How to Plan Your Marketing Gamification Strategy:

A Step-by-step Guide

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Contents

Foreword

Let's be real: throwing a gamified campaign out there for the sake of it won't magically generate leads, boost sales, or drive brand loyalty. If it's not aligned with your business goals or relevant to your target audience, it might offer temporary entertainment, but isn't a strategic marketing initiative.

When implemented strategically? Then gamification becomes a powerful tool that drives engagement, boosts brand awareness, and helps you reach key business goals. It can transform passive audiences into active participants, tuwrning interactions into valuable insights and conversions. Whether you want to grow your customer database, enhance brand loyalty, or drive seasonal sales, gamification offers a dynamic way to connect with your audience.

If you want your campaigns to drive long-term results, hit KPIs, and maximize return on investment, your first move should be to build a solid plan that aligns with your wider marketing and business goals.

This guide will take you through a step-by-step framework for building a gamification strategy that actually delivers. We'll break it down into eight essential steps, covering everything from setting goals to tracking results. But what about some inspiration, you might ask? We'll also provide you with actionable examples from real brands who have seen success!

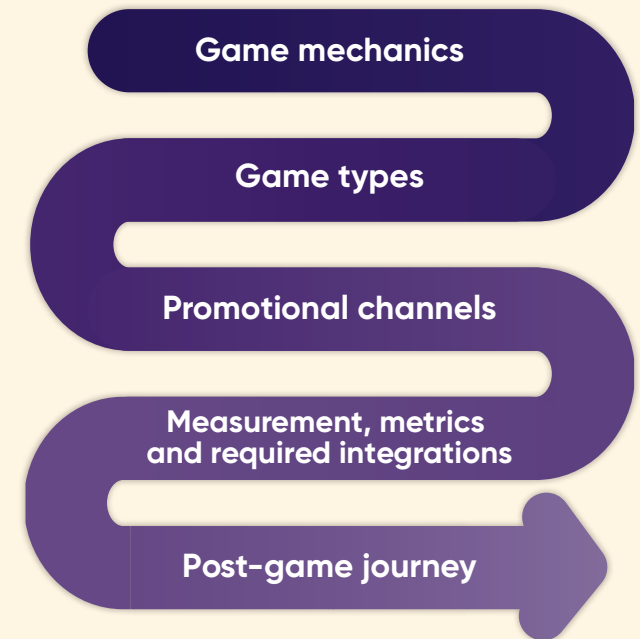# Gamification's winning formula: strategy over tactics

A solid marketing gamification strategy can engage and drive desired customer behavior throughout the full customer journey - all with the right planning.

Alone, a single campaign may entertain your audience and contribute to great temporary results, but a strategically planned and executed gamification campaign will encourage your audience to engage more deeply with your brand for longer and with more intent.

The right campaign can encourage specific behaviors depending on your goals - for example, asking players to enter their details into a form or use a discount code to make a purchase. The trick to seeing these desired results is to focus on designing a campaign with game mechanics that will prompt the behaviors you want to see at the stage in the customer journey you're targeting.
It's not just about picking a game type!

Instead, you need to first take the time to map out the purpose of your campaign, business goals, your audience, and desired outcomes. These will then drive your decisions around:This understanding of human behavior is where the power of gamification in marketing begins!

Game mechanics

Game types

Promotional channels

Measurement, metrics and required integrations

Post-game journey

Each of these decisions will impact how close you come to achieving your goals – whether that's to increase brand awareness, collect data, boost sales, and build customer loyalty.

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The 8-step gamification strategy framework

Now, let's break down the essential steps to designing a successful gamification strategy.

1. Know your audience inside out

Before you design a gamified experience, ask yourself: Who are you building this for?
Your campaign needs to resonate with your audience's interests, behaviors, and preferences for maximum impact.

Dig into:

- **CRM data:** What are their buying habits? What content do they engage with most?

- **Website analytics:** What's driving conversions? Where do visitors drop off?

- **Customer feedback:** What motivates them? What problems do they need solving?

Together, this data can paint a picture of what your target audience looks like, how they act, what they want, and this will give you an opportunity to deliver a campaign that's targeted and impactful.

