

How game mechanics can help engineer the digital transformation journey

playable

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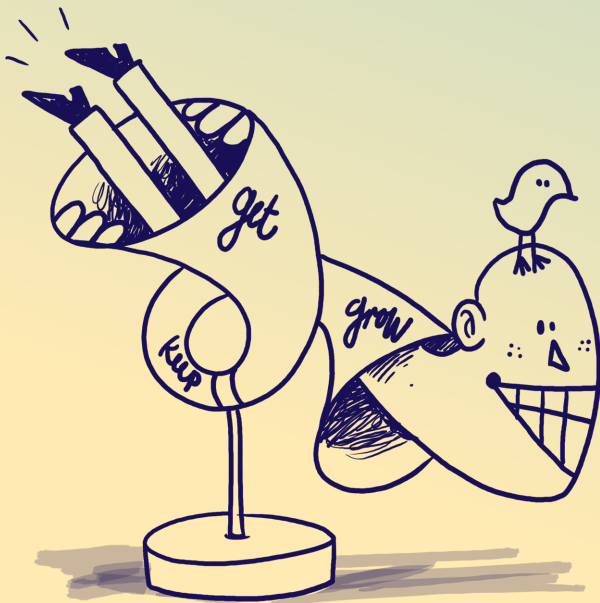
Introduction

The acceleration of digital by all businesses over recent years has been fast and furious and the fight for consumer attention and their spending equally so.

And it's not relenting anytime soon.

Brands have had to fast-track digital strategies whether they were ready to or not as sales shifted from physical to digital. And digital marketing strategies had to follow the same path. This isn't evolution but fast-track transformation at pace and scale. It's about transform- or lose out.

Some brands have been ready and fully prepared for the onslaught, having realized the need for digital transformation for some time. Others did what they can to meet the new demand and only now are looking at how they can digitally transform more strategically.



How **game mechanics** can help your business in its digital marketing transformation

Brands need to enhance their digital marketing transformation by ensuring their digital marketing actually works. That is, that the message is landing with their potential customer, rather than simply being ignored.

To do this they need engaging, immersive experiences personalized to the potential customer. And that needs to be based on accurate customer data.

It's a tough ask.

But game mechanics are a great way of getting through to the customer because it delivers on all these points.

We use five different game mechanics to entice customers into engaging with your brand. These include Challenge, Reward, Mirroring, Compete and Having Fun. These all have powerful psychologies behind them. We also offer a range of game types, from Lucky Number to Personality Test, which will help you reach different goals for your business, for instance learning more about the customer or increasing your permissions database.

It's engaging, immersive, and allows you to create the accurate customer data you need to build continuing campaigns and business. It allows you to get new customers, keep customers engaged and grow customers and revenue. It's a circular benefit.

And it allows you to break the barriers that consumers may have built up to protect themselves from the noise of a more marketing-intensive world.

56%

of consumers are more likely to **click** on a **gamified ad** over a static ad

It engages primal instincts that draw customers in, and it works. The interactivity required is a first step to engagement with consumers 56% more likely to click on a gamified ad over a static ad, according to a recent [YouGov survey commissioned by Playable](#).

Rewards can also be tailored according to your goals – for instance informing or amusing the customer that helps drive deeper engagement or offering physical prizes or discounts that help to boost sales.

Ultimately all of these can increase engagement on your site, which can increase 40x the average without gamification, with consumers spending an average of 67 seconds per engagement when the Playable gamification platform is used.

The initial engagement box is ticked.

But it is also effective in its mission. The consumer is not only more likely to click on a gamified ad in the first place, but such an ad will also leave a greater impression on the consumer and increase brand value with more than 36% of consumers saying that branded games positively influence how they view a brand.

Game mechanics are not only used to engage but to drive real value. The value exchange taking place means that 41% of consumers will share first-party data in return for personalized, improved experiences.

And it can help triggered behaviors and repeat purchases too.

So consumers are more willing to engage initially, are left with a strong impression of the brand and are more willing to share the data that you need or undertake the behaviors you are aiming for. It's a win-win.



Game mechanics at work

Businesses are already seeing the value of such transformation.

Carlsberg

At beer giant Carlsberg the brand saw a 1,500% increase in traffic to its website when they ran a code-on-pack campaign integrated into the Playable gamification platform to support the Euro2020 football championship with its With the Team campaign. The platform did the hard work for them – allowing them to design, launch and manage the campaign far more easily than with similar campaigns in the past.



