

Play and win: **Boosting sales through gamification techniques**

playable

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Introduction

In our fast-paced digital landscape, where every brand competes for a sliver of attention, the art of capturing audience engagement has become paramount. Enter gamification, a strategic approach that taps into the innate human instinct to play, transforming ordinary interactions into immersive and playable experiences. Harnessing the power of gamification, brands can stand out amidst the digital clutter. But it's more than just games; it's a compelling tool reshaping the way we drive sales.

At its core, driving sales through gamification involves infusing game mechanics into the customer journey. Humans are inherently hardwired to play – it's how we learn, engage, and connect. In today's overcrowded online space, where consumer attention is fleeting, gamification emerges as a beacon of engagement. By incorporating interactive games, challenges, and rewards into marketing strategies, businesses can not only capture attention but also increase their sales, both online and in-store.

In this guide, we explore 11 different ways that you can use gamification to increase sales and examples of brands that have been successful.

1. Using gamification to boost sales using discount codes

One effective and most used strategy involves creating instant-win games, such as a wheel of fortune, drop games, or scratchcards, where participants have the chance to win discount codes that can be redeemed at the brands' shop or website. The excitement of instant-win games makes this approach highly appealing to consumers.

Did you know that winning a prize means more to consumers than simply being given a voucher? Research shows that consumers place high value on winning prizes.

In fact, [51% of respondents agree that winning a voucher is more valuable than simply being given one](#). This underlines the importance of the experience of winning itself, making the method of distribution more engaging and memorable than simple and traditional marketing campaigns that simply distribute discount codes.

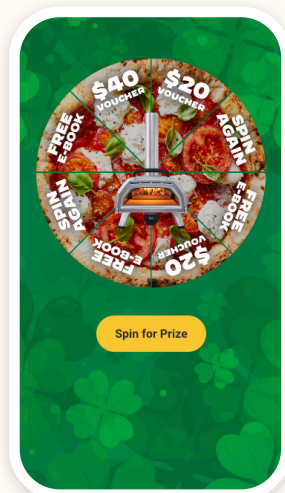


Ooni

Ooni, a pizza oven brand, effectively boosted sales through gamification using discount codes.

During their St. Patrick's Day campaign, they introduced a wheel of fortune game where participants could spin for a chance to win vouchers for Ooni pizza ovens or a free recipe ebook.

By combining the thrill of winning with tangible discounts, Ooni successfully leveraged gamification to drive sales and enhance customer loyalty.



Sculpted by Aimee

Sculpted by Aimee, the popular Irish makeup brand, leveraged gamification at Easter to boost sales.

Their quick and engaging Easter drop game offered participants a chance to win discounts and enter a £200 prize draw by collecting points in 30 seconds of game play.

Every player was guaranteed a prize, either a 15% discount code or free shipping, resulting in increased sales as participants seamlessly redeemed their rewards to shop the brand's bestsellers.



2. Using gamification to increase sales through free samples

Using gamification with free samples follows a similar principle to winning vouchers. In this scenario, participants have the chance to win items from your store, like clothing items, beauty samples, or trials from your podcast platform, rather than receiving discount codes.

This sales-boosting approach is particularly effective for encouraging people to try your product, especially if you're introducing a new product or promoting online services like podcasts, audio platforms, or VPNs. It is also especially useful for products where a trial experience can lead to adoption, such as online subscriptions or frequently used items like hair and beauty products.

Sending samples by mail or offering them as incentives can work better than simply giving out the sample, as it will have more value to the consumers.



Natusan

Natusan, the brand specializing in eco-friendly cat litter, effectively utilized gamification to promote their sustainable product. They introduced a ‘waste calculator’ game, allowing participants to assess the environmental impact of their current cat litter versus Natusan’s biodegradable alternative.

Participants were then asked if they would like to sample Natusan’s cat litter for free, by simply having to pay only for the postage cost. Remarkably, 26% of participants opted to try Natusan’s free cat litter trial.