Starting with your audience is important because this will feed into the key decisions you make in your campaign, such as the type of game you build, how you promote it, the rewards and incentives you offer, and more. Based on the information you uncover, you might decide that your audience will resonate, for instance, more with an educational game rather than a quick luck game, which will help you build a campaign that's highly relevant and specific to the very people you want to reach.

Pro tip:
If your audience is highly competitive, consider adding a leaderboard. If they prefer instant gratification, a luck-based mechanic like a scratchcard might be the better choice.

2. Set clear goals and KPI

Your gamification strategy needs to lead with clear goals and specific KPIs. These goals should align with your overarching marketing strategy and objectives; is that driving sales, engaging audiences in a new channel, audience education or gaining deeper insights about your audience? Ask yourself: what do you want to achieve with gamification?

Your primary goals for a campaign should determine your game design choices so you can choose game mechanics that will prompt the desired player behaviors.

For example, if you want to learn more about customer interests for profiling purposes, so you can build more targeted and relevant marketing initiatives in the future, a personality test can help you uncover additional information. In the test, you could ask specific questions about preferences in a non-intrusive and fun way, and use that data to send personalized emails specific to their interests to boost sales.

Another goal might be driving sales during a holiday period when you know competition is high. In this case, you could use a luck game type like wheel of fortune to give busy shoppers a quick way to win a prize like a discount or free gift. Pairing a fun experience with an incentive that encourages a further purchase will help you achieve your goal of increasing sales.

It's super important to have a clear idea of your goals before you even think of building a gamified campaign. If you start with the game, you run the risk of building a campaign that's not aligned or specific enough to drive the results you want most.
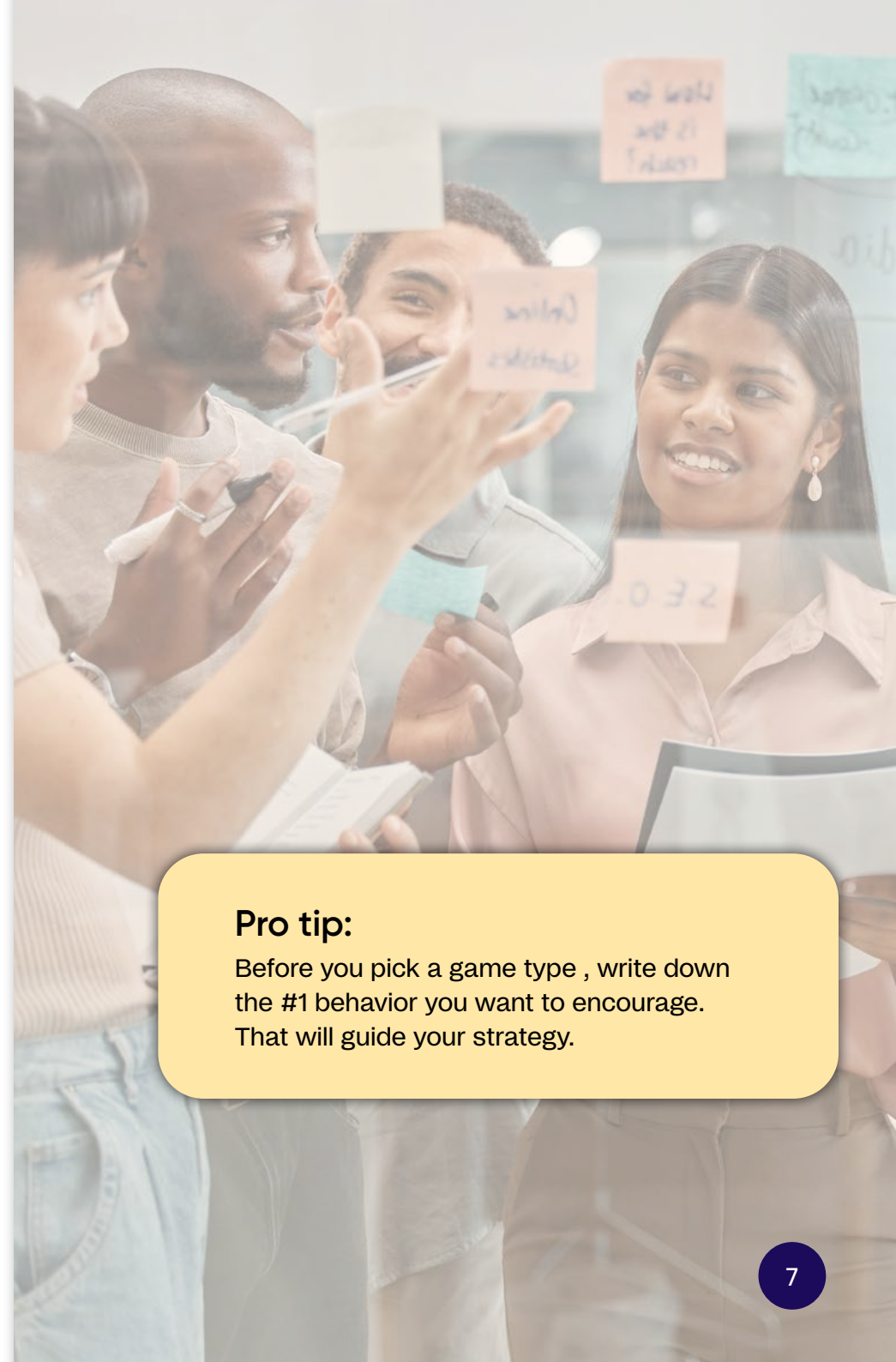
Pro tip:
Before you pick a game type , write down the #1 behavior you want to encourage. That will guide your strategy.

