

# The Marketing Gamification Guide for B2B brands

***playable***



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# Introduction

We're all familiar with marketing gamification as consumers, but what about in a B2B context? How does it play out when your audience is another business? While more commonly seen in B2C, gamification is just as powerful and successful when promoting your brand to other businesses. In fact, our platform data shows that B2B campaigns see above average registration rates (82%) than the wider platform average (67%). Game start rates are also higher at 73% for B2B campaigns compared to the platform average of 62%. So, there is a higher chance that your potential or current customers will click "play" and spend more time with your brand!

For B2B brands, building strong customer relationships, earning trust, and engaging with your audience are all key measures of success. However, there are unique challenges in B2B marketing, including longer sales decisions, non-linear buying journeys and complications with getting buy-in from leadership. And don't forget the three current trends making things more difficult for B2B marketers, namely changes to search engines, changes in consumers' social media habits, and the growing volume of data that must be navigated to develop effective strategies.

Customers, both B2B and B2C, now increasingly expect personalized marketing and services. Research shows that businesses using more personalized marketing appeared to grow [60% more](#) than those without. For this to work, you need to know your customers well and the way to do that is to persuade them to hand over zero-party data. The catch? People need an incentive to hand over their data, but the good news is that we found that [41% of consumers are willing to share data](#) in exchange for an incentive such as a free ebook download, personalized experiences, or discounted services.

And how can you deliver these incentives effectively? Enter gamification. Research from LinkedIn shows that [88% of B2B CMOs](#) are advocating for bolder creative campaigns and are focusing on increasing investment in brand building. A gamified campaign is a sure way to stand out in a crowded marketplace and encourage customer engagement, collect data, boost lead generation, and build lasting customer relationships.

This guide will take you through the effectiveness of gamification in B2B marketing, with real examples from brands, and show you how to get started with your own campaign to drive results.

# The psychology of marketing gamification

## The science behind the power of play

Before we look at gamification in marketing, let's start with the power of play. Play is a natural impulse for people and can be traced back millennia to the games and sports our ancient ancestors played. Science has discovered that play triggers a release of DOSE hormones – dopamine, oxytocin, serotonin and endorphins which all contribute to a feeling of happiness and satisfaction. How is that related to marketing? These are the exact feelings you want customers to experience when interacting with your brand!

### Let's take a closer look at them:

While B2B purchase decisions are influenced by a variety of practical factors, it's important not to overlook the role of emotion. Positive, fun and engaging experiences are key to keeping your brand top of mind and so play can help to drive marketing goals such as brand awareness and attention, recognition, and trust.



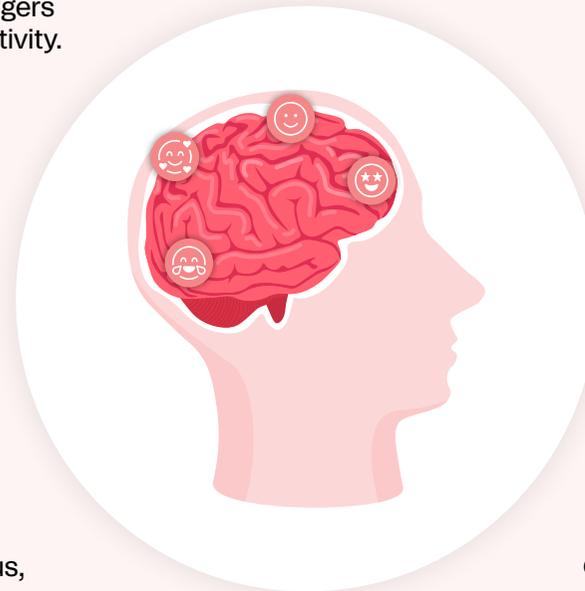
#### Serotonin

Often called the 'happiness hormone,' serotonin triggers feelings of fun and positivity.



#### Endorphins

Endorphins help us persevere to win by increasing focus and attention, resulting in a greater sense of well-being.



#### Dopamine

Dopamine controls focus, attention, learning, and memory. It boosts our sense of wanting to achieve and results in a feeling of happiness and satisfaction.



#### Oxytocin

Oxytocin contributes to a feeling of togetherness and bonding. Shared play experiences trigger this hormone, resulting in greater empathy, collaboration, and recognition of others.

## Play helps with focus and attention

Unlike other types of marketing such as static paid ads or even videos, gamified campaigns are uniquely designed to encourage greater focus and attention. If you need to actively engage with the campaign, you are more likely to remain alert, fully present and immersed. This is just like when playing any type of game. Your brain is stimulated and focused and able to engage in active decision-making – something that’s increasingly important as attention spans wane in an increasingly distracted world.

## Play creates memorable experiences

Think back to the last time you were fully immersed in a game. What do you remember? The chances are you can recall specific details about the experience like the reward, the feeling of accomplishment, the challenge and maybe the social aspect. That memorability is something all marketers strive for, especially when competition is fierce. This can make all the difference when prospective customers need to find a new vendor. Using play increases the chance that they’ll choose you over a competitor.

## We’re hardwired to play (and win)

Play is a natural human instinct, especially our desire to compete and win. It was important for our ancestors’ survival but has remained a significant part of human behavior since with our love of sports and games.

Everyone appreciates a reward for their efforts – whether that’s simply a fun experience, winning a reward, or getting a helping hand in the buying process. It triggers those important DOSE hormones and helps us feel connected through shared experiences.

# How does gamification work in B2B marketing?

Now we know the fundamentals of why play is important to human behavior, let's look at how you can use it in B2B marketing. Traditionally, B2B customers were viewed as purely rational and focused solely on facts, but this is changing. After all, decision-makers are also people—they enjoy creativity, connection, and play. This is why gamification is so ripe for opportunity in the B2B marketing space. To many, it may not seem like a priority, so those aware of the benefits can capitalize.

Modern B2B marketing can take advantage of this opportunity by triggering emotions with campaigns, adverts, and interactive experiences. Gamification caters to the human desire to play, frequently involving projects that use game mechanics in a context not typically associated with a game. The idea behind this is that a gamification component creates a sense of fun and competition, even in professional settings.

Here's how:



# 1 Incentivize customers with a reward

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Gamification plays on our natural desire to win and be rewarded for our efforts – in this case engagement with your brand in the form of playing a game and sharing personal data. Rewards can be either tangible (discounts, prize draws, loyalty points) or intangible (increased field or industry knowledge, assistance in finding the right product/service). Either way, the campaign needs to leave customers feeling satisfied and like they have gained something.

