

playable



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Foreword

Our audience, their expectations, how, where, and when they want to engage with brands is in a state of constant flux. The average person is exposed to hundreds of marketing messages daily; from social media ads to email newsletters. As marketers, the challenge is clear - how do we rise above and cut through the noise, to capture attention but also foster a genuine connection with our audience?

If only it was an easy fix, a solution to help us stand out, drive sales, and increase brand loyalty. Some marketers believe the answer lies within data enrichment. We focus a huge amount of time and resources creating a data-driven marketing engine that aligns with the marketing stack, and rightly so. We know that data is the lifeblood of businesses today. Yet, only 31% of marketers are fully satisfied with their ability to unify customer data sources¹. Why? Because, we collect data right and left, without a well-defined strategy, without knowing what data we need, where and how we want to use it.

In our quest for brand awareness, a data-driven marketing strategy, and boosting customer loyalty, there's another perspective that should not be overlooked. The fact that our audiences are human. They are more than the data insights we collect about them. The way that they act and react comes from deep within their psyche. Understanding how the human brain captures, processes and acts on information allows for deeper understanding of consumer behavior - it allows for more effective marketing initiatives.

This understanding of human behavior is where the power of gamification in marketing begins!

Did you know?

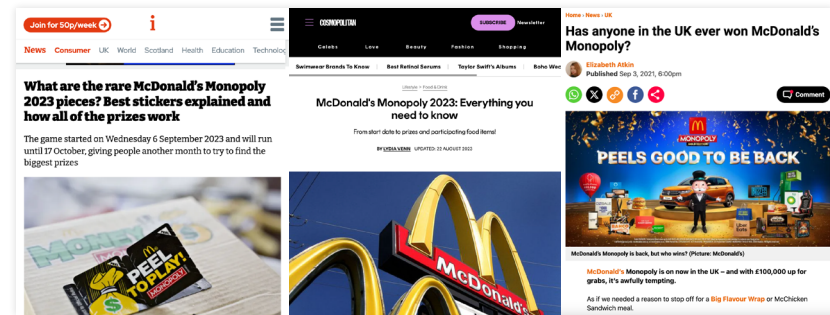


of marketers are fully satisfied with their ability to unify customer data sources.

What is marketing gamification?

Gamification is when game-like elements are applied to non-game environments to encourage specific behaviors. In a marketing context, it's adding an interactive, fun, yet effective approach to our marketing efforts, making them more engaging and memorable for our audience. And it's not just a passing trend; it's here to stay - with **93% of marketers saying they love gamification**².

As marketers, we understand the importance of launching campaigns that drive specific actions such as making a purchase, sharing preferences, or downloading an app. By integrating game elements into our campaigns, we can make these actions more enticing. This approach can make your marketing campaign work harder. Gamification can enhance any part of your marketing strategy, from generating awareness to building loyalty, by creating interactive experiences that engage, inspire, and deliver outstanding results. It's no surprise then that **gamification was the 4th biggest trend among marketers in Germany, Italy, and the UK in 2023**, closely following AI, videos, and influencer marketing³.



Credit: [news.uk](https://www.news.uk), [metro.uk](https://www.metro.uk), [cosmopolitan.com](https://www.cosmopolitan.com)

Take McDonald's recurrent Monopoly campaign⁴, for example. This campaign, returning for its 18th year in the UK, is a perfect illustration of marketing gamification in action. It cleverly uses game mechanics to drive direct sales (& upsales), drives restaurant and app visits, and boosts customer loyalty - all through a fun and iconic game format that we all know well! This campaign has become a beloved tradition, available all over the world, demonstrating just how effective gamification can be in marketing - with the right strategy.

But how does it work?

"There's a huge amount of psychology and behavioral science that sits behind the best gamification work."

*Lee Cullen,
No Brainer Agency⁵*

The psychology behind marketing gamification: the power of play

Play is the most ordinary human instinct. It is present in every culture across the world, it's how we connect, learn and grow.

We are hardwired to play

From the beginning of time, humans have competed for resources, survival, and later, for sport and fun. Nowadays, we are still hardwired to play, compete, and win. When in a play state, we enjoy having fun, being rewarded, and feeling a sense of belonging - and we also learn better!