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Game types vs. game mechanics

What's the difference? A game type is a specific design and concept of a game.

These can be categorized as:

Skill games
A skill game requires players to be alert and focused in order to win and can incorporate elements of challenge and competition to make it an engaging experience.

Luck games
A luck game is usually a quick game type that involves players taking an action such as spinning a wheel or using a scratch card to see if they have won a prize.

Knowledge games
Knowledge games are more about educating your audience and testing their knowledge, which can help you uncover valuable insights.

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Here are some popular game types under each category that you can build with the Playable platform.

Skill games	Knowledge games	Luck games
Bounce battle	Guess the image	Lotto, bingo, or banko
Drop game	Guess the word	Lucky number
Memory game	Personality tests	Spin the bottle
Hit the target	Quizzes	Slot machine
Puzzles	Place the item	Wheel of Fortune
Shell game	Predictions	Scratch card
Spot the difference	Priority puzzles	Roll the dice
Slice it	Video quizzes	Rock, paper, scissors
Shoot it	Word riddles	Tap to reveal

What really makes these games effective at prompting action and engagement are the underlying game mechanics which tie into typical human behaviors and desires.

The primary game mechanics to consider are:

Competition

Everyone loves to win. Encouraging people to compete makes your campaign more of a social activity, which draws more attention to your brand.

To use this mechanic, some great game types are skill games like slice it or shoot it games, or even knowledge games with a leaderboard such as quizzes.

Fun

Making your campaign a fun experience can contribute to a positive impression of your brand, increase awareness and attention, and prompt people to buy.

An engaging game of any type that's well designed and fun to play will help you grab your audience's attention and keep it.

Mirroring

How do you compare to others is something that we're all intrinsically curious about. Campaigns can use this game mechanic with scoreboards, score-sharing options, and poll results that show how other people have answered.

Challenge

Great gamified campaigns strike a balance between being too easy and too hard. A perfect medium is a game that challenges, gets people thinking, encourages repeat plays, or enhances the player's knowledge.

Knowledge and skill games are particularly good for invoking a challenge for players to make the experience more interesting.

Rewards

Who doesn't love to be rewarded for winning a game? Rewards can be physical prizes, discount vouchers, or something non-tangible like knowledge or feedback.

Any type of game can include a reward for winning, getting a high score, or simply participating.

3. Build your promotional strategy

Even the best gamification campaign won't work if no one sees it.

When planning your gamified campaigns throughout the year, make sure they are aligned with your calendar of activity and incorporated into your overall marketing strategy. This will partly determine when to promote and launch your campaign and where to advertise it to drive the most relevant traffic to it.

Decide where to promote your campaign

For maximum reach and impact, picking the right promotional channels is key. You need to locate the touchpoints most likely to capture your audience's attention.

Here are some of the most popular ways to promote gamification campaigns:

Did you know?
In Playable's YouGov research, we found that consumers are 56% more likely to click a gamified ad over a normal static one.