Winning a reward is found to be much more effective in driving actions such as making a purchase, as we found in our YouGov report which revealed [more than half \(51%\)](#) preferred winning a voucher over being given one.



## 2 Give customers a challenge

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A well-designed game can make your marketing campaigns more appealing to engage with, immersive, and also makes any reward customers receive much more appreciated.

The best type of challenge is a good balance between being too easy or difficult. In either case, it can cause players to lose interest but a healthy level of challenge encourages more action from players and boosts a sense of accomplishment.

## 3 Tap into our nature to compare and mirror others

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We all naturally compare ourselves to others, and you can use that in your gamification campaign to encourage engagement. Mirroring is what gives us a sense of belonging to a community and connection with others. Games can inspire this feeling with competitive challenges, shared play or even just shared results.

You can make gamified campaigns competitive with leaderboards and scores, or you can opt for making personality tests that show general responses so that people can find out how they compare with others.



## 4 Give customers a fun experience they'll remember

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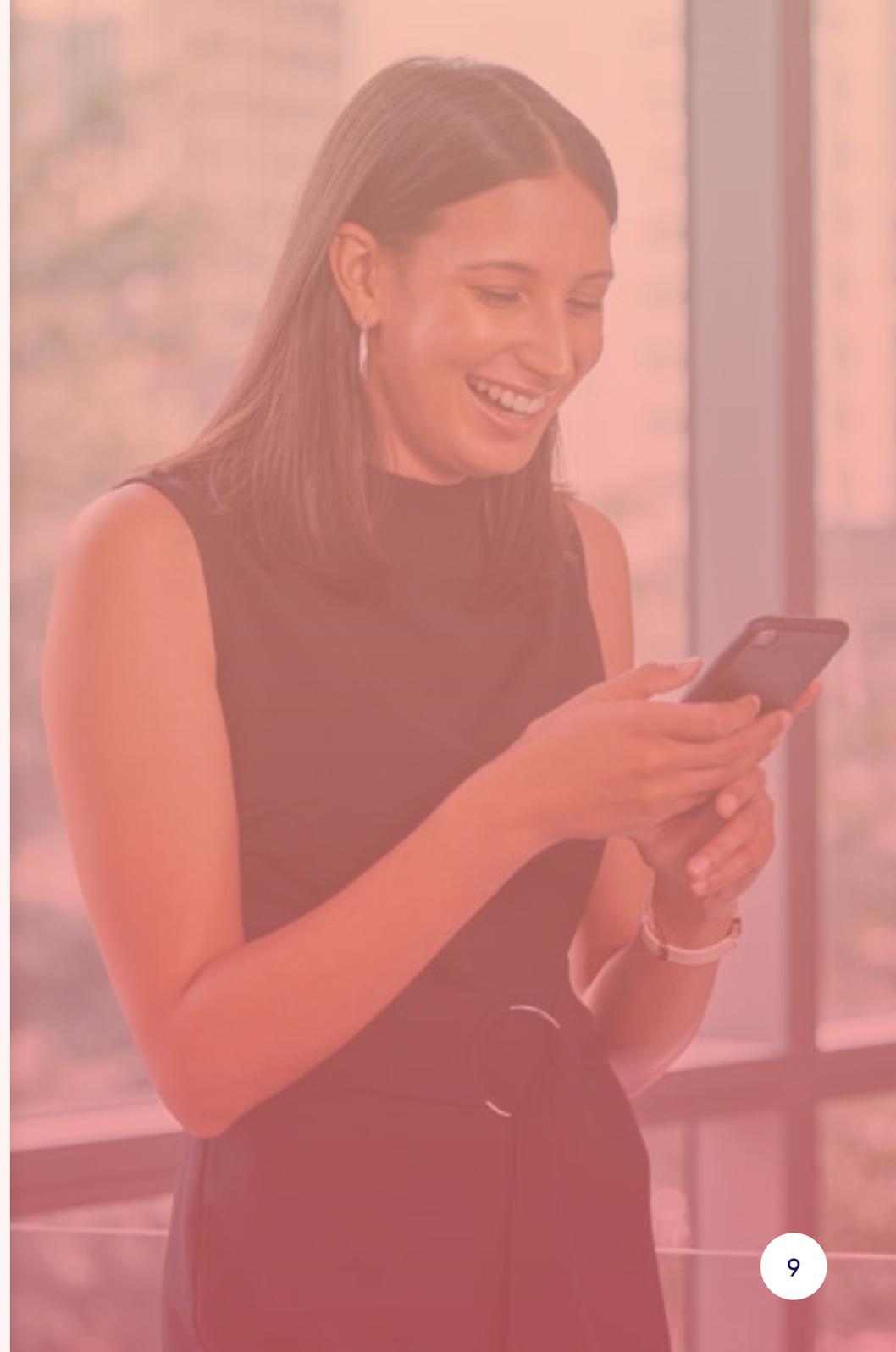
No one likes boring, and fun experiences can go a long way in making your campaigns effective. B2B brands often steer clear of things that might devalue their reputation or seriousness, but that doesn't mean your campaigns need to be boring. You can still make them fun and engaging while maintaining brand trust with playable experiences.

Fun experiences are powerful in your marketing, because fun is memorable and influences customer opinion on your brand.



### Did you know?

In our research, we found that 56% of consumers are more likely to click a gamified ad over a normal static one. 36% said that fun and seamless branded games positively influence how they feel about a brand.



## 5 Educating an audience and encouraging friendly competition

Being competitive is a natural trait in humans and goes back to the fight to survive in hunter-gatherer times. Since then, humans have indulged their competitive nature in sports and games. After all, who doesn't like winning?

In B2B marketing, gamification facilitates better learning, collaboration, and decision making. It helps brands educate target businesses about their product offering, the industry at large, how to optimize processes, and finding solutions to their problems.

**In fact, our research found that games with a leaderboard and a competitive element saw better results.**

**By using leaderboards and scoring, campaigns saw...**

Times participants played a game increase by **184%**

The length of time spent engaging with the campaign increase by **120%**

Game elements like these are effective for a few reasons. They tap into our nature and release those feel-good DOSE hormones, enhancing the customer experience when interacting with your brand.

But they also help you learn more about your prospects through game metrics and any data you collect. B2B brands that use gamification often see great engagement rates, boosting the chance of prospects buying from you in the future.