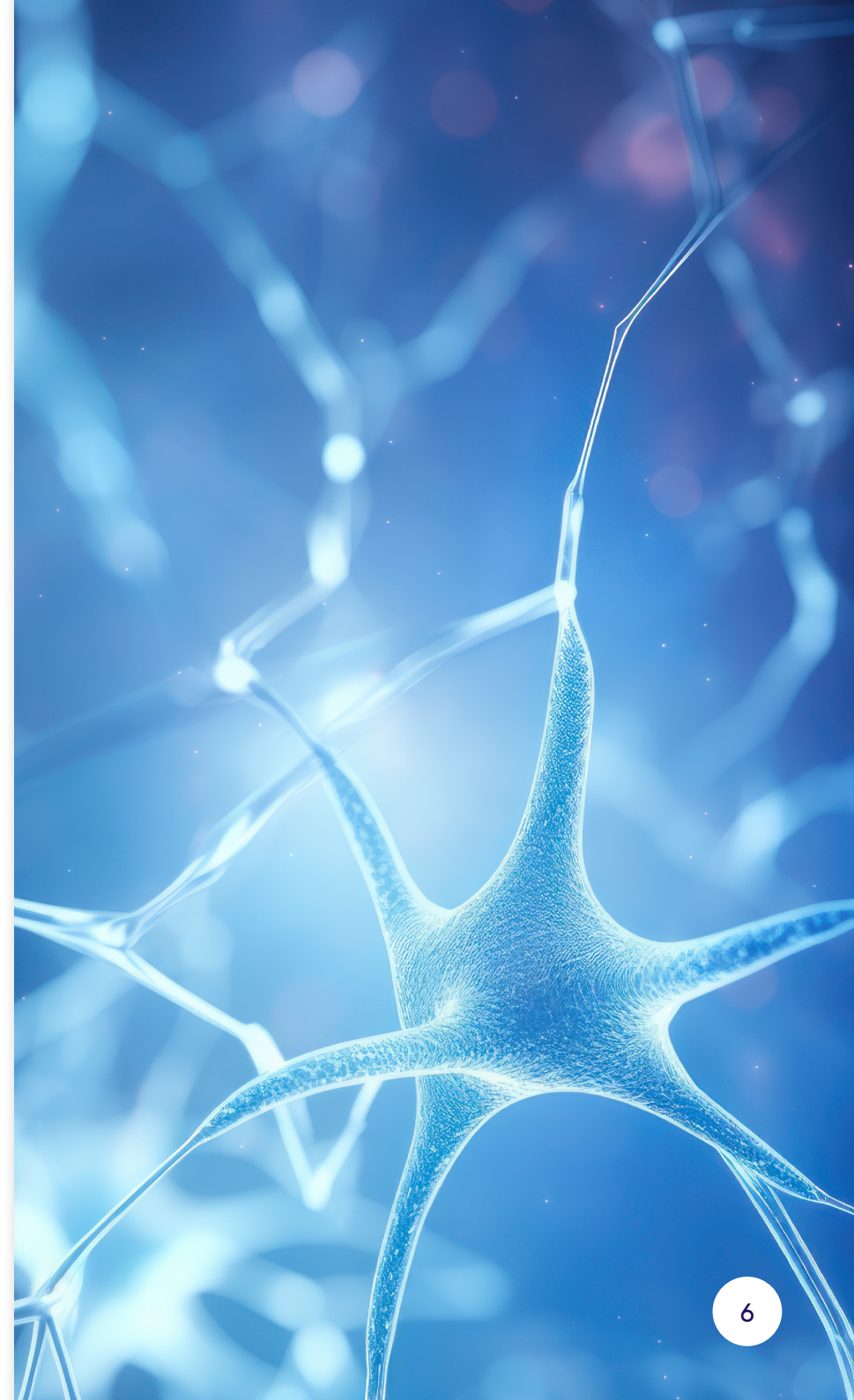
This instinct is deeply embedded in our core, and it has been used in many areas of our societies like in kindergarten and schools to educate and encourage specific behaviors. Sharing these experiences can lead us to connect more meaningfully with others, and find more joy and meaning.

Play releases feel-good hormones

Play triggers our brains to release feel-good DOSE hormones (dopamine, oxytocin, serotonin, and endorphins), creating a profound sense of happiness, leaving a lasting impression, and making us more likely to remember the experiences we just had.

The effects of these feel-good hormones are defined as:

- **Dopamine:** Striving to achieve
- **Oxytocin:** Helping us feel empathy and bonded to others
- **Serotonin:** Helping us feel that we are in a good mood
- **Endorphins:** Dictating our fight or flight response; in a game, endorphins help us persevere to win





Play boosts 1st screen attention

When engaged in play, our minds enter an active and alert state, securing first-screen focused attention like no other content format. This heightened state of engagement occurs because play requires us to be fully present and immersed in the activity at hand. Unlike passive forms of screen content, such as watching a TV ad or scrolling through a sponsored post, play often involves real-time decision-making, problem-solving, and interactive feedback. This dynamic interaction keeps our brains stimulated and our attention sharply focused.

Play influences memorability

Play also allows us to immerse ourselves in the game, where we become so absorbed in the activity that we lose track of time and external distractions fade away. This level of engagement not only enhances our fun but also improves our ability to learn and retain information. By capturing and maintaining our attention so effectively, play stands out as a uniquely powerful tool, enabling brands to be etched in our memories—a feat unmatched by any other marketing technique.

But how does it work in a marketing context?

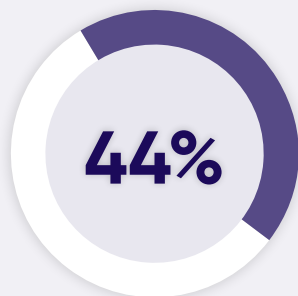
The power of play in marketing: Introducing game mechanics

When we bring together our understanding of human behaviors with game mechanics, we unlock the ability to apply the power of play to our marketing, with gamification.

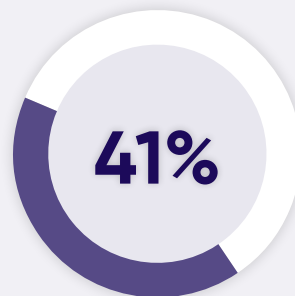
Game mechanics are the building blocks for how players interact with a game. It's what we, as marketers use to incentivise user behavior in a marketing context. It enables us to take back control of marketing, allowing us to use the craft and creativity we have, alongside the data we have and collected, and our knowledge of the power of play, to engage audiences in a way that current practices simply can't replicate. It's the human to human connection that makes more marketing impactful.

And it can be used in any stage or phase of your marketing strategy.

