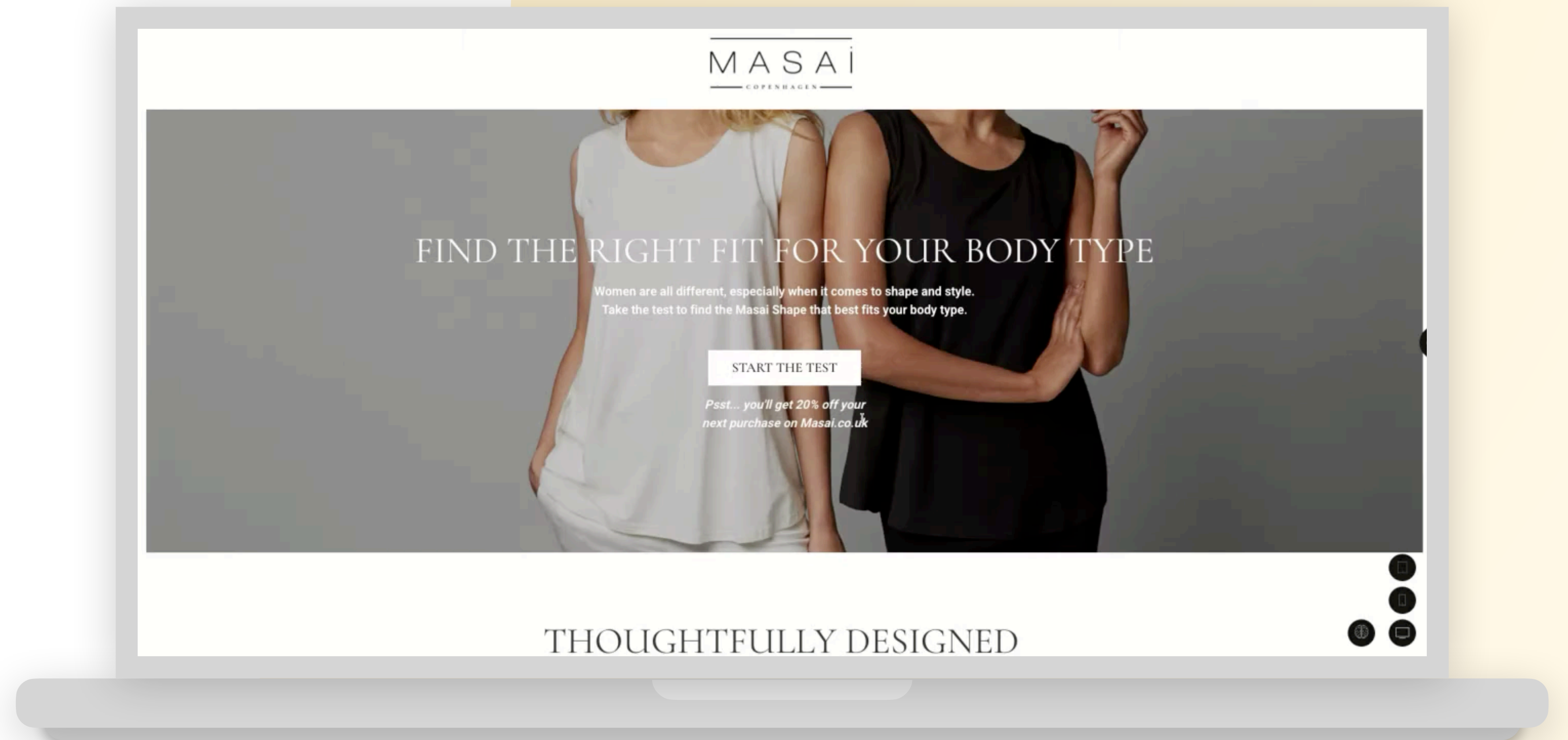


Place The Item

Content Engagers

One example could be this **Personality Test** from [MASAI](#), allowing for mirroring, personalization, and data collection.