# How marketing gamification in B2B drives real results

We know that playable experiences are great for customers, but how do they align with your goals? Marketing gamification is not just a gimmick to grab customer attention. Used strategically, it can help you achieve your KPIs such as lead generation, data collection, and conversions.



# 1 Attract & engage prospects

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In areas of high competition, it's essential that you have a strategy for attracting and engaging potential clients. There are lots of ways to do this, such as social media, print advertising, or advertising at networking events and conferences. But don't forget that another aim of gamification in B2B marketing is education. In fact, one of the biggest differences between B2B and B2C gamification is that in B2B, learning and education is a cornerstone of campaigns.

However, there's a problem. Your competitors are also doing these things. So, how do you stand out? Gamification is a different approach to B2B marketing that your prospects may be less familiar with. It's more likely to not only grab attention but also prompt action. A gamified ad encourages active engagement with your brand and moves a prospect one step closer to becoming a customer.

Gamified campaigns are also flexible in where you can promote them. Social media and online advertising are clear choices, but don't overlook more specific forms of advertising such as at networking or industry events and even webinars. A simple QR code can point prospects in the direction of your game.

## 2 Drive lead generation and sales

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Generating high-quality leads and driving sales are the primary goals of any B2B marketer, so how can gamification help?

### **Boost lead generation:**

Gamified campaigns grab attention and attract relevant leads with strategic incentives and experiences tailored to your target market.

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### **Enhance ABM strategies:**

Gamification can help to engage high-value accounts using targeted and personalized campaigns.

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### **Engage prospects at relevant events:**

Industry and networking events or trade shows are a great spot to collect new leads. Using a gamified experience with the promise of an incentive draws new attention and gets people to stop at your booth to learn more.

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### **Encourage engagement on social media:**

Paid ads are expected on social media, so much that they're quickly scrolled past without much thought. However, an interactive ad that features gamification is more likely to stop the scroll and prompt engagement in your target audience.



### **Did you know?**

A [LinkedIn report](#) revealed that social media is used by 75% of B2B buyers to make a purchase decision, so there's plenty of room to generate leads and sales!

## 3 Deliver personalized experiences

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Consumers across industries from retail to finance are increasingly expecting personalized experiences - and B2B is no different. To meet the expectations of B2B prospects and customers, you need to deliver personalization at scale.

But to deliver a personalized experience in your marketing, you need to know as much as possible about your prospects. That's where customer data comes into play.

Personalization doesn't stop at marketing though. It can be used to optimize the customer's journey from prospect to customer.

The good news is that gamification can help you personalize experiences both in marketing and the customer experiences.



### Pro tip

Use a personality test to collect customer preferences and contact details. Follow-up with a targeted email suggesting services most related to their needs.

### Optimize the customer journey:

Gamification can be used at various touch points throughout the buyer journey to provide a seamless experience.

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### Collect customer data:

Gamified campaigns are a great way to collect customer data through built-in permissions forms. By collecting customer contact details and information on behaviors, you can learn more about customer preferences, expectations, and behavior to enhance your marketing in the future.

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### Educate your audience:

Marketing gamification can also help to educate your audience about complex product offerings and to increase knowledge at different stages of the customer journey.

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### Align sales and marketing:

If you use a gamification platform like Playable, you can seamlessly connect collected customer data with your CRM and marketing systems to keep your sales team aligned with marketing by building detailed customer profiles.

## 4 Build loyal relationships & demonstrate ROI

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One of the great tests of your marketing's effectiveness is whether it helps to build loyal customer relationships. It can be a challenge to maintain loyalty as a B2B brand when there are often multiple stakeholders in the process, but gamification can help you to:

### **Retain and nurture customers:**

Use gamification to reward loyalty and encourage ongoing customer engagement.

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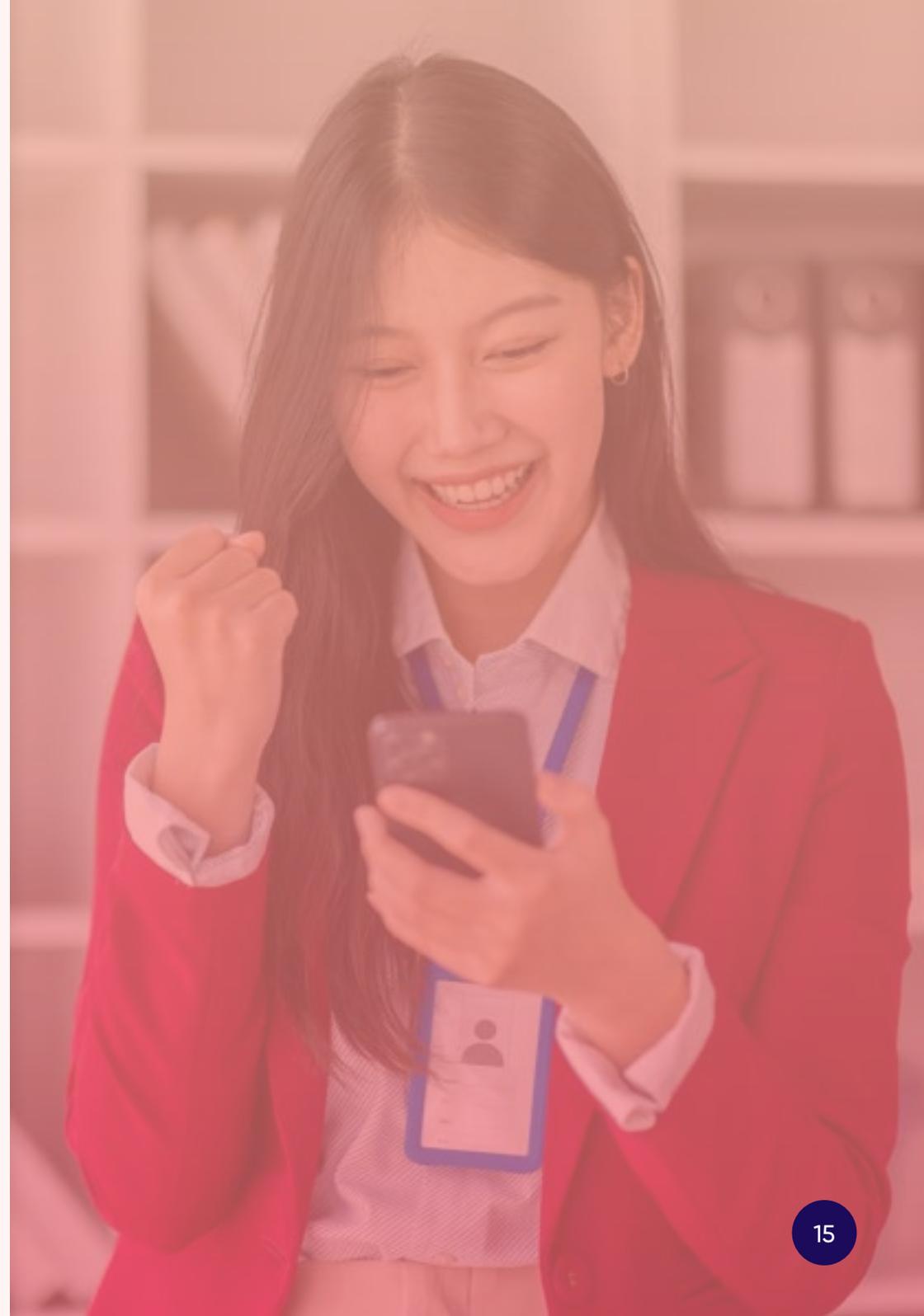
### **Measure ROI:**