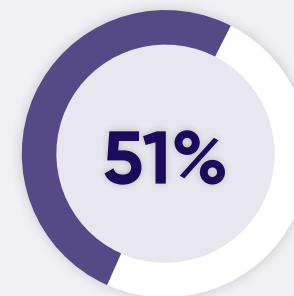
There are 5 game mechanics that form the foundation of marketing gamification success.



of loyalty program members prefer personalized rewards based on previous purchases



of consumers say that they would share zero-party data in return for a better, more personalized brand experience



of respondents said that winning a voucher meant more to them than a voucher given to everyone



Rewards

This first one is pretty self-explanatory - who doesn't love to be rewarded? Whether it's the immediate gratification of winning a physical prize, or longer term reward earning, or other less tangible perks of being a loyal customer.

Being rewarded can relate to both non tangible, and tangible rewards. Rewards can be monetary or not, be of high value, low value, intrinsic, or extrinsic. A prize can be a real item or within the game, and it can even be feedback. The challenge or game itself can, in some instances, be the reward as well. Do you remember the last time you played Mario Bros and spent hours trying to beat a specific boss? Wasn't extremely rewarding when you finally achieved the level?

In a marketing context, the reward can also be better and more personalized marketing offers. In fact, **In a marketing context, the reward can also be better and more personalized marketing**

offers. In fact, according to a survey from Deloitte, 44% of loyalty program members agree that they like to receive personalized rewards based on previous purchases⁶. This is a way for us as marketers to reward loyalty and thank our audience for voluntarily sharing data with us. It's an intrinsic reward for our audience and is often the ultimate aim of the use of data. According to a YouGov report⁷, up to **41% of consumers say that they would share zero-party data in return for a better, more personalized brand experience.** But other times subtler intrinsic marketing rewards can work as well, such as learning more about your brand.

And of course, traditional extrinsic rewards, such as discounts or physical prizes are highly valued by consumers. The YouGov report also found that more than half (51%) of respondents said that winning a voucher meant more to them than a voucher given to everyone.



Fun

Who likes boring? If you can inject a little fun into your marketing value exchange, then why wouldn't you? It's memorable, it's powerful, and it ties back to the release of the feel-good hormones we discussed before—in this case, the release of dopamine, which gives you feelings of pleasure, satisfaction, and motivation.

It's also more eye-catching. In Playable's YouGov research, we found that **consumers are 56% more likely to click a gamified ad over a normal static one** and more than a **third (36%) said that fun and seamless branded games positively influence how they feel about a brand.**



Compete

This might sound a little counterintuitive. After all, if you are making your customer do the hard work in the value exchange, you might assume that will turn them off. Not so. Competing with others or with ourselves—in sports, in board games, at work—is part of us. Winning is one of the best feelings humans can experience. And the harder the competition, the more rewarding winning feels.

But, to validate this, we looked at Playable platform data to compare gamification campaigns with and without a leaderboard; we've seen that adding a leaderboard to your gamified campaign has a major positive effect. **It can increase game repetitions (the number of times participants play the game) by 184% and time spent engaged by 120%.** This showcases the power of the competitive game mechanics in driving deeper engagement within gamified campaigns.



Challenge

A challenge can be any task set for a player that requires some effort to complete. It's essentially an obstacle to overcome or a goal to achieve. In marketing gamification, a well-designed challenge makes the entire experience more engaging and interesting. For example, knowledge games challenge participants with their intellectual abilities or the trivia facts they know, while skill games challenge participants with their digital abilities, speed, and accuracy.

Think about a quiz: if it's too easy and predictable, players will quickly lose interest. If it's too hard, same result. However, a well-balanced challenge creates a sense of accomplishment and motivates players to push themselves further.



Mirroring

Mirroring is about how we, as human, compare with our peers. Mirroring in gamification goes beyond simply showing players their scores. It allows them to see how they compare to others in a quiz, a poll, a leaderboard or a personality test, fostering a sense of community and belonging. This taps into a fundamental human need for social connection. We naturally want to know where we fit in, and mirroring provides a way to answer the question, "Am I similar to others?" This doesn't necessarily have to be a competitive environment. Sometimes, we want to feel like we belong, but sometimes, we also like to find out how special and unique we are. A cleverly designed marketing campaign using the mirroring mechanics can work for both.

For example, personality tests that reveal which animal or fictional character you resemble can be highly engaging. By seeing themselves reflected in these results, players experience a sense of validation and belonging that strengthens the connection with the brand or experience. Plus, by simply adding something along the lines of "Only 8% of the population are part of this category", you also play on the uniqueness, and increase the chance of social sharing.

"In just a few months of using Playable's platform, our engagement metrics have multiplied 4x compared to similar campaigns that don't employ gamification."

*Tony Fredriksson,
Content Manager
at Arla Sweden*



Driving results with marketing gamification

As a marketer, when you truly start to understand how the human brain works, how we are wired to play, and you utilize that to your advantage by leveraging game mechanics to effectively enhance your marketing strategy, you unlock marketing gamification.

Marketing gamification isn't just based on theory—it's a practical marketing strategy that delivers results worth our time, resources, and effort.

Using interactivity to engage

Using interactivity to engage, we can connect with our audiences on a deeper level, making brand experiences and campaigns more memorable. When customers play games or interact with content, they become more engaged and emotionally connected to our brand. This active participation makes the brand experience stick. And engagement is at the heart of why marketing gamification works!

"Our St.Patrick's campaign achieved a 20% lower cost-per-lead than company benchmark on non-gamified lead generation campaigns."