This innovative approach encouraged potential customers to switch to Natusan’s eco-friendly option, showcasing the power of gamification in increasing product adoption and driving sales.

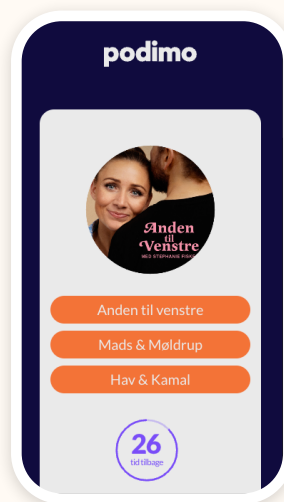


Podimo

Podimo, the podcast and audiobook platform, ingeniously utilized gamification to drive purchases of their monthly membership.

Through an interactive quiz titled “Can you guess the Podcast?”, participants had the chance to win an enticing prize: 45 days of free access to the platform.

By offering a tangible experience of their service, Podimo not only attracted users to explore their offerings but also significantly increased the likelihood of them subscribing for a longer duration.



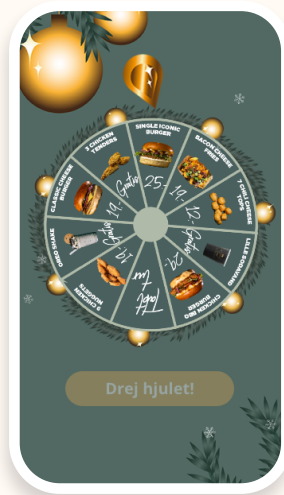
3. Using gamification to drive footfall from online shoppers

Driving footfall from online shoppers is a clever strategy using gamification to bridge the gap between the virtual and physical retail worlds. With this approach, businesses can entice online customers by offering prizes or samples to winners that must be redeemed in-store. The key to success here is ensuring that the prizes are compelling enough to motivate customers to invest their time and effort to visit a physical location.

Gamification in this context becomes a valuable tool for businesses looking to capitalize on the convenience of online shopping while still driving customers to their brick-and-mortar locations.



The Burger Concept



The Burger Concept ingeniously employed gamification as part of their holiday marketing campaign, utilizing a Wheel of Fortune to encourage customers to their restaurant during the Christmas season.

In this campaign, they offered instant-win prizes, including free items from their menu, such as Oreos, chicken tenders, and sodas, which served as irresistible motivators for online shoppers to step into their restaurant.

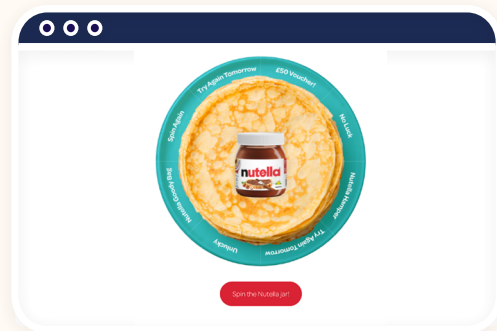
By doing so, they managed to seamlessly transition online engagement into offline foot traffic.



SPAR UK

A few times each year, on occasions like Easter and Pancake Day, SPAR UK partners with on-theme suppliers to craft immersive landing page campaigns.

Each page features an engaging game, such as a wheel of fortune or scratchcards, with exciting prizes. Alongside the game, the page offers on-theme recipes, incorporating ingredients from the partnering brand.



To further engage customers, exclusive in-store and on-theme deals are presented to encourage in-store footfall. For example, for their Pancake Day campaign, they partnered with Nutella, and game discount on various items you could use to make pancakes, such as Nutella. They also included a button to “Find your local SPAR”.

4. Using gamification to drive conversion from window shoppers

Using gamification to attract window shoppers is a straightforward yet effective strategy. For example, by placing a QR code game outside your store, using banners or stickers on your windows, you can encourage people to play and engage with your brand; offering them enticing rewards, like a free consultation, sample, a discount code, and more, that they can redeem inside.