Gamified metrics can help you accurately track customer engagement and conversions to measure your return on investment.

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### **Establish thought leadership:**

Share valuable insights and expertise through gamified experiences like quizzes that help to educate your audience and position your brand as a leader in the industry.



# Get started with gamification

Are you ready to try gamification in  
your B2B marketing strategy?  
Here's how to get started.



# 1 Get to know your audience

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The first step is to look at what you already know about your B2B target audience. What are their needs? What are the challenges they are facing? How and where will a gamification campaign work? Furthermore, identifying key personnel is also essential. Identify who has the authority to make decisions, decide budgets, and decide strategy.

Understanding your target audience is your best chance of building a gamified experience that will closely resonate with them and encourage engagement. Look at your CRM, sales data, and reviews to pull out specific information about different types of customers.

You can add to this data with more specific insights after you get your gamification campaign up and running by collecting game participant information through the registration forms and the answers given, in case you are using a knowledge game.



## 2 Establish your goals

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Whether your primary goals are to drive leads, boost sales, or reach new target markets, first identify which results you want your gamification campaign to achieve. Settling on a goal will define the type of game you choose. For instance, a quiz game can educate prospects, whereas a reward-based game could incentivize a particular action.

Once your game is operational, you can start to collect game metrics and conversion data to see how closely tied the results of your campaign are to your brand's KPIs. Look at metrics like number of game plays, registration rates, or game repetitions to see how your campaign is resonating.



### Pro tip

Never choose a game before you have landed on a goal or set of goals. Doing so could hinder the effectiveness of your campaign, and may lead to a misaligned strategy.

### 3 Choose a gamification platform

When getting ready to build your campaign, you can either do it all yourself or choose a gamification platform that makes it easier to build gamified campaigns. Platforms like Playable let you customize popular game concepts to fit in with your brand and audience – without the need for in depth coding knowledge.

The best platform will be very user-friendly with customization features, built-in analytics, and integrations with your existing systems like your CRM.



## 4 Promote it

After building your campaign, it's time to launch and promote it. Focus on areas of promotion where you're most likely to find your audience.

In the B2B world, LinkedIn is often a core tool for connecting with prospects online. But don't overlook other forms of promotion such as paid social media ads, Google ads, email newsletters, Bing, yahoo!, website banners, and displaying physical QR codes at industry events. Once you're clear on your goals, you can ensure your gamification campaign is launched in the channels that will have the greatest impact to you.

### How to promote campaigns at events:

**During the event:** Engage and educate attendees with fun skill and knowledge games. Don't forget to collect contact details through lead forms!

**After the event:** Use the collected leads for nurturing campaigns to learn more about them. Then build enriched profiles with your sales team.

At this point, you might also decide if this will be an always-on or a seasonal campaign. If you're thinking seasonal, it could be to boost leads and sales during particularly busy times of year. For example, promoting accounting services around tax deadlines.

Always-on campaigns are also useful for building customer loyalty, especially for app users or loyalty programs for customers.



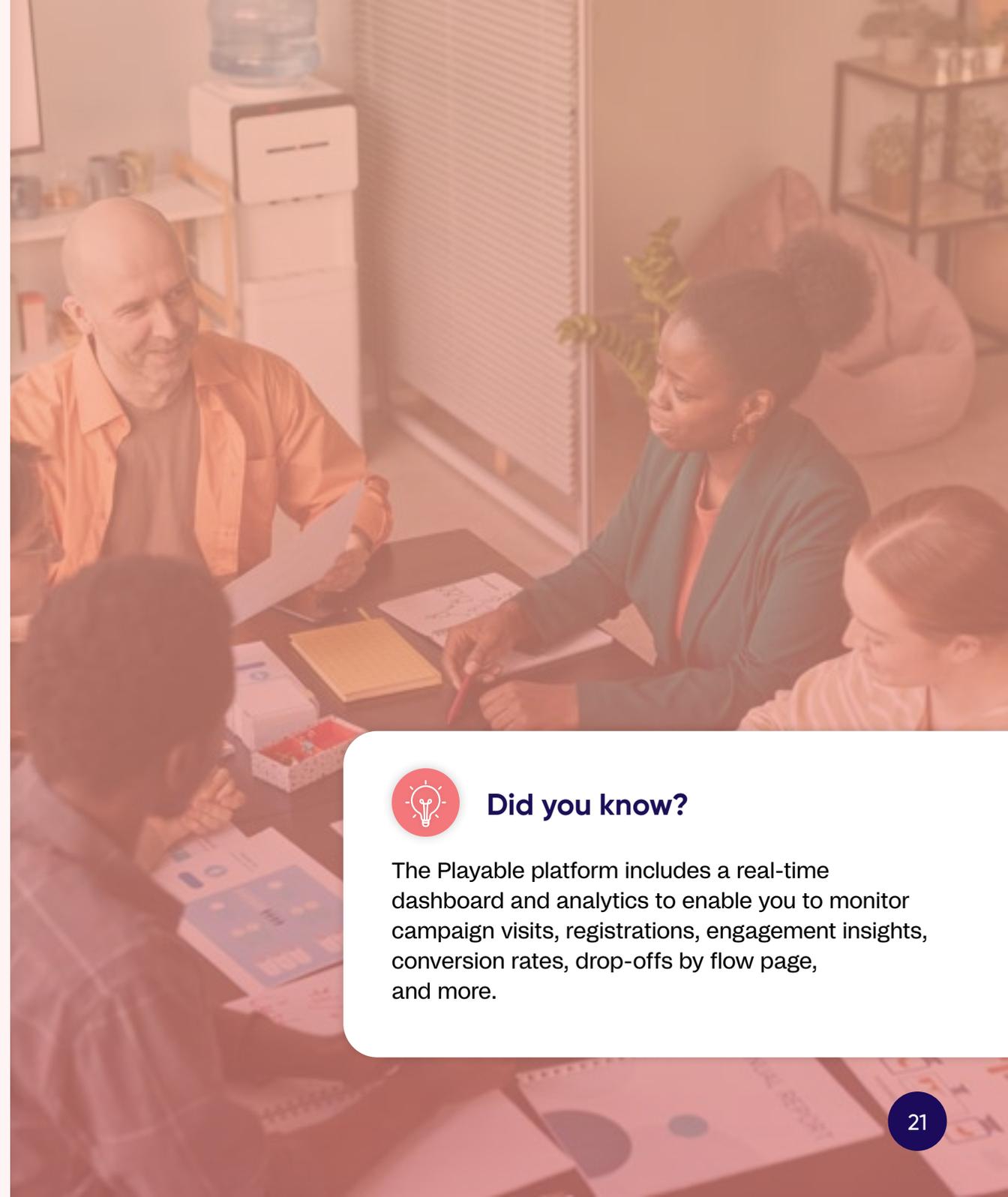
### Did you know?