*Andrea Gonzales,
Digital Campaigns & Partnerships
Manager at Ooni*



playable

Credit: Ooni



Data-focused approach

Gamification is inherently a data focused approach, providing valuable insights for marketers to more deeply understand their audience. By encouraging participants to share zero-party data, both in-game or within the registration forms, we gather an enriched data source allowing marketers to personalize future experiences. This data is key to making informed decisions and improving future marketing strategies.

"Data is important for us and Playable games give us the opportunity to collect that data in a fun and engaging way – for new customers as well as specific campaigns towards our customer loyalty club members."

*Lars Birklykke,
Marketing consultant
at Kop & Kande*

Kop & Kande

Performance-driven

Marketing gamification drives results across the customer journey. It helps increase brand awareness, customer engagement, conversion rates, and loyalty. By setting clear performance metrics and keeping an eye on outcomes, we can ensure our strategies are on point and making a real impact.

"Never limit yourself to thinking that gamification is just a fun add-on to your 'serious' marketing machine. Gamification can be used at so many points in your customers' journey, so unleash yourself and let your people test all they want – because it can do almost anything."

*Morten Junge Bertelsen,
Global Head of E-commerce
at Ecooking*

ECOOKING™
The Recipe for Natural Beauty



Credit: Ecooking

"Creating a unique brand experience requires ongoing, targeted engagement throughout the customer journey."

Salesforce⁹

Gamification marketing throughout the customer journey

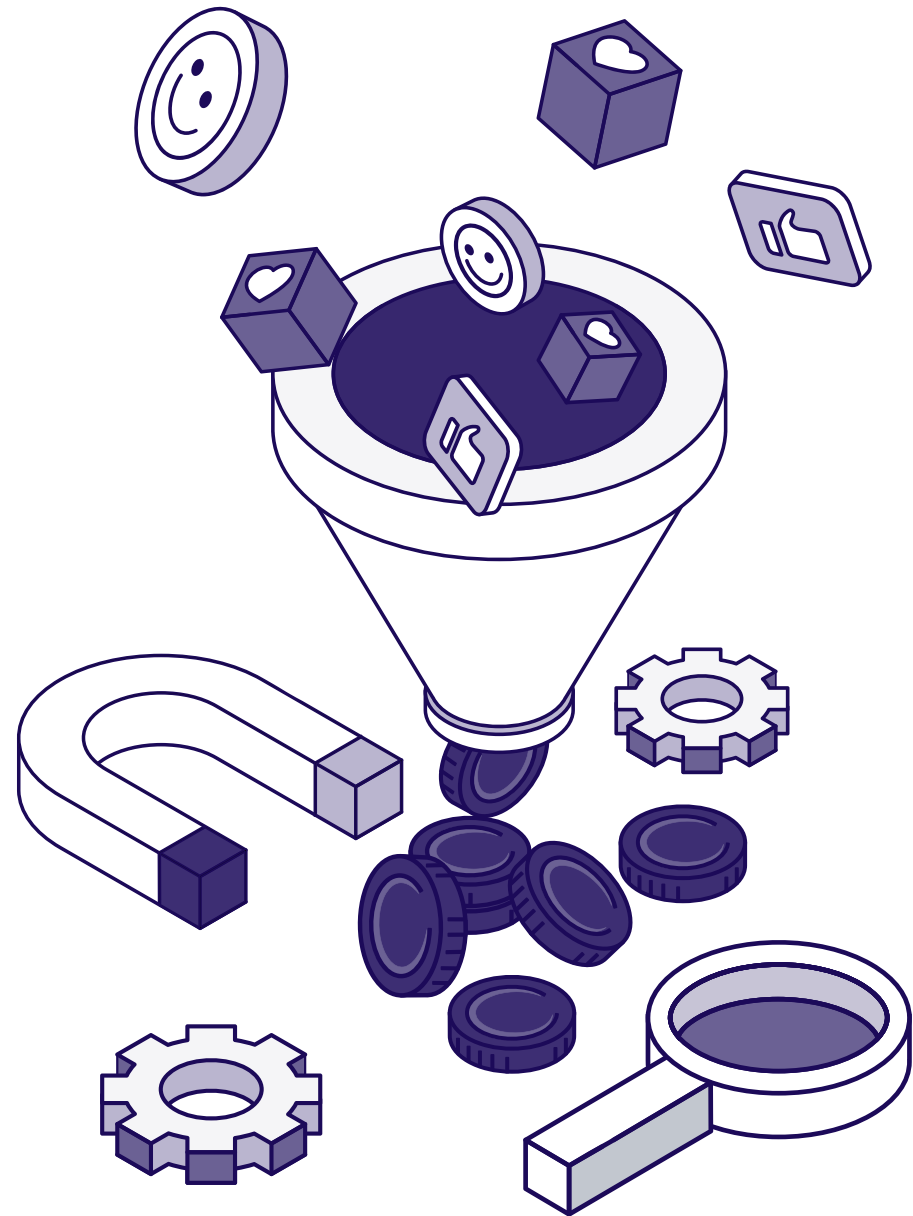
While gamification can be utilized independently in marketing campaigns across various stages of your customer journey, the most effective strategies are those that bridge the stages. They are gamification strategies used to make your marketing effort work harder from the beginning of the journey to the end.