This method not only captures their interest but also nudges them to step inside, converting passing footfall into more curious and engaged shoppers. Whether your store is in a mall or a busy street, this approach makes exploring your offerings an engaging experience, bridging the gap between passive window shoppers and active in-store visitors.

Sofa Company

Sofa Company, a Danish furniture retailer, attracted street attention with their online advent calendar strategically promoted outside their store.



Passers-by engaged with the advent calendar by scanning the QR-code, providing their contact details for future marketing use.

This creative approach not only drew attention to Sofa Company's store but also gathered valuable customer information that can be used to send targeted emails later on, demonstrating gamification's effectiveness in both driving foot traffic and enhancing online sales.

Smáralind

Smaralind, a shopping mall in Iceland, utilized a digital wheel of fortune displayed on screens throughout the mall and promoted by influencers on Instagram. Participants had the chance to win various prizes, such as 10% discount in various stores throughout the mall, movie tickets, and gift certificates.

This gamified approach not only engaged visitors but also boosted sales across different stores within the mall, showcasing the impact of gamification in driving foot traffic and increasing revenue.

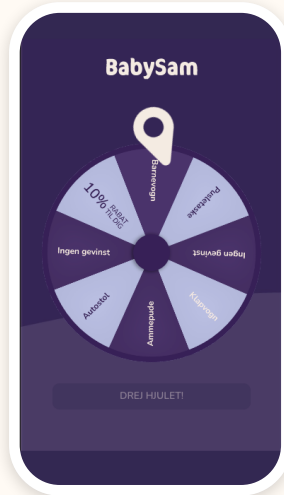


5. Using gamification to boost sales in stores

One effective in-store approach is integrating games for customers waiting in queues to pay. Engaging games not only entertain but also provide an opportunity to collect valuable marketing permissions, that can be used later on for marketing nurture campaigns; offering extra discounts, encouraging customers to make additional purchases, etc. Additionally, incorporating QR code games around the store allows customers to participate and win instant prizes like special discounts or exclusive offers, reinforcing the concept of “same-day redemption.”

Stores can also gamify their in-store events, promotions, or store openings, creating an interactive and engaging atmosphere for their store visitors. These interactive experiences not only attract more visitors but can also help boost sales during these peak events, such as Black Friday.

BabySam



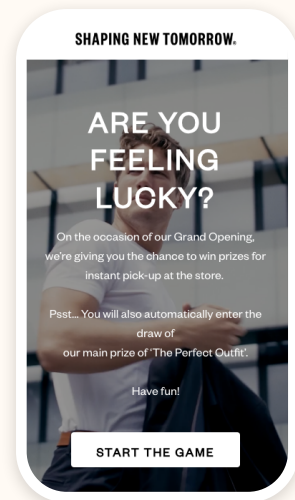
BabySam, a baby and children’s product retailer, implemented a wheel of fortune game in their store, offering participants a chance to win prizes, including a 10% discount code, baby car seats, strollers, and more.

This in-store gamification campaign not only helped BabySam to capture marketing permissions but also provided an immediate benefit to customers winning the 10% discount, which could help BabySam significantly boost their in-store sales.

Shaping New Tomorrow

Shaping New Tomorrow, a successful online clothing retailer, used gamification during their store opening in Aarhus. They created a special wheel of fortune game for super fans waiting in line to enter the store.

This engaging strategy not only helped Shaping New Tomorrow in improve the experience of their customers waiting in line, but also boosted sales on the opening day and allowed them to collect customer data for future retargeting campaigns.



6. Using gamification to drive product sales using Qr-Codes

Using gamification with on-pack QR codes is an engaging strategy to enhance customer loyalty and boost product sales. A classic example is the McDonald's Monopoly campaign, where customers can "peel to win" prizes on items they purchase, such as sodas and burgers during a specific promotional period. This campaign has been immensely successful, driving more foot traffic to McDonald's as people eagerly participate to win a variety of instant prizes, both small and substantial.