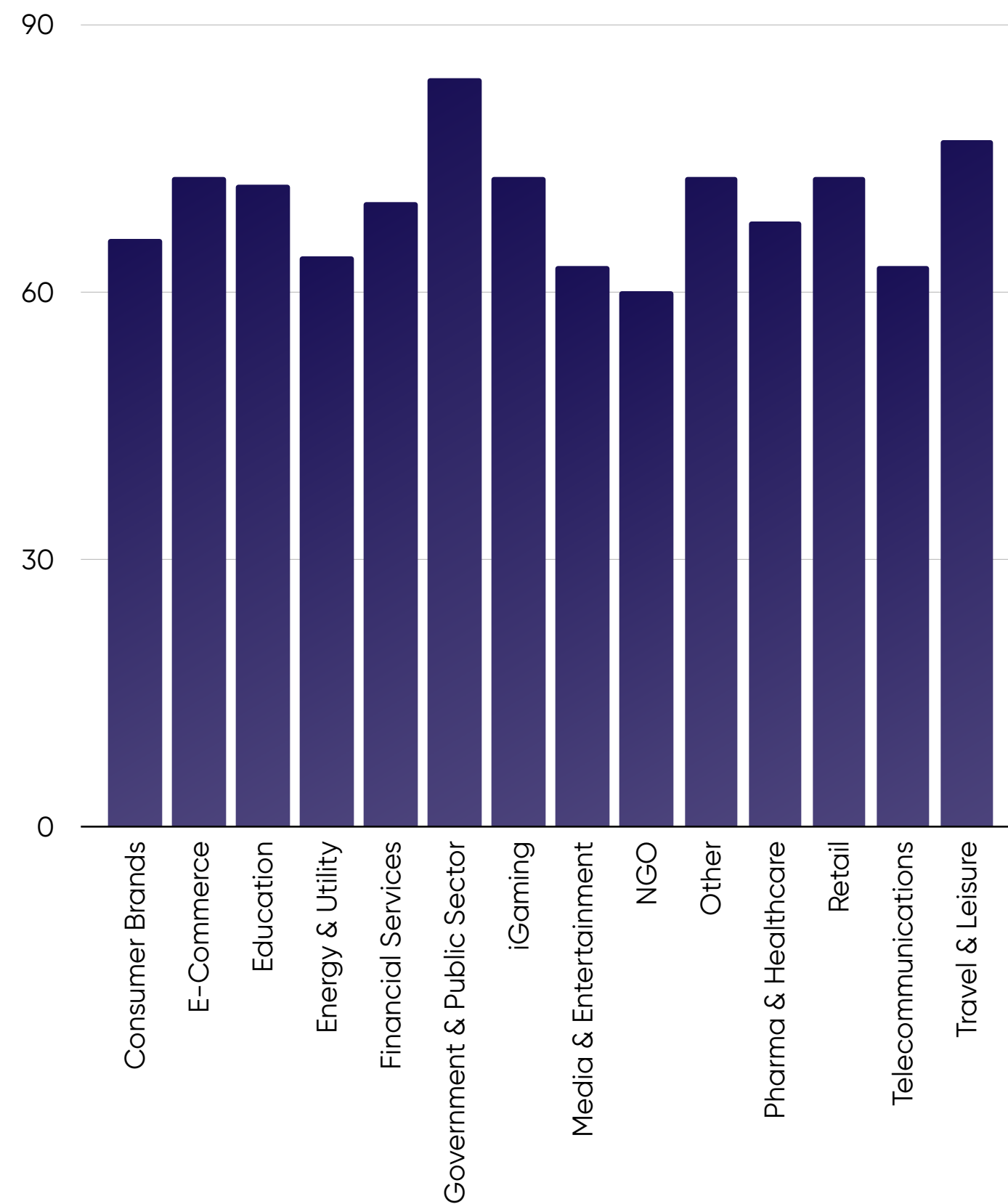
While content and copy might differ, the core mechanics of the game is the **same no matter the industry**.