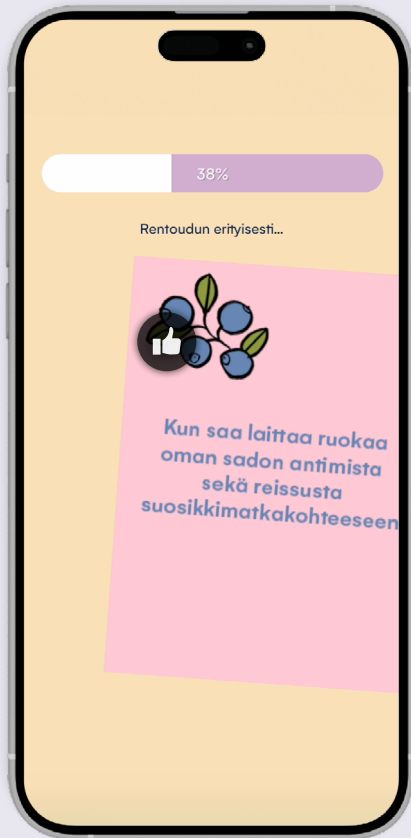
Marketing gamification isn't just based on theory—it's a practical marketing strategy that delivers results worth our time, resources, and effort across the world, it's how we connect, learn and grow.

1. Marketing gamification for brand awareness

Awareness is often the initial phase of the customer journey, where potential customers first become familiar with our brand, product, or service. By integrating gamification into marketing efforts, we can build brand awareness with memorable campaigns that bring our products and brand to the forefront. Interactive campaigns capture attention and engage users more effectively than traditional marketing, helping us stand out from competitors and keeping our audience entertained and informed. Marketing gamification used for awareness has been proven to consistently generate better results compared to traditional non-gamified marketing, achieving higher click-through rates (CTR) on social media and driving more website traffic⁸. By fostering increased interaction, gamification not only significantly boosts our brand visibility but also lays a solid foundation for long-term loyalty.

Gamification can also help us enhance our ability to educate audiences about our products in an engaging and interactive way. Consumers learn about our brand's unique selling points through enjoyable experiences, leading to stronger brand recall and a deeper connection with our audience.



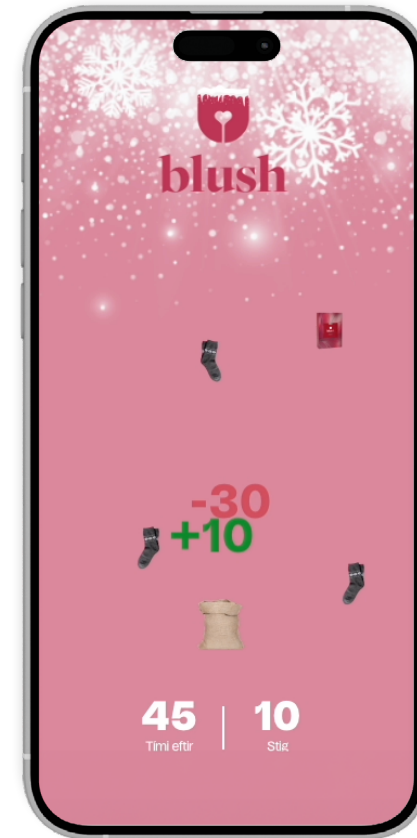


"These gamified mechanics have become a crucial part of our toolbox to cut through and get our audience's attention at the top of the funnel."

Linda Katila,
Digital Marketing Manager
at Oomi

oomi

playable



"All the playable campaigns we have done so far have worked very well. Gamification has been a very good way for us to generate brand awareness and conversions because it's just more engaging than simple product ads."

Fanney Skúladóttir,
Marketing Director
at Blush



**"We have seen
playable campaigns
leading to over £2M
in revenue over the
course of our first year
with the platform,
looking at orders
made by shoppers
following their
participation in a
playable campaign."**

*Charlotte Coleman,
Digital Marketing Executive
at DFS*



2. Marketing gamification for acquisition

Acquisition can be turning interested prospects into actual customers by encouraging them to take specific actions and conversions, such as making a purchase or filling out a lead form. Gamification is a powerful tool to drive these specific actions, enabling us to capture marketing permissions and grow our audience with valuable first and zero-party data, as well as driving sales.

By creating engaging and interactive experiences, we encourage users to willingly share their contact details and other personal data, providing us with insights for more personalized and effective marketing. This data-driven approach helps us target potential customers more accurately, leading to higher conversion rates and more efficient customer acquisition.

Additionally, gamification focuses on revenue growth by increasing purchase intent, basket size, and lowering acquisition costs. Interactive campaigns create excitement and urgency, motivating potential customers to explore and purchase our products. The KPIs of brands using gamification generally show better results for gamified campaigns compared to non-gamified campaigns when it comes to conversion rate, cost per acquisition (CPA), ads click-through rate, email click-through rate, and average order value.

This can also be measured for non-digital and more traditional campaigns. Gamification campaigns can be available anywhere you meet your audience—at your nearest bus stop, on a screen in your physical store—just one QR code away from enabling consumers to interact directly with your brand! This can also be measured, which is something that has always been lacking in traditional marketing channels.

3. Marketing gamification for engagement

Engagement involves fostering interaction and building a deeper connection with our audience to keep them interested and involved with our brand and our products. Through gamification, we can generate better engagement and quality traffic across the channels that matter most to us. Interactive campaigns keep users actively involved, making their interactions with our brand more meaningful. This heightened level of engagement leads to increased time spent with us, more frequent visits, and a stronger connection with our brand. Considering that **only 32% of marketers⁹ are completely satisfied with how they use customer data to create relevant experiences**, marketing gamification should be at the forefront of customer engagement.