But you don't have to be a big brand like McDonald's to employ this strategy! By using a gamification platform such as Playable, brands can replicate this approach for their own success, making the customer journey more engaging and fun, and incentivizing repeat visits and increased purchases.

Carlsberg



Carlsberg used gamification during the Euro2020 football championship (yes, the one held in 2021!) to engage fans and boost brand loyalty, while also driving sales, despite not being official sponsor.

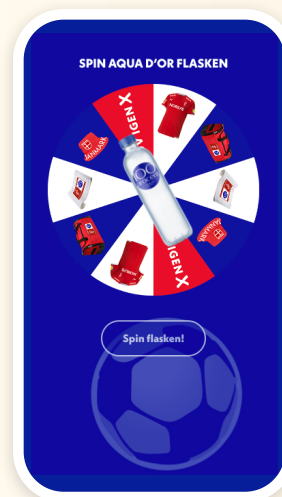
With the ‘Win with the Team’ campaign, fans could buy special Carlsberg cans, scan the QR codes, and potentially win Denmark fan merchandise.

Aqua D'Or

Aqua D'Or creatively increased their bottled water sales by doing a campaign around the Danish handball team.

They introduced QR codes on their bottles, guiding customers to a wheel of fortune game. Participants had the chance to win exclusive fan merchandise for the handball team.

This campaign not only drew attention to their water bottles but also strengthened the brand's association with the Danish handball team, creating an engaging experience for customers and increasing brand loyalty.



7. Using gamification to increase sales at events, conferences, and fairs

The use of gamification at live in-person events presents an excellent opportunity to engage participants and stand out from the crowd. By incorporating interactive games and challenges at your stand, you can attract attendees and encourage them to participate. This not only creates an enjoyable experience but also allows you to collect valuable marketing permissions, enabling you to send targeted and personalized marketing communications in the future.

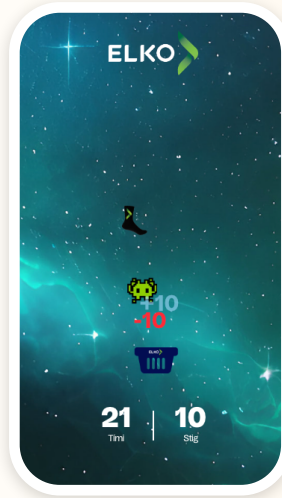
Whether you're directly selling products from your stand or focusing on building a customer database or generating new leads, gamification adds an element of fun and excitement - drawing in visitors and ensuring your presence leaves a lasting impression. It's a strategic way to enhance brand visibility, increase engagement, and ultimately boost sales.



ELKO

ELKO Iceland, an IT and electronics retailer, utilized gamification to stand out at Midgard 2023, Iceland's inclusive fan convention.

They organized a captivating drop game called the "ELKO Space Game," where attendees could play to 'save' ELKO game products while 'avoiding' aliens! Participants scoring 150 points or more received a treat from ELKO's stand and were entered into a draw for a chance to win a 20,000 ISK gift card.



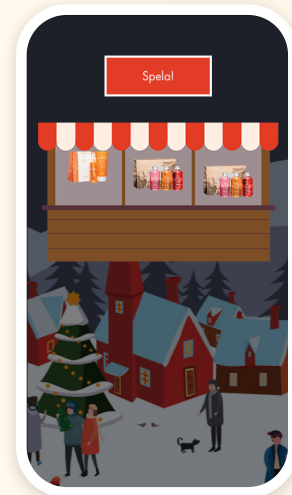
This interactive experience not only engaged convention attendees but also showcased Elko's products in a playable manner, really on-theme, enhancing brand visibility and potentially driving sales post-event by leveraging their newly found subscribers.



Dermosil

Dermosil, a leading online beauty store in Finland, employed gamification effectively at a Christmas Fair. They set up a slot machine game at their stand, enticing visitors with the opportunity to win exclusive prizes and discounts.