Playable online campaigns are easily displayed as an iFrame or a webview. For offline promotion, use our integrated QR generator both for on-screen display or high-quality printing.

## 5 Measure results

Measuring your results ties everything together. It will determine how effective your gamification strategy has been and whether it's moved you closer toward your goals.

Track user interactions and conversions to see engagement and then use that data to feed into your CRM and marketing systems to make better use of it. You can also look at specific metrics that may include redeemed discount codes, sales figures, and clicks and conversions on your campaigns.

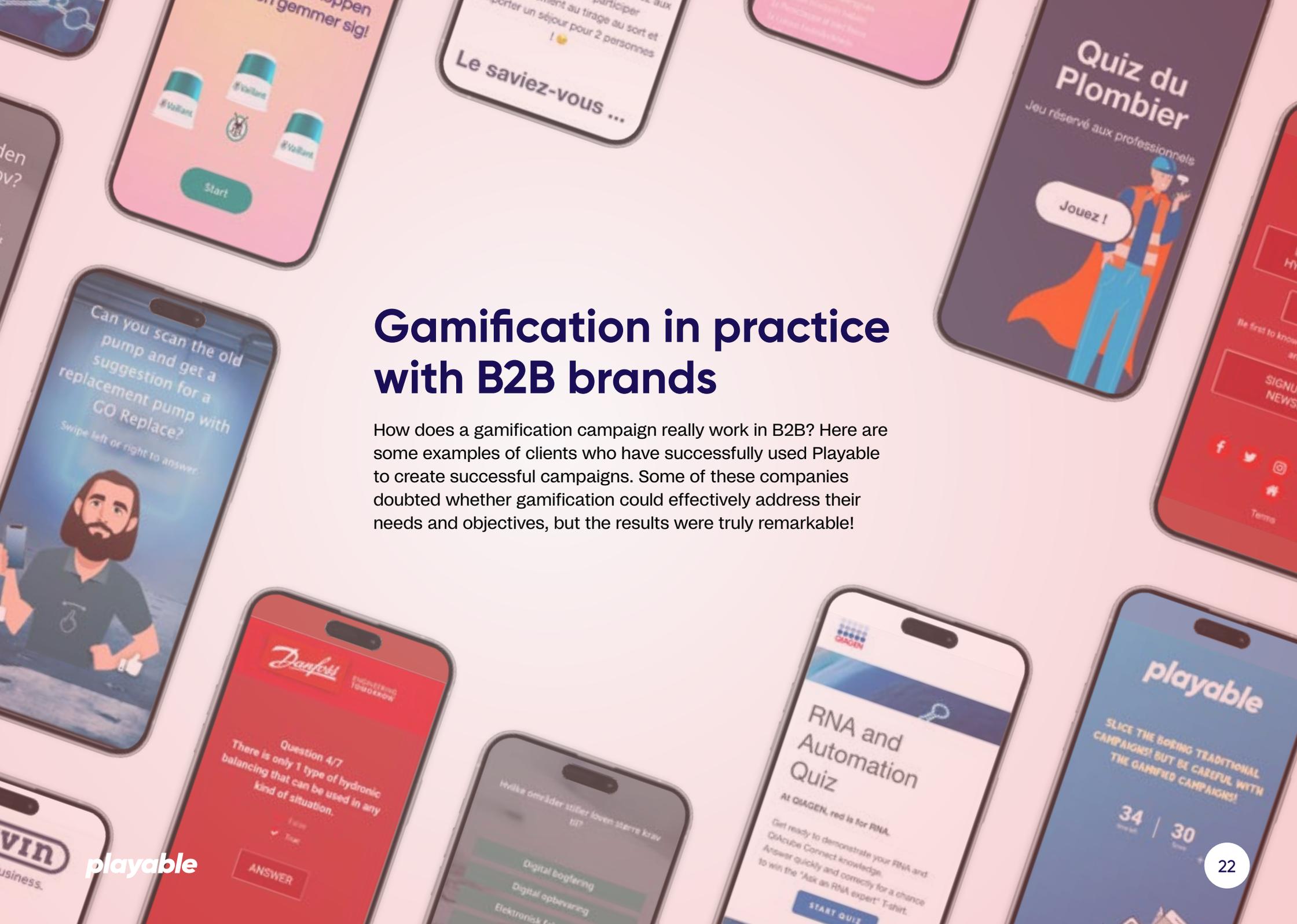


### Did you know?

The Playable platform includes a real-time dashboard and analytics to enable you to monitor campaign visits, registrations, engagement insights, conversion rates, drop-offs by flow page, and more.

# Gamification in practice with B2B brands

How does a gamification campaign really work in B2B? Here are some examples of clients who have successfully used Playable to create successful campaigns. Some of these companies doubted whether gamification could effectively address their needs and objectives, but the results were truly remarkable!