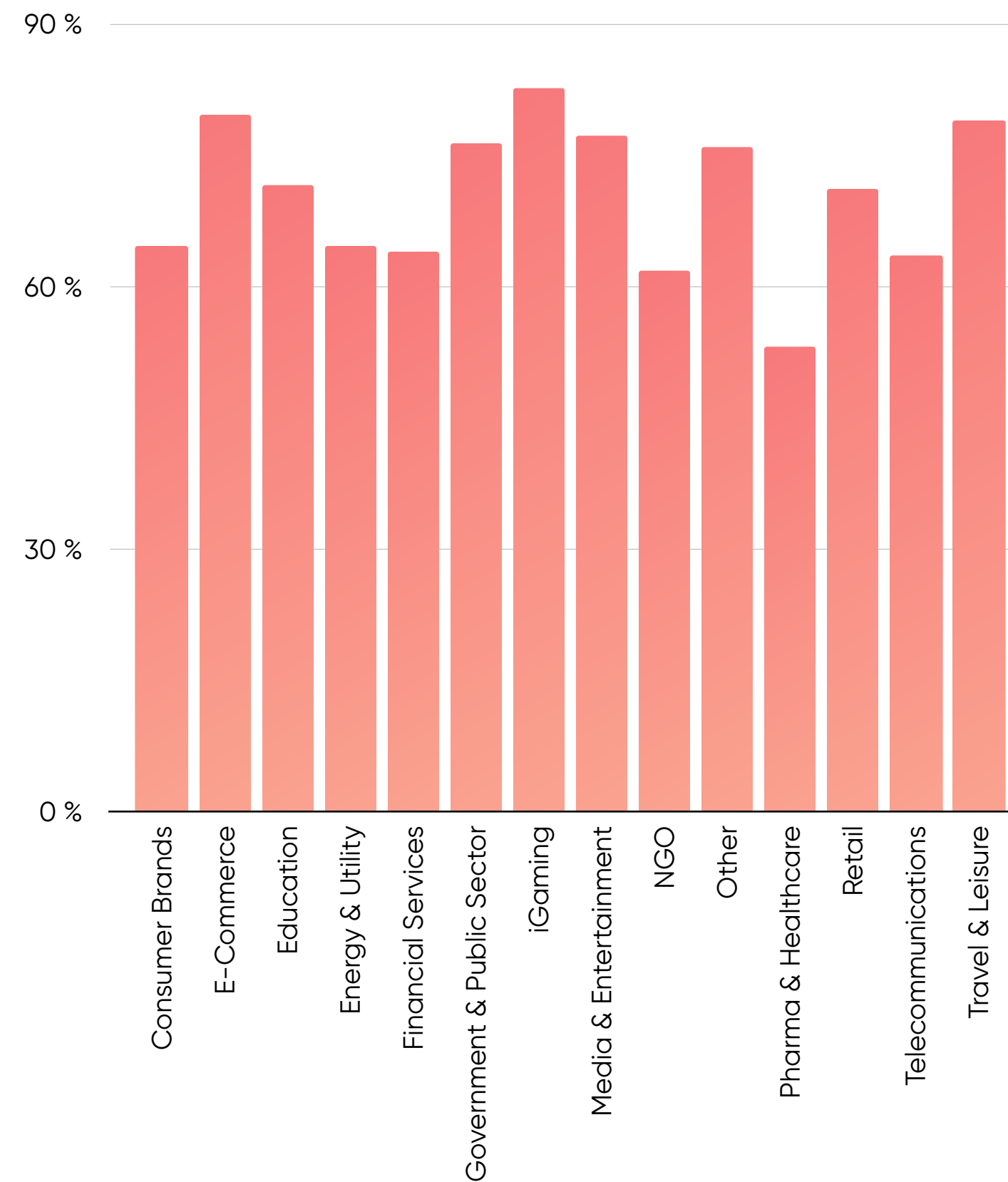
[Read the full customer story here](#)