To participate, visitors filled out a short lead form with their name and email address. This strategic move not only engaged visitors but also allowed Dermosil to collect valuable contact information for future marketing efforts, showcasing how gamification can drive foot traffic to your stands, and can be utilized later on for remarketing purposes.



8. Using gamification during seasonal events and holidays

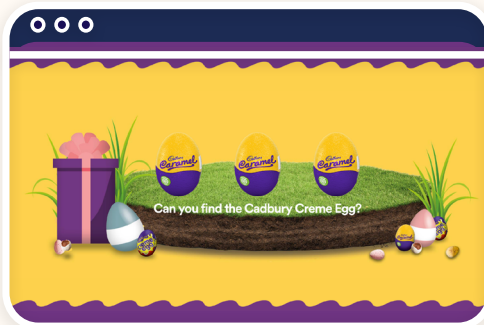
During key seasonal event periods, gamification is a powerful strategy to enhance your marketing efforts. Seasonal marketing, centered around holidays like Christmas and Valentine's Day, offers a fantastic opportunity to connect with your audience and increase sales. Moreover, this approach isn't limited to well-known holidays; it can also be extended to lesser-known occasions like Earth Day or Pancake Day. By incorporating gamified elements into these events, businesses can create engaging experiences that not only resonate with their audience but also inspire increased participation and customer loyalty.

Gamification adds an interactive and enjoyable dimension to seasonal promotions, making them memorable for customers and driving sales for businesses.



Costcutter

Costcutter executed a highly effective Easter marketing campaign that not only engaged their audience but also significantly boosted sales.



They created a central landing page featuring an enticing mix of elements, including a fun “shoot the eggs” game, Easter-themed recipes, and suggestions for holiday activities at home.

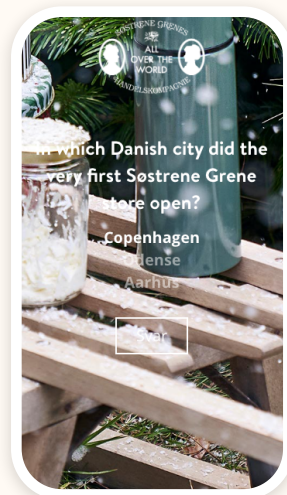
The campaign encouraged local in-store shopping for Easter, effectively driving foot traffic and increasing sales. By providing a measurable call-to-action to help customers find their nearest Costcutter store and promoting specific Easter-themed product ranges available in-store, they strategically guided customers towards making purchases.



Søstre Grene

Søstre Grene implemented a strategic advent calendar campaign to collect marketing permissions and boost sales during the Christmas season.

Participants engaged with daily quiz questions tailored to the Søstre Grene brand, offering a chance to win special Christmas gifts. After the campaign, Søstre Grene continued their success by sending nurturing emails to the new subscribers throughout January.



This approach led to higher open rates, increased click rates, and a significant number of new subscribers making purchases from their online store.

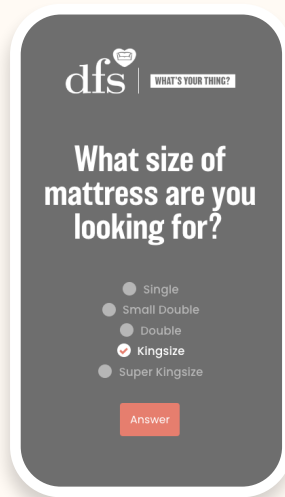
By leveraging gamification, Søstre Grene not only gathered valuable marketing permissions but also effectively converted these leads into customers, resulting in tangible sales growth.

9. Using gamification to enhance online shopping experience

Elevating the shopping experience online is crucial, especially when customers miss the personal approach they can experience in physical stores. One innovative approach is creating an online shopping assistant using gamification.