# Qiagen



Qiagen, an advanced molecular testing and pharmaceutical research company, built a gamified campaign for attendees of the Global Solid Tumor Summit which brought together cancer researchers, survivors, and oncologists. They chose a quiz format to educate and engage participants who registered for the virtual event with ten questions and ten seconds to answer each one. Participants were also encouraged to challenge their colleagues and share the game with others.

## Results:

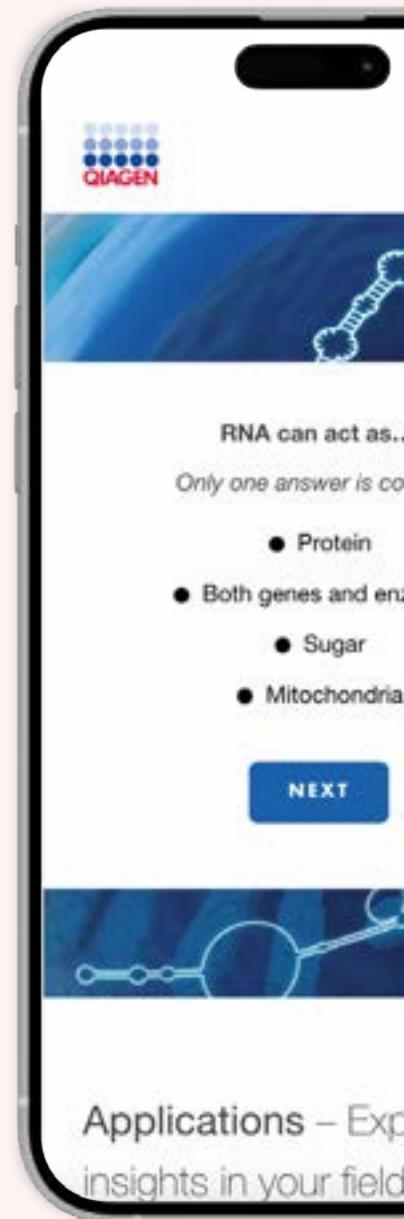
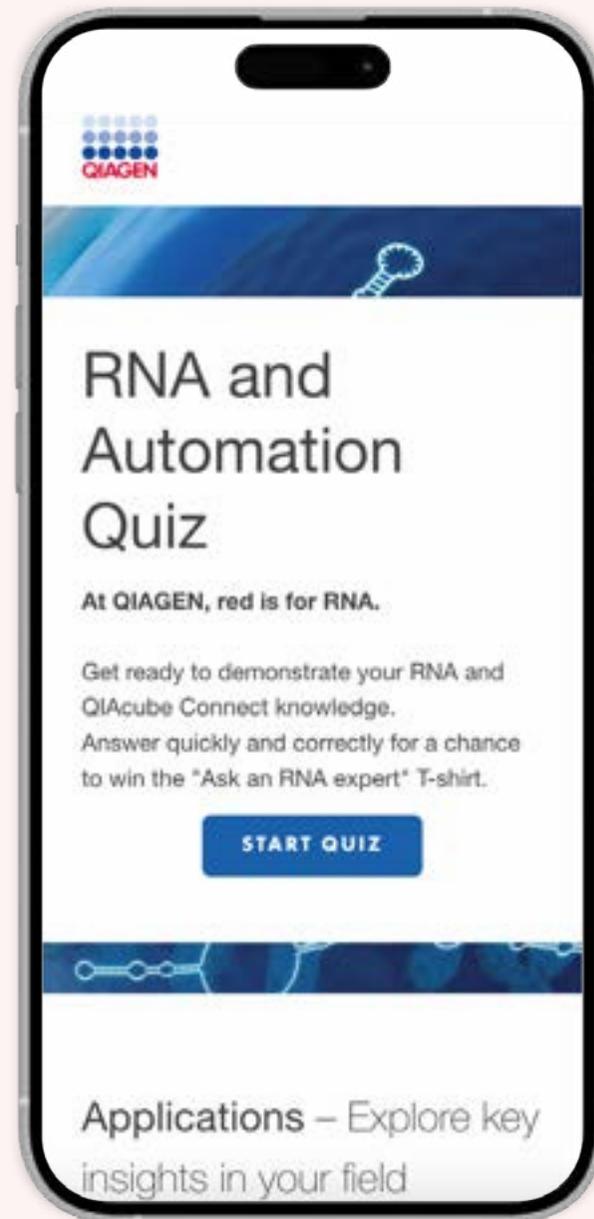
**12%**

email open rate  
(company benchmark: 10%)

**3%**

email click-through rate  
(company benchmark: 1.8%)

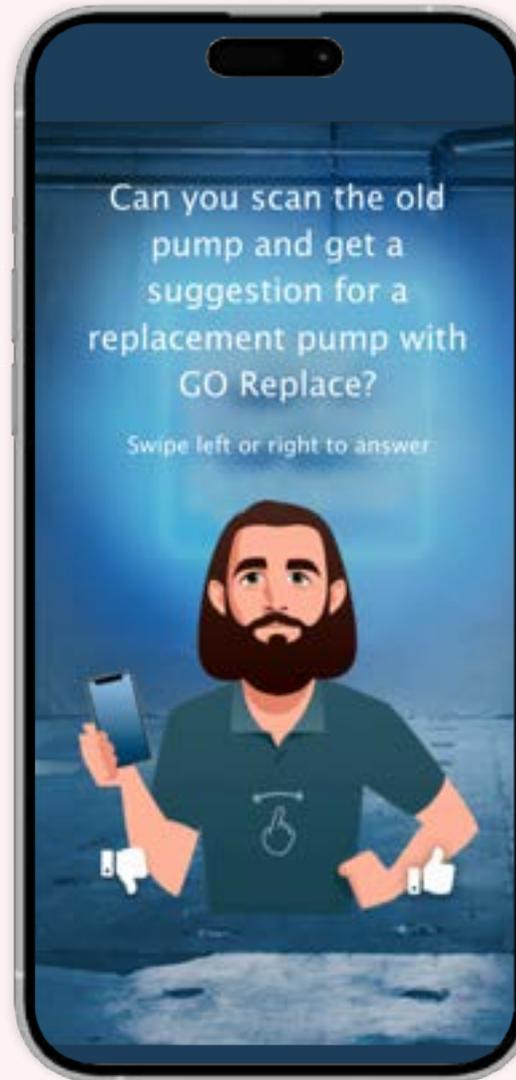
[Read more about Qiagen's campaign in the full customer story](#)



# Grundfos



Grundfos, the world's largest pump manufacturer, wanted a way to gain new marketing permissions and educate potential customers about their products. Part of a broader marketing campaign supported with other content, Grundfos built a swipe-it game with five true or false questions. Participants were encouraged to read the related article or watch a video which would help them answer the question and everyone who scored five out of five questions were entered into a prize draw.