Gamification also improves our return on investment (ROI) by driving conversions and lowering our return on ad spend (ROAS). Engaged users are more likely to take a conversion action, such as clicking to make a purchase, signing up for a newsletter, or sharing our content with their networks.

By attracting and retaining high-quality traffic through a constant flow of relevant campaigns, we can maximize the effectiveness of our marketing efforts and achieve better results with fewer resources and ad spend. KPIs such as time on site, bounce rate, social media engagement, email open rate, email click rate, time spent with brand, and word-of-mouth are metrics that can help demonstrate the effectiveness of our gamified strategies. connection with our audience.



of marketers are completely satisfied with how they use customer data to create relevant experiences

"In the month following a playable campaign, participants are much more engaged. We see higher open rates, click rates, and conversion rates also. Converting 15% of the leads into customers is exciting. That is something very hard to recreate using any other marketing activities."

*Mikkel Skov Søgaard,
CRM Specialist
at Søstrene Grene*



"Our data insights have given us the opportunity to be more behavioral in our communications. Data collected over time using gamification has now provided us with an extended knowledge of our customers and potential customers, so we can deliver personalized experiences.."

*Rebecca Mester Vestergaard,
Digital Marketing & Communications
Specialist at Kop & Kande*

Kop & Kande

4. Marketing gamification for retention

For retention, the focus is to keep existing customers engaged and satisfied while encouraging repeat purchase and reducing churn. By creating enjoyable and rewarding experiences, we encourage customers to return and continue engaging with our brand - in a constant but non-intrusive way. For instance, brands with loyalty programs that incorporate gamification campaigns within their app can incentivize repeat purchases and long-term engagement. These strategies enhance the shopping experience and provide customers with tangible rewards for their loyalty.

Additionally, gamification helps prevent churn by keeping customers actively involved and invested in our brand. Engaging and interactive experiences create a sense of connection and community, reducing the likelihood that customers will switch to competitors.

KPIs, such as customer churn rate, customer lifetime value (CLTV), repeat purchase rate, zero-party data on customer preferences, and customer satisfaction score (CSAT), can help us measure the success of our gamified retention strategies. These metrics demonstrate our ability to increase customer retention and enhance customer lifetime value by keeping our audience satisfied and committed to our brand over time.

5. Marketing gamification for loyalty

Driving loyalty represents the highest level of customer engagement, where customers have a strong emotional connection to our brand and often become advocates. By investing in gamification strategies throughout the buyer journey, we nurture loyal behaviors step-by-step through increased time spent with our brand in fun and memorable experiences. Plus, by gathering relevant data about customer's behaviors and preferences, and offering products that match these preferences, we ensure customer satisfaction, which long-term leads to increased loyalty. **As customer acquisition costs rise, brands that are not prioritizing loyalty in 2024 are missing a trick.**

Gamification campaigns, especially those with exclusivity to loyal customers, can also turn satisfied buyers into enthusiastic brand ambassadors who actively spread the word about our products and services. For example, by having an app or a loyalty club where you share rewarding campaigns only for members, you ensure the value of being part of such a club, and increase the probability that members will promote the club or app to their friends and family. Research highlights that while 70% of consumers engage more with loyalty programs, less than 25% of loyalty programs offer personalized experiences, and only 14% foster community-building¹⁰. This is where marketing gamification and loyalty programs should be intertwined.



When customers feel appreciated and listened to they:

88% stay with the brand

83% spend more

87% advocate



of US and UK marketers allocate over 50% of their budget to personalization¹²

But is it worth the hassle? Research from Forrester shows that when customers feel appreciated and listened to, **88% stay with the brand, 83% spend more, and 87% advocate¹¹**. So yes, it is definitely worth it - and marketers are listening; around 33% of respondents¹² to a study in the US and UK devoting more than half of their marketing budget to personalization.

KPIs such as Net Promoter Score (NPS), customer advocacy metrics (including word-of-mouth, referrals, and social sharing), higher customer lifetime value (CLV) through faster repeat purchases and larger basket sizes, social proof through user-generated content, and community engagement metrics can help us gauge the success of our gamified loyalty strategies when compared to more traditional campaigns.

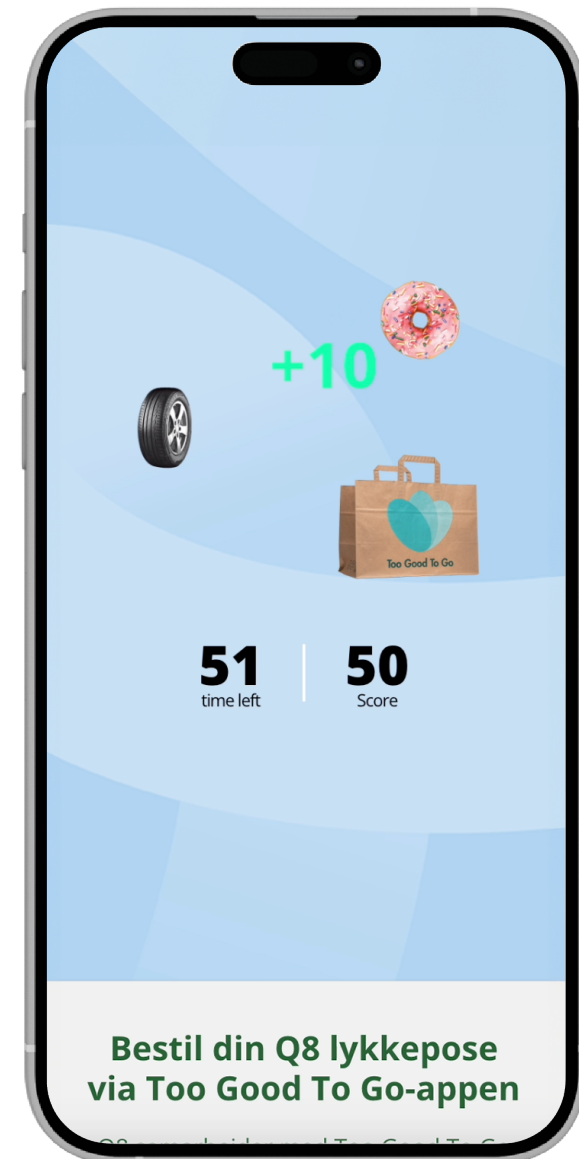
"Introducing game campaigns to our marketing efforts has enabled us to get our app users to use the Neste app more often."