By incorporating a personality test, customers can answer a few questions, allowing the system to automatically suggest products tailored to their preferences. This method not only enhances customer engagement but also efficiently guides potential buyers through extensive product options, particularly beneficial for stores with vast inventories.

By offering personalized recommendations through gamified interactions, businesses can bridge the gap between in-store assistance and online shopping, providing a seamless and enjoyable customer journey.



DFS

DFS introduced the “Mattress Picker” campaign, a user-friendly personality test aimed at simplifying the mattress selection process. By answering questions about preferences like size, comfort level, and specific requirements such as cooling features or back support, users received personalized recommendations.

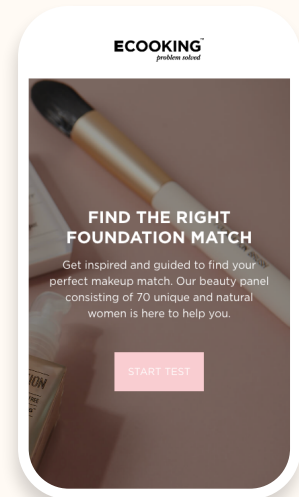
This innovative approach not only streamlined the complex task of choosing a mattress but also empowered customers to make informed decisions independently, showcasing the power of gamification in enhancing the online shopping experience.

Ecooking

Ecooking’s highly successful “Foundation Finder” campaign addressed the challenge of selling foundation online. Knowing that choosing the right shade can be tricky without the ability to try it on, Ecooking aimed to provide the same level of assistance customers receive in physical stores.

They develop the Foundation Finder, a personality test that guides customers in identifying the best foundation shade for their skin. By answering a series of questions, users receive personalized recommendations, making the online shopping experience akin to an in-store consultation.

The campaign’s exceptional success led to its integration as an always-on feature available directly on Ecooking’s homepage, demonstrating how gamification can effectively enhance online shopping assistance and drive sales.



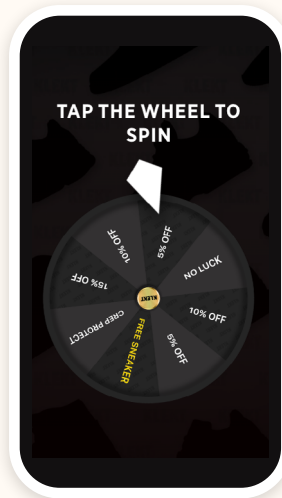
10. Using gamification to encourage repeat purchases

Driving repeat purchases is a key retention goal for many brands. Incorporating gamification within confirmation emails to reward customers who have already made their initial purchase with discount codes on their next purchase.

Another effective method is to leverage your app, particularly if you have a loyal customer base. Creating tailored games within the app can encourage customers to make repeat purchases.

For instance, many restaurants implement in-app games that provide users with the opportunity to win small prizes, such as a soda, or a small fries. When customers redeem these prizes in the restaurant, it often leads to additional purchases, effectively nudging them to buy more. By having small games where you can win small prizes or discount codes in-app, you can succeed in increasing the lifetime value of your customers.

KLEKT



KLEKT

KLEKT, an online sneaker marketplace, ingeniously used gamification to encourage repeat purchases during Black Friday. After customers made a purchase, they received an automatic email featuring a wheel of fortune game. Players had the chance to win enticing rewards, including discount codes for their next purchase. Each winner received a unique code, enticing them to return to the KLEKT website for additional shopping.

This gamified approach not only heightened engagement but also significantly contributed to repeated purchases.



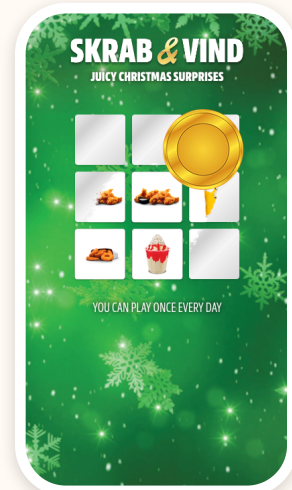
Carl's Junior

Carl's Jr Denmark implemented a gamified Scratchcard game in their Christmas campaign, exclusively available in their mobile app.