1. Social media

Social media platforms are a prime place to advertise your campaign right where your audience is already.
Campaign adverts can be paid or organic but must grab attention quickly to compete with all the other content there and short attention spans. Featuring pictures or animations of your game and highlighting the incentive or prize clearly will help with this.

2. QR Codes

Not all promotions need to be online. If your brand has physical stores or locations, well-placed in-store promotions with QR codes can work well.

Events are also a great opportunity to promote your campaign and brand face-to-face. Local events, sporting events, festivals, or concerts that are relevant to your target audience - or corporate events, tradeshows or sponsored events can help to drive interaction with your campaigns. Use flyers, ads, merchandise, and banners with QR codes to direct people to your campaign.

Having displays with QR codes in any waiting areas or queues of your store is a great way to make the waiting time of your customers more enjoyable. Plus, they could participate to win extra discounts. This is an amazing way to collect new emails and possibly valuable data points.

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3. Website

Your website is one of the most valuable channels for engaging visitors and guiding them toward purchase. For example, always-on campaigns like product selectors and personality tests or instant-win games can help turn casual browsers into active buyers by adding value and personalization to the shopping experience.

To maximize engagement, promote your campaign with eye-catching website banners, sidebars, or pop-ups with a clear incentive to play.

Engaging visitors deeper on the website supports key marketing goals. This also reduces bounce rates, increases time spent on side, and ultimately drives higher conversion rates and sales.

4. Email marketing

To re-engage previous buyers on your email list, it's well worth reaching out to them. Create an email campaign that highlights the benefits of participating and displays a clear call-to-action for subscribers to learn more. Follow these up with reminders and updates throughout your campaign to keep subscribers coming back, motivated, or to remind those who haven't participated.

Email marketing is also a great way to utilize always-on campaigns. For example, you can create a triggered 'Always-on' game for your customers' birthdays, or one to use in your welcome journey for new subscribers.

5. Pop-ups

Strategically placed pop-ups on your website can help to capture the attention of visitors and direct them to a campaign landing page or form to encourage sign-ups if you require these pre-game. Pop-ups can enhance a sense of urgency, making them ideal for campaigns running for a short period of time or those linked to special limited-time offers.

6. App

Using gamified experiences in your app can increase user engagement and app usage as well as other goals like sales and increase user satisfaction. Gamified campaigns that involve daily challenges or games in an app is a great way to encourage repeat plays and ongoing engagement.

Designing and launching regular game campaigns within your app - especially if it's part of a loyalty program - can encourage repeat visits to the app and keep people coming back. As a result, you get a great opportunity to grow your member base and build loyalty in the long term.

Gamification in an app can also provide valuable data and insights; you can use these to improve the app features, design, or marketing strategy, which leads to greater success for the business.

7. Paid advertising

If you're running paid ads across Meta, Google, LinkedIn or other display networks, using media spend to promote your gamification campaigns allow you to target specific demographics closely aligned with your target audience to make sure your campaign is seen by the right people.

You can get smart with your media spend to even target audiences who have interacted with your brand but not your campaign, or visited your website and not purchased with specific retargeting ads for maximum reach and conversion impact.

8. Collaborations

If part of your social media or partnership strategy involves collaborations with influencers, you can align your strategy for cross-promotion and additional reach in their channels.

Boosting your reach to a jointly relevant audience with a co-promoted campaign can prove to be effective; ensure you're tracking your game campaign links with UTM parameters to determine the source of referral traffic.

Pro tip:
Always use a strong CTA when promoting your campaigns. Instead of just "Play now," try "Complete this challenge & win up to 50% off!"

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Decide when to promote

Timing your campaign well also makes a huge difference, especially during low-revenue months when you need that extra boost or in times of high competition. Based on your audience research, promotion methods, and your primary goals, you can assess which months of the year - or timings in your own marketing calendar - are best to promote your campaign.

For example, if you're aiming to collect more detailed data about customer preferences with the aim to use that to inform holiday promotions at the end of the year, you could launch a personality test campaign during the summer to give you time to collect and analyze that data.

If you decide to promote your game with paid advertising, the cost of advertising is also a big consideration. Some months will have a higher cost per click (CPC) associated with paid campaigns but may have different levels of audience activity in your industry.