Sokos

At Finnish department store chain Sokos meanwhile, the digital team chose Playable's game mechanics platform when they were tasked with finding digital marketing tools that could create greater value for them and their customers.

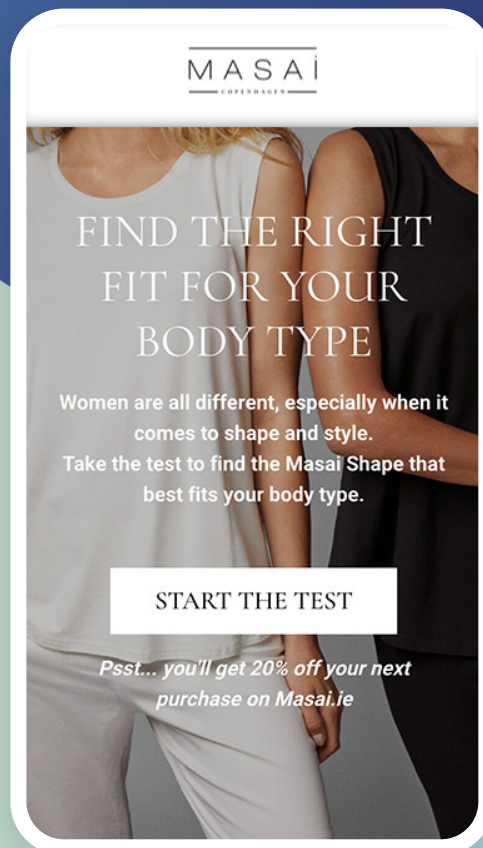
And create value they did. A desire to encourage the customer to stay longer online and buy more translated into results that saw an average order value (AOV) nearly 10% higher than the site average and a conversion rate 135% higher.



Masai

But it's not always just about driving spend and conversion rate. At fashion retailer [Masai](#) game mechanics allow the retailer to better understand its customers' preferences and to use that data to direct products to the markets that they would perform best in.

It managed that transformation by collecting customer data through a 'right fit for your body type' quiz that not only delivered 60,000 new permissions but provided a rich database of customer wants. This could enable them to not only transform their marketing but also transform their clothing range with the results used to help improve the clothing design process.

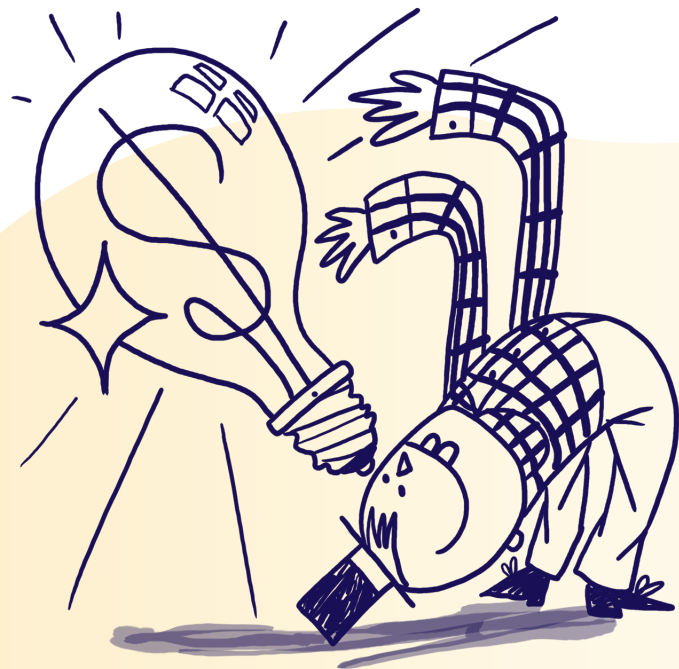


What's the urgency for digital marketing transformation?

The challenge for marketers is keeping up with this shift in consumer behavior and the noise of the market, especially as the fight for attention grows.

The customer is changing, and their expectations of customer experience are transforming with them. It's not good enough simply adopting a digital marketing strategy but doing so in a transformative way - with new digital capabilities that meet and exceed customer expectations.

And it's easy to see why such drastic change is required. Competition has intensified as the digital onslaught brings a wider range than ever of brands to potential customers. By offering immersive experiences enabled through a 360-degree view of the customer, and a foundation of trusted customer data, they are able to understand and engage their customers by exceeding their growing expectations. These brands are able to create true value from their digital marketing transformation.