App members were invited to scratch virtual cards in the app daily, unveiling various prizes from Carl's Junior's menu like fries or burgers.

This playable campaign created anticipation and excitement throughout the Christmas season, encouraging participants to return each day for more chances to win.

By incentivizing engagement with their app, Carl's Jr successfully drove foot traffic to their restaurants and increased repeated purchases.



11. Using gamification to learn more about your customers (and using this new knowledge to personalize your marketing efforts!)

Using gamification to gather customer insights in various campaigns enables businesses to gain valuable data points about their customers' preferences and behaviors. By analyzing interactions with games, purchase patterns, preferred products, and even game preferences, companies can amass a wealth of data about their customer base. For instance, understanding which games are most popular, which products customers frequently buy, or what specific styles they prefer provides businesses with a deep understanding of their audience.

These deeper insights are invaluable, allowing companies to personalize their marketing efforts more effectively. Armed with this data, businesses can tailor their promotions, product offerings, and communication strategies to align precisely with customer interests. Whether it's recommending specific products, creating personalized game experiences, or crafting targeted email campaigns, businesses can deliver content and offers that resonate with individual customer segments.

In essence, gamification serves as the bridge, connecting companies with their customers in a meaningful and personalized way, ultimately enhancing customer satisfaction and driving long-term loyalty.



Hi Fi Klubben

Hi Fi Klubben implemented an engaging gamified campaign that offered participants a swipe-right or swipe-left experience to express their preferences for featured products.

The game aimed to inspire users by presenting a variety of items suitable for inclusion on their holiday wish lists. Upon completing the swipe-it game, participants could easily access the products they had liked, and they were provided with clear calls to action to explore these products further.

Additionally, this interactive campaign enabled participants to effortlessly share their preferred products with family members, making it a great tool for suggesting gift ideas.

This playable campaign not only helped Hi Fi Klubben to increase sales, but also to acquire valuable insights about their customers' preferences and purchase intent, facilitating the delivery of highly personalized marketing efforts in the future

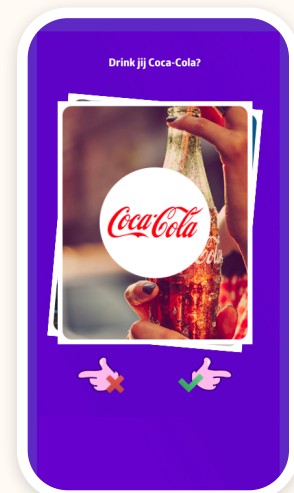


Ok-app

OK, the Dutch personal shopping assistant app, also utilized a Swipe It game to collect data on their users. In the Swipe It game, users were presented with brand logos and encouraged to swipe left if they liked a particular brand.

The playable experience enabled OK to gain invaluable insights into what brands each of the participants liked the most, paving the way for personalizing the app experience for each participant by only showing deals and discounts that are interesting to them.

Ultimately, this would lead to a better in-app experience for their members, and drive sales.



Unlocking sales potential with Playable

Marketing gamification presents a limitless playground of possibilities, each avenue offering a unique way to boost sales both online and in-store. The beauty of gamification lies in its versatility; from encouraging repeat purchases to personalizing marketing efforts, there are numerous strategies waiting to be explored.

With Playable, the gamification platform for marketers, experimenting with different gamified approaches is not only accessible but also cost-effective. The examples showcased here created and launched using Playable, demonstrate the diverse ways gamification can be harnessed to drive sales, all available under one platform.

If you're intrigued by the potential of gamification in transforming your marketing efforts, don't hesitate to take the plunge. Reach out to one of our gamification experts to explore the endless possibilities awaiting your brand. Book a demo today and embark on a journey where creativity meets strategy, paving the way for exciting, interactive, and ultimately successful playable campaigns.

[Book a demo](#)



Get in touch

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