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If, for example, you want to advertise with Meta, these are the typical highest and lowest months for CPC*:

Highest CPC	Lowest CPC
January	June
February	July
March	September
April	October
May	November
August	December

*The highest and lowest months for CPC may have shifted since the time of writing, so always make sure to verify with the most current information.

However, this will be different for each industry, keyword, your competition, and for different ad networks such as Amazon or Google- researching and using your own accounts for benchmarks and audience planning is key.

When we compare that to our platform data, let's look at the months where we see the highest and lowest number of game plays for our clients campaigns:

Highest number of sessions	Lowest number of sessions
January	January
February	February
March	April
April	July
May	August
August	September

Source: facebookannoncering.dk

Based on this, a retail brand trying to promote products over the holiday period with Meta ads would see a high number of sessions for a lower cost per click. But competition would likely be high.

To find historical data for CPC for different promotional channels, here are some sources to help you do your own research:

Find historical CPC data

Google ads

- Semrush
- Ahrefs
- KeywordSpy
- Google Ads Keyword Planner
- SpyFu

Meta ads

- AdEspresso
- BigSpy
- SocialPeta
- PowerAdSpy

Amazon ads

- Sellics (Perpetua)
- ZonGuru
- Jungle Scout

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4. Decide what you will track and set your KPIs

So, now you have an idea of your goals, audience, and how you will get your campaign in front of them, what next?

Before you get to work building your campaign, think about the data you need and how you will measure success. Why should you do this before building your game? Because it will help you design your games in a way that lets you collect those ideal metrics.

Start by considering your goals and break them down into key performance indicators that will enable you to measure the impact of your game.

Some KPIs that you may want to track include:

- **Redemption rate** (vouchers given vs. redeemed)

- **Number of discount codes redeemed**

- **Time to purchase** (compared to average customer journeys)

- **Click-through rates via email or social media marketing** (compared to other campaigns)

- **Conversion rates**

Let's look at an example. If your goal is increasing sales, your KPIs will likely include conversion rates, redemption rates if offering a voucher, and the number of sales.

To meet this goal, you could choose a luck game like wheel of fortune and entice players with a clear incentive like a discount voucher in exchange for playing.

To measure the success of this game, you could look at:

- **Number of times played/repeated**

- **Click-through rates on an advertisement through email marketing or social media**

- **Redemption rate**

- **Click-through rates via email or social media marketing**

- **Sales numbers**

If your goal is data enrichment, you may want to use a personality test, a quiz or a poll to help you understand the audience's interests and preferences. You could measure the success of a campaign like this by looking at average time to purchase, website traffic and dwell time, number of times played or repeated, click-through rates, and marketing permission form submissions.

Did you know?