## Results:

**8,600+**  
registrations

**4,600**  
marketing permissions  
collected across 11 countries

**3,000+**  
clicks of 'End Game' button,  
directing participants to the website



# Danfoss

Engineering solutions provider Danfoss wanted to raise awareness of energy efficient solutions as the energy crisis hit headlines. The main audience was heating system installers as well as consumers so Danfoss created two landing pages. One for end customers and another for installers, with infographics and a consumer quiz. The quiz included five questions about good energy saving habits on the consumer side, and the quiz for installers had eight questions about optimizing heating systems.

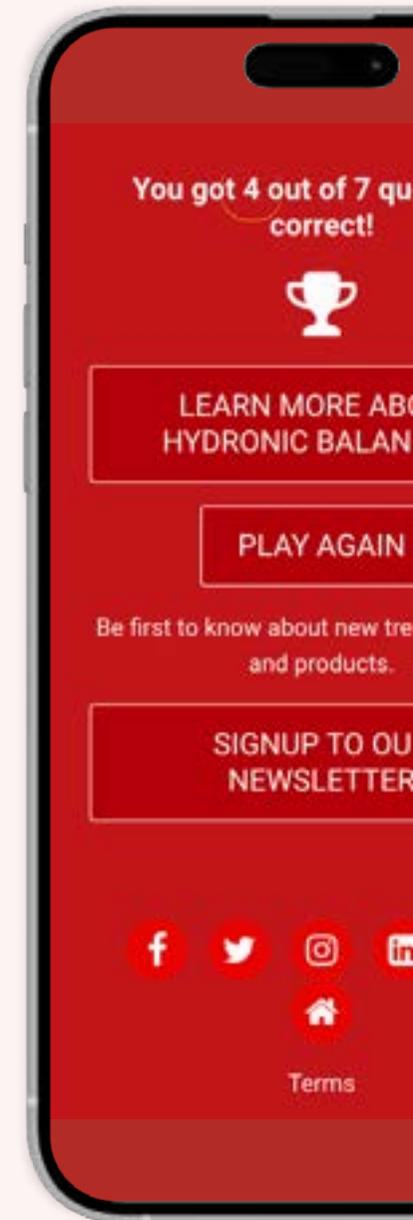
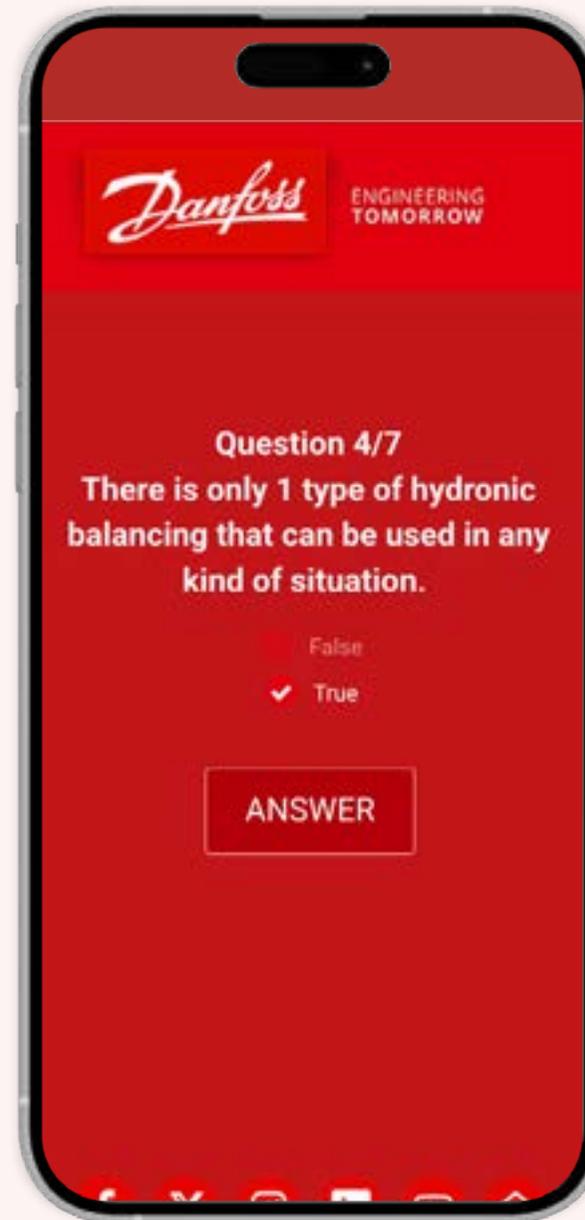
## Results:

**20 million**  
social media impressions  
(consumers: 15m installers: 5 m)

**113,000**  
unique landing page visits  
(consumers: 83K  
and installers: 30K)

**A third of visitors**  
engaged with landing  
page content

**23,500**  
clicks to the quiz



VAILLANT GROUP

# Vaillant

Product developer in the heating and cooling marketing, Vaillant launched a seasonal Easter campaign with the goal to gain marketing permissions from partners and dealers. The game featured a simple registration form and a shell game where participants had to guess which cup contained the Vaillant logo. Those who picked correctly were entered into a prize draw for an Easter basket.

## Results:

**1,348**  
sessions

**192**  
unique registrations

**2:54 minutes**  
average visit time

**24 hours**  
in total spent with the brand





## EG

Software vendor EG used a personality test to help its audience of accountants and accounting system suppliers understand a new law passed in Denmark in 2022. They used a quiz with five questions to test participants on their knowledge of the new law to build knowledge about this important legislative change.