*Tytti Stranding,
B2C Marketing Manager
at Neste, Marketing & Services*

NESTE

"Being able to make a game that addresses our sustainability goals and taps into our corporate strategy is just fantastic. This is a huge win for us."

*Simone Clausen,
Marketing Coordinator
at Q8 Danmark*



Credit: Q8 Danmark

Designing a marketing gamification strategy

Designing an effective marketing gamification strategy involves careful planning, goal setting, channel selection, and continuous measurement. By understanding your audience and leveraging the right tools and platforms, we can create engaging gamified experiences that drive your marketing objectives and enhance customer engagement.



1. Planning and understanding your audience

The first step in designing a marketing gamification strategy is to thoroughly understand your target audience. This includes identifying their demographics, preferences, and behaviors. Consider conducting market research through surveys, focus groups, or analyzing your existing data to gather insights. Understanding your audience will help you create engaging and relevant gamified experiences that resonate with them. For example, some segments might prefer fun and challenging skill games with leaderboards, while others might be more interested in luck games, such as wheel-of-fortune where they can win instant-win prizes.

Key Steps:

- ✓ **Define** your audience: Identify age, gender, location, interests, and buying behavior.
- ✓ **Research:** Conduct surveys, interviews, and analyze data to understand motivations and preferences.
- ✓ **Segmentation:** Segment your audience into different groups based on common characteristics to tailor your gamification strategy.

2. Setting goals and KPIs

Clearly defined goals and Key Performance Indicators (KPIs) are crucial for measuring the success of your gamification strategy. Your goals should align with your overall marketing objectives and be specific, measurable, achievable, relevant, and time-bound (SMART).

Key Steps:

- ✓ **Identify objectives:** Choose one or more objectives such as increase engagement, boost sales, enhance brand awareness, build customer loyalty, etc.
- ✓ **Define KPIs to follow:** Identify metrics related to your chosen objectives. For example, if your goal is to boost sales, you might want to track the number of discount codes used, your abandonment cart rate, sales post-campaigns, etc.
- ✓ **Benchmarking:** Establish baseline metrics not only to compare your gamification campaigns with each other but also to compare them with your non-gamified campaign benchmarks.

3. Choosing the right promotional channels

Selecting the appropriate channels for your gamified marketing efforts is essential for reaching your target audience effectively. Consider where your audience spends most of their time and the channels that will best support your gamification elements.

Make a list of all the channels you are currently using, and explore how they can be leveraged for your marketing gamification campaigns. Identify ways to adapt each channel to effectively highlight the gamification aspect of your campaign.

For example, emphasizing the game or prize in social media posts is crucial for success. Animated videos showcasing the game consistently deliver the best results! But, do not forget traditional marketing tactics - gamification does not only work in the digital space! to making informed decisions and improving future marketing strategies.



Key Steps:

- ✓ **Digital channels:** Social media platforms, email marketing, websites, and mobile apps.
- ✓ **Physical channels:** In-store promotions, boots at events, and physical ads such as banners at bus stops.
- ✓ **Omnichannel experience:** Ensure a seamless experience across all chosen channels.

4. Measurement and tracking

To understand the effectiveness of your gamification strategy, implement robust measurement and tracking mechanisms. This will help you gather data on user interactions and make data-driven decisions to optimize your strategy. If you are using a gamification platform, standard reporting would enable you to easily track user interactions and seamlessly send the data to your CRM and marketing automation integrations.

Key Steps:

- ✓ **Analytics tools:** Use tools like Google Analytics, social media analytics, a CRM platform, and a gamification platform.
- ✓ **Track engagement:** Track metrics such as promotion metrics (CTR, impressions, open email rate, etc.) as well as game metrics (user participation rate, conversion rates, completion rate, social shares, etc.).
- ✓ **Spot areas of improvement:** Once a campaign is live, monitor it in real-time to adjust the campaign or your promotion strategy if needed.





5. Planning your campaigns

Now it's time to plan your campaigns. Consider the resources and time needed, and estimate the frequency with which you'd like to push gamification campaigns in the following months. Here's how to approach it:

Key considerations:

- ✓ **Campaign frequency:** How many campaigns would you like to run in the next few months? Balance your ambitions with your available resources.
- ✓ **Campaign timing:** Think about the types of campaigns you want to launch. Will they be seasonal campaigns, always-on campaigns, or trigger campaigns?