51% of respondents in our YouGov research said that winning a voucher meant more to them than simply receiving one.
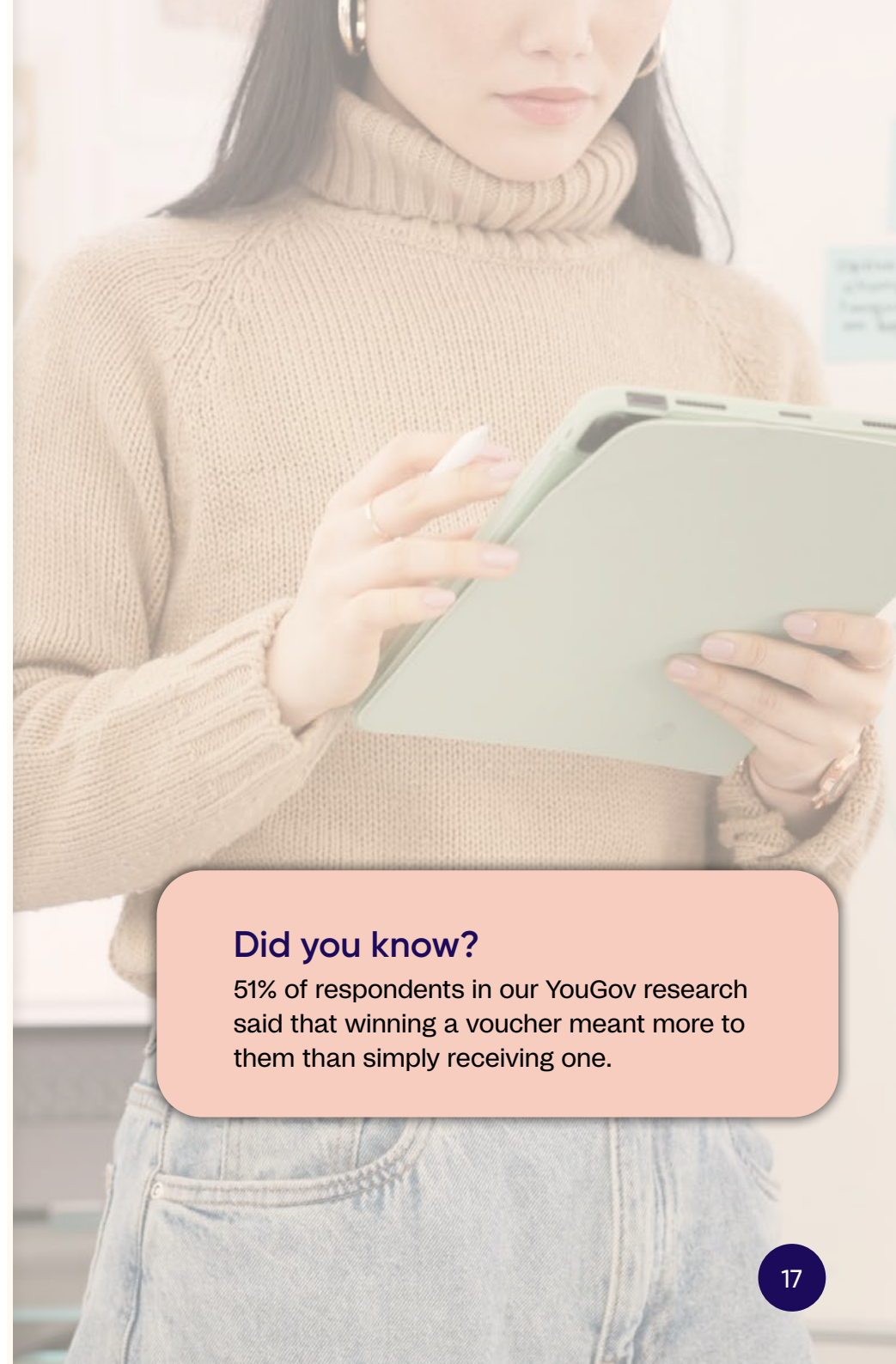
How to collect the right data

Here are some popular game types under each category that you can build with the Playable platform.

- ✔ Google Analytics
- ✔ CRM systems
- ✔ Email marketing tools
- ✔ Social media metrics
- ✔ UTM tracking
- ✔ Google Tag Manager
- ✔ Meta's Pixel integration

So before you launch your campaign, make sure you have all the relevant tools set up and integrated within the gamification platform to collect game and player metrics throughout your campaign.

Don't forget to check your game metrics too! Metrics like game completion rate, registration rate, repeat rate, and time spent will also tell you a lot about your audience's behavior, what resonates with them, what they think about your brand, or what types of products attract them. Playable lets you automatically collect this data so you can combine it with other tools to get a full picture of how your audience interacts with the campaign.