In 2022
Media ad spend
will be up

11%

from 2021

In 2021 digital saw
huge growth, up

29.1%

The sheer volume of brands marketing to consumers at once means an effective route to circumnavigate the noise and to reach the consumer more directly and more successfully is required. And the noise really is intense. Media ad spend will hit \$866.4 billion in 2022 according to eMarketer, up 11% from 2021. And, while that figure includes digital and print, it's digital that saw huge growth in 2021, up 29.1%.

Businesses need to stay current, relevant and in the minds-eye of their customer and this requires more innovative, more experiential, and more imaginative marketing than ever before. Brands want to immerse customers in engaging, interactive experiences that not only ensure that they buy once – but that they also keep coming back and repeat purchase.

They drive personalized experiences based on the foundation of customer data that they hold.

But it's not easy to do. Many brands have seen marketing budgets cut and diminishing returns on ad spend, forcing them to look at new methods of engagement to cut through to the marketing weary consumer. While they know that digital marketing transformation is the goal they may not have the resources or the ability to convince the board of its necessity.

Enter the urgency of digital marketing transformation, which brings its own challenges and they are getting more complicated by the second.

Effective, successful digital marketing depends on accurate consumer and business data. But this is in a world where consumers are increasingly protective of their data, and where traditional methods of collecting such data are evolving.



The pace of change and urgency to transform is dictated by those brands that have already been on the transformation journey and are now focusing on making the most of their transformed digital marketing strategies. This means that those behind the curve simply can't risk not catching-up – if they don't, they risk losing out to the competition.

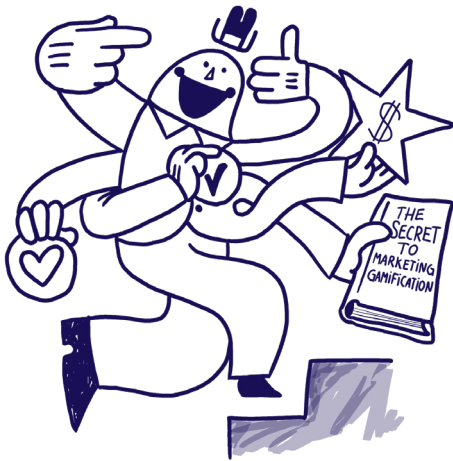
Experiences need to be exceptional to stay competitive and personalized to the consumer to be valuable and meaningful if they are to ensure continued engagement with a brand.

The customer isn't standing still in their expectations and their actions, and neither should brands. Accenture defines it as “liquid expectations”. What they mean is that consumers have grown accustomed to the instant feedback, instant gratification, instant response that is provided to them by their phones. Gone are the days where consumers are willing to wait.

Legacy systems provide challenges. Instead, businesses need to focus on the technology platforms that they know will deliver future success, allowing them to stay both competitive and relevant and to respond to changing market forces quickly and easily.

How Playable can support the transformation journey

Playable can help bring game mechanics to your digital marketing transformation to bring valuable and meaningful experiences to your customers and allow your business and your marketing to be truly data-driven.



This extra involvement and engagement from your audience allows you to drive sales too, whether to your online or offline store, as well as tempting them back with the chance to win a discount off their next purchase for example.

And the data collected through gamification allows you to better target your audience with the right products at the right time.

And it's simple to implement, which is good to hear for businesses going through the change of a wider digital marketing transformation. The Playable platform allows you to connect to your CRM, ESP, CDP or permission databases - from Salesforce to Mailchimp.

Campaigns can be published to wherever your audience is— website, landing page, app, or other place— on a pop-up or landing page built in the platform, or they can be embedded directly in your website or app with no coding skills required. This simplicity is crucial. Brands and companies going through the digital marketing transformation process are busy enough.

Try it now

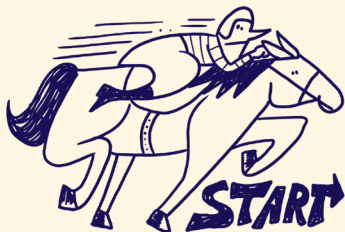
Gamification through the Playable platform offers an exciting tool as part of your digital marketing transformation toolbox.

The Playable platform is no-code and has more than 30 game formats to choose from. Gamification helps create a clear value exchange between the audience and brand through the use of game mechanics, in order to create game-changing possibilities for your brand while you're able to carry on with the rest of the digital marketing transformation of your business

Contact us

Email
hello@playable.com

Visit us at
playable.com



Playable is a SaaS platform for marketers to create a clear value exchange with their audience through the use of game mechanics, in order to create game-changing possibilities for their brand.

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