Knowledge Games

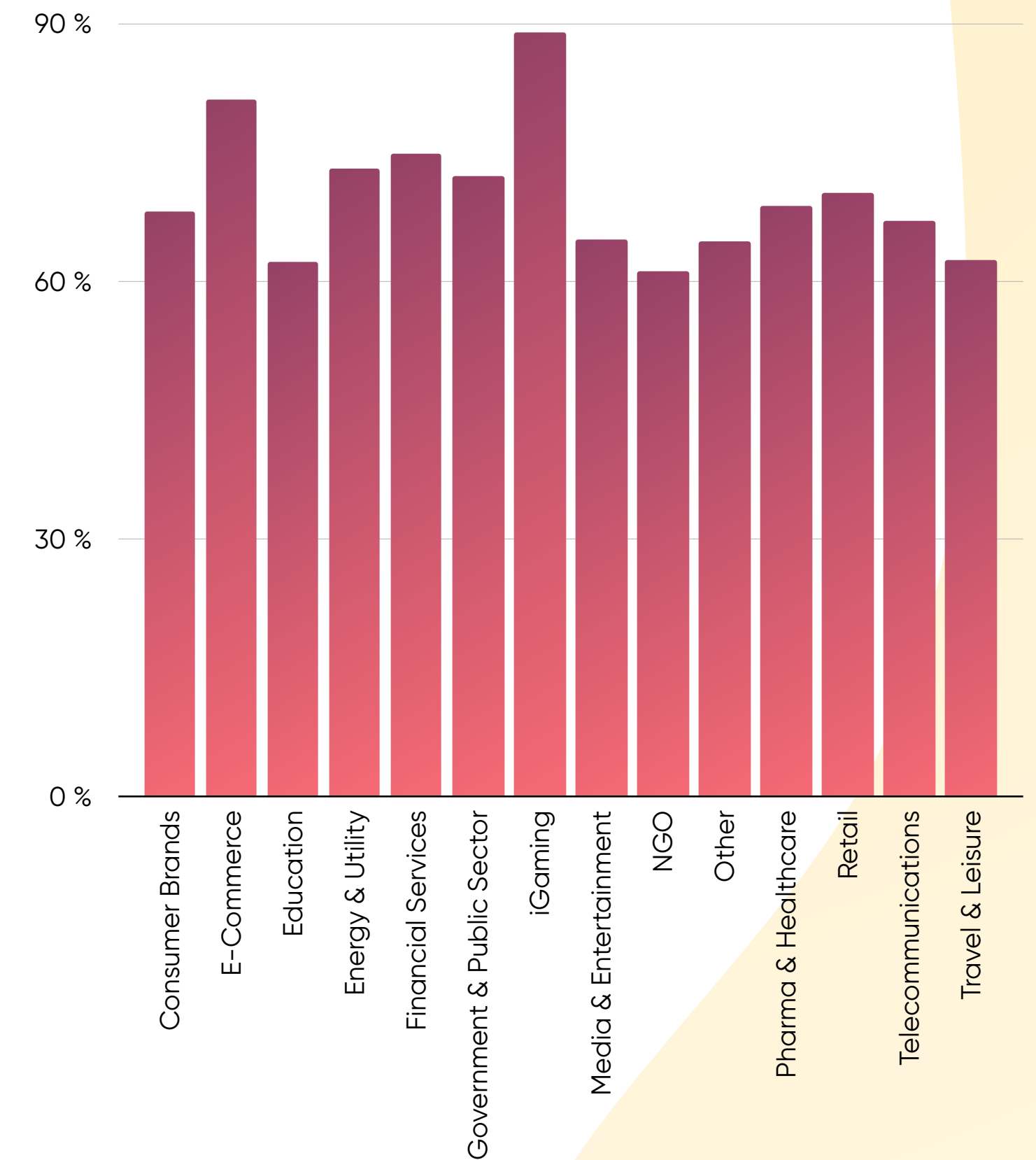
Avg Time Spent



Game Started Rate



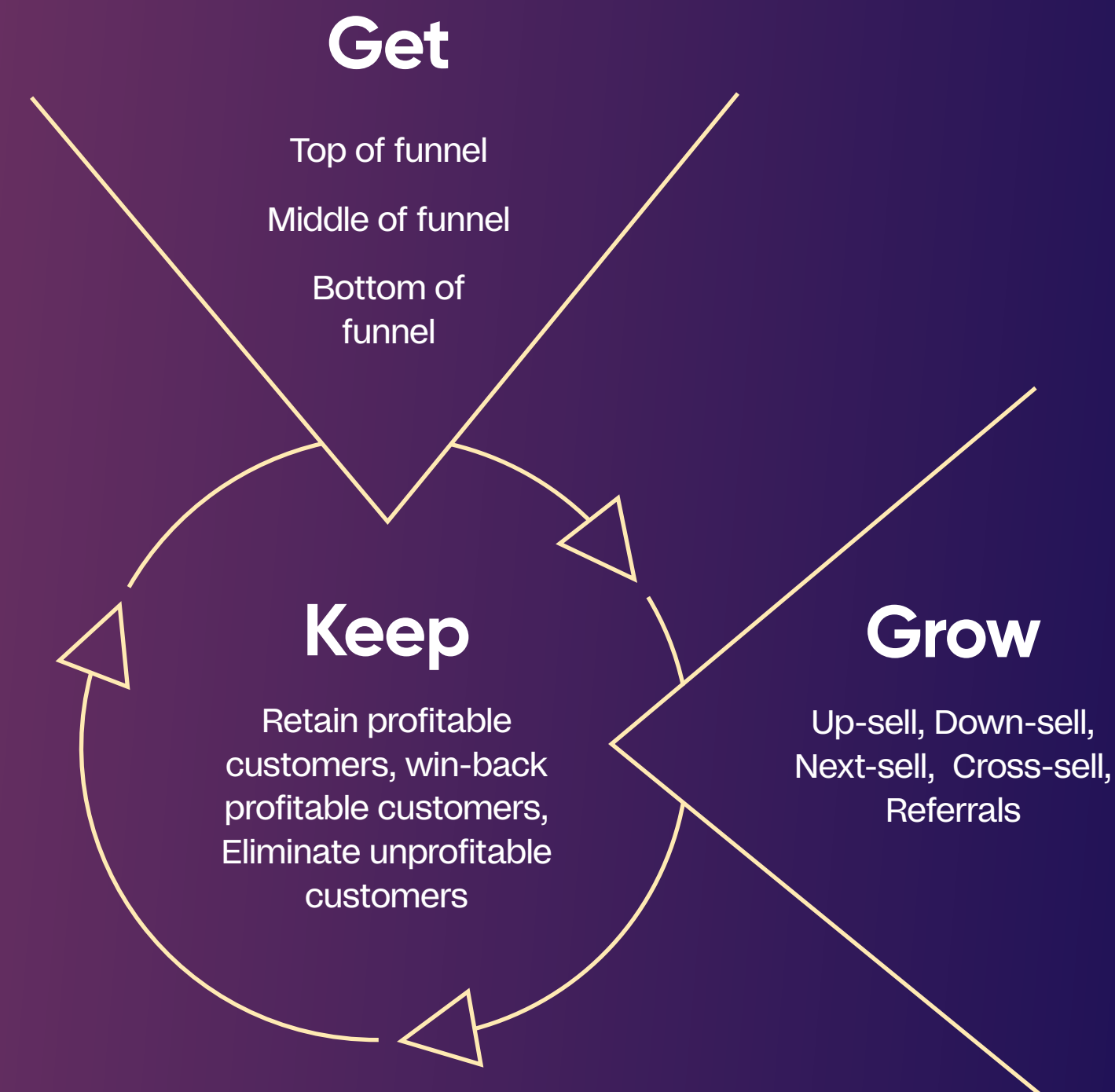
Game Completion Rate



The role of marketing is

**To reach customers at the
moments that most influence
their decision**

Marketing gamification is being used by our clients to Get, Keep & Grow customers across the whole customer lifecycle



Final Thoughts

Q1: Is marketing gamification right for my brand or my audience

- **Yes it is.** We are all humans and as such it is natural for us to play games. Your brand will get a 'positive association'

Q2: Does marketing gamification work in my industry

- **Yes it does.** The data shows that the benefits are there for every industry

Q3: Marketing gamification is only good for lead generation

- **No it isn't.** Gamification is highly effective across the whole customer lifecycle and can drive tangible everyday impact for your business

Q&A