### Results:

**1,400**  
Facebook visits

**140+**  
registrations

**9 clicks**  
to the final 'contact us'  
button



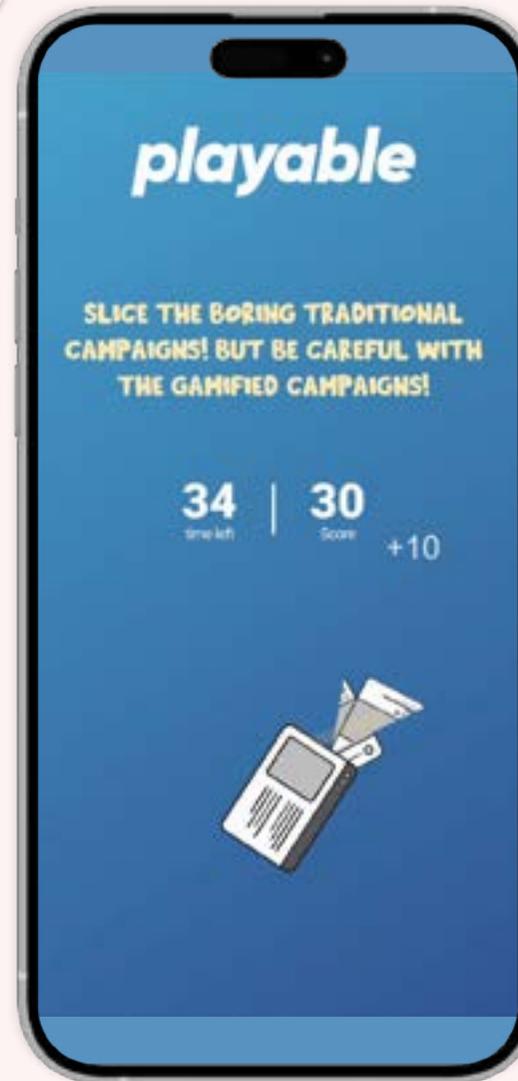
**playable**

# Playable

At the Danish e-commerce trade show E-handelskonferencen, our marketing team designed an interactive slice game to attract event attendees and showcase the platform.

The game challenged participants to 'slice' boring campaigns, but preserve the engaging and gamified ones. After registering with their name and email, players had 45 seconds to collect as many points as possible, and every winner could collect a small prize—merch, chocolate, candy—at the Playable stand. The grand prize was a pair of Apple AirPods awarded at the show's conclusion.

The game was promoted on a big screen at the stand, showcasing the leaderboard, as well as flyers and posters around the event - and mentioned in conversations with our sales team. Visitors could play on their own device via the QR code, or on an iPad at the stand.



## Results:

**296**

sessions

**116**

unique registrations

**9 clicks**

to the final 'contact us' button

**2 minutes  
34 seconds**

per visit

**Average  
of 2,35 games**

played per registrations

# Is gamification right for your B2B brand?

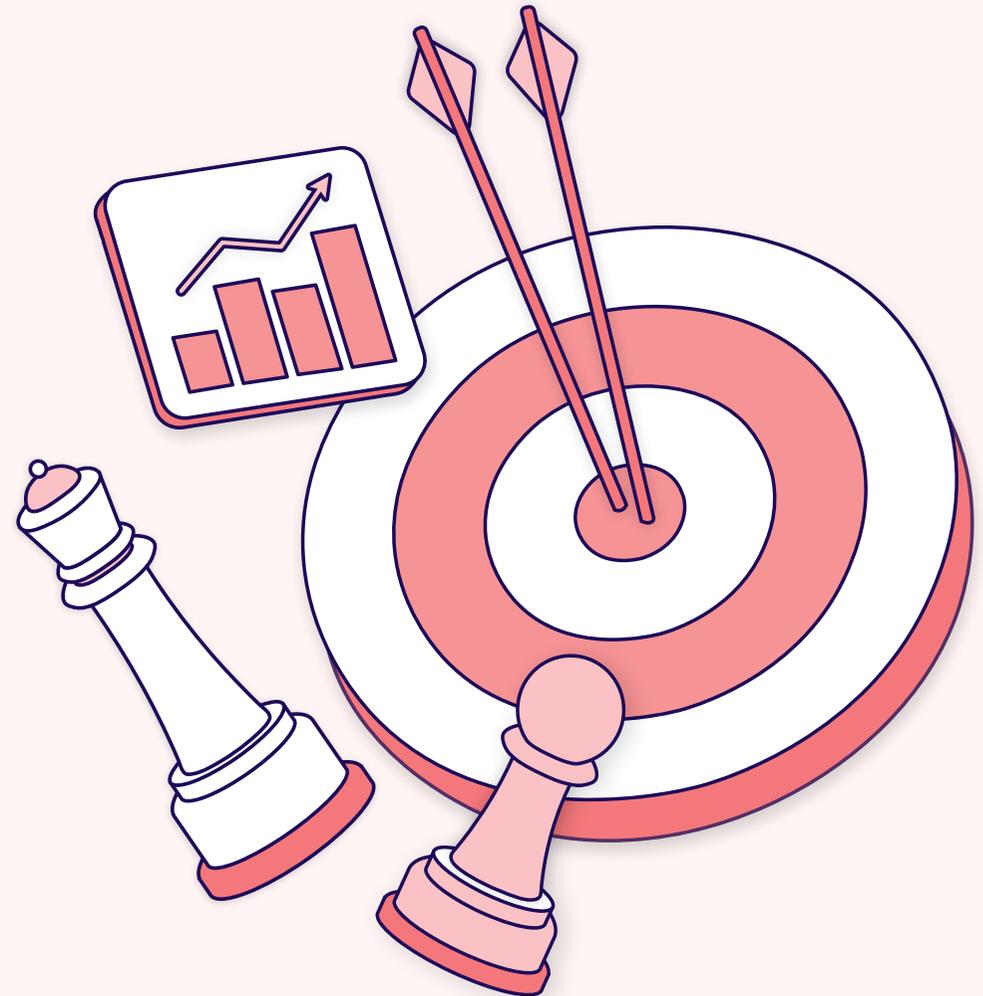
The case for gamification in B2B marketing is clear from the results our clients have achieved. These experiences provide a new experience that appeals to customers and stands out from other marketing methods in the B2B world.

But it's not just about standing out or building a fun experience. Gamification is a highly strategic way to drive desired customer actions, build up your lead generation efforts, collect data, and secure sales.

Playable helps many different B2B brands achieve these results with our user-friendly platform so you don't need to be a developer to use gamification. With our help, you can build campaigns that reflect your brand and audience personality, collect valuable customer data, and nurture your audience from prospect to loyal customer.

Are you ready to get started?

Get in touch today for a demo  
of the platform in action!



# 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.

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## Get in touch

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