Types of Campaigns:

- ✓ **Seasonal campaigns:** Gamification campaigns around specific times such as holidays (e.g., advent calendars for Christmas, Mother's Day initiatives), product launches, and special events.
- ✓ **Always-on campaigns:** Ongoing gamification campaigns like personality tests always available on your website to help customers make the right choices when they are ready to make a decision.
- ✓ **Trigger campaigns:** Campaigns that are always-on but also activate based on user behavior, such as abandonment cart campaigns to re-engage customers who leave items in their cart.

Mapping out your plan:

- ✓ **Refer to objectives:** Align your campaign planning with your defined objectives.
- ✓ **Prioritize:** Decide which campaigns are most critical and prioritize accordingly.
- ✓ **Content calendar:** Develop a content calendar to schedule and coordinate all your gamification campaigns throughout the year, ensuring a balanced and strategic approach.

6. Selecting a marketing gamification platform

Choosing the right gamification platform is crucial for the successful implementation of your strategy. Gamification platforms are made specifically to create gamified campaigns at scale in-house, without the need to code each game. Building each gamification campaign from scratch using developers and agencies leads to additional costs and resources, making them unsustainable in our fast-paced marketing environment. A gamification platform also enables marketers to track their campaigns and gamification strategy in real-time.

The platform you choose should offer features that align with your goals and be user-friendly for both your team and your audience.

Key Steps:

- ✓ **Platform features:** Look for customization options, analytics capabilities, and integration with your existing systems.
- ✓ **User experience:** Ensure the platform has a great variety of game concepts available and that the games are intuitive and engaging for end users.
- ✓ **Security:** Choose a platform that follows data protection regulations in the countries you operate in, plus that are ISO certified.



Thank you for reading

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About Playable

The marketing gamification platform

Playable is the gamification platform for marketers. Combining the power of play with the fundamentals of gamification, we unlock playable marketing; using interactivity to engage for extraordinary results.

Our flexible SaaS platform allows marketers to create, tailor and deploy marketing gamification campaigns that deliver results at every touchpoint. Powering the playable marketing of 650+ brands globally, 15 games are played every second from our platform.

Founded in 2017 in Denmark, our expert teams in Aarhus, Copenhagen, Amsterdam, Helsinki and London inspire game-changing marketing every day.

playable

Get in touch

hello@playable.com

playable.com

Further reading

Customer stories

See our collection of guides to learn more about marketing gamification

[Find more guides](#)



Søstrene Grene

Søstrene Grene used marketing to generate brand awareness, high-quality leads, and learn more about their customers

[Learn more](#)



Virgin Red

Virgin Red is leveraging games to build customer loyalty and rewarding members for specific behaviors.

[Learn more](#)



SPAR UK

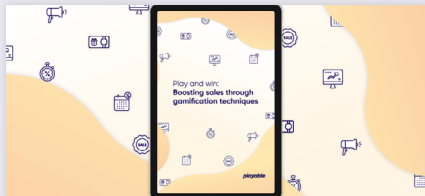
SPAR UK has been using interactive landing pages to capture new customers, engage their audience, and gain new email sign-ups.

[Learn more](#)

Other guides

See our collection of guides to learn more about marketing gamification

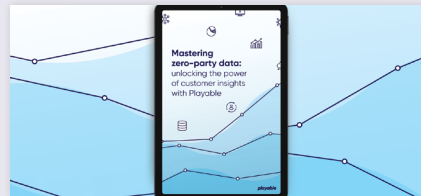
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Boosting sales through gamification

Søstrene Grene used marketing to generate brand awareness, high-quality leads, and learn more about their customers

[Learn more](#)



Unlock the power of customer insights

Your go-to companion for collection zero-party data using marketing gamification

[Learn more](#)



Winning with seasonal marketing

A gamification handbook to tap into the potential of seasonal marketing.

[Learn more](#)

Inspiration guides

Have a look at our inspiration guides - where you can see marketing gamification in action!

[Find more guides](#)



Fall inspiration guide

Find 8 inspiring campaigns that span Halloween chills, Black Friday thrills, and autumn-themed creativity.

[Learn more](#)



Unlock the power of customer insights

Christmas inspiration guide Find 10 successful Christmas campaigns that utilized the power of play to drive results.

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B2B inspiration guide

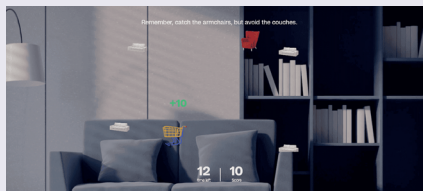
Explore real-world examples showcasing the impact of gamification in B2B marketing.

[Learn more](#)

Games Library

Be inspired by our growing collection of examples of marketing games for you to try the look and feel.

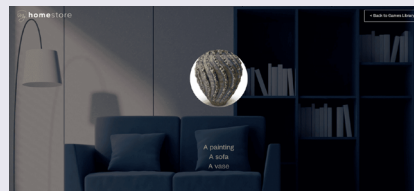
[Try games!](#)



Drop game

One of our most popular skill game. Players have to catch dropping objects while avoiding hazards to collect points.

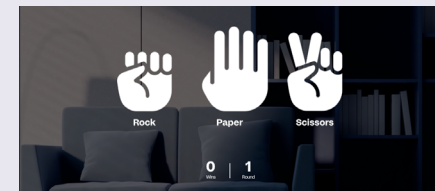
[Play now](#)



Guess the picture

Perfect knowledge game to boost product awareness. Participants had to identify the content of a growing image as fast as possible.

[Play now](#)



Rock paper scissors

A well-known and iconic luck game where participants can win instant-win prizes such as discount codes to drive sales.

[Play now](#)

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