The great thing here is that this data will inform the rest of your marketing strategy, enabling you to improve and build on what's already been successful.
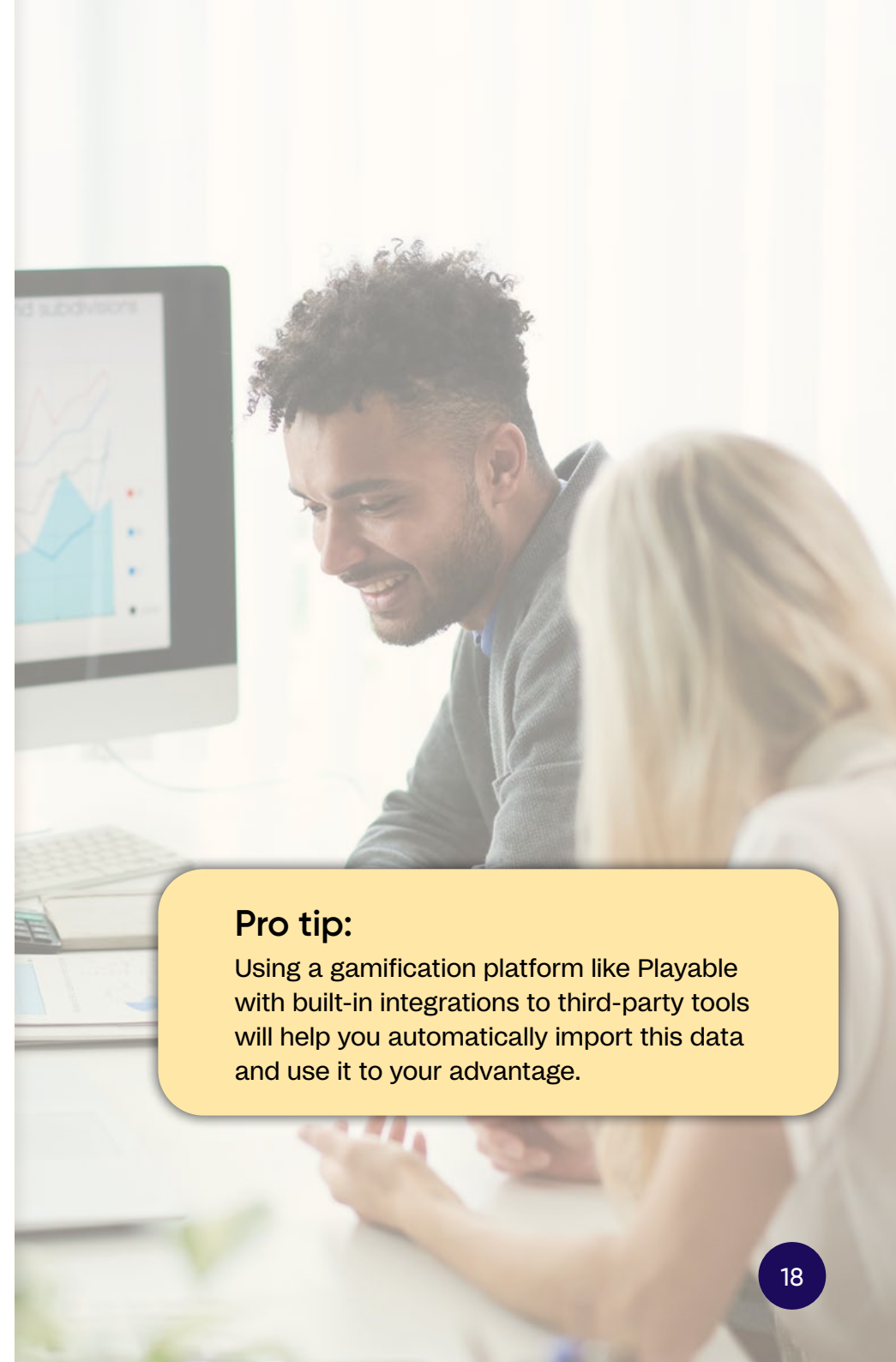
Pro tip:
Using a gamification platform like Playable with built-in integrations to third-party tools will help you automatically import this data and use it to your advantage.

5. Planning your campaigns

Finally, it's time to start planning the rollout of your gamification campaign!

Timing makes all the difference to the success of your campaign. If your campaign coincides with a certain stage in the customer journey, you boost the chances of seeing the results you want.

So let's look at different stages of a typical customer journey:

So let's look at different stages of a typical customer journey:

1. Awareness

Goal: Capture your audience's attention, introduce and educate them about your brand, and drive that initial engagement.

Gamification idea: An eye-catching luck game promoted on social media with the incentive of winning discounts to encourage first-time interactions.

2. Consideration

Goal: Help potential customers explore buying options and move closer toward making a purchase.

Gamification idea: A personality test that acts as a product recommendation tool to help customers decide on the best product for them personally.

3. Conversion/purchase

Goal: Encourage customers to make a purchase.

Gamification idea: A luck or skill game with the incentive to win a discount code as the reward for participation. You can use seasonal campaigns to coincide with peak sales periods or holidays to boost sales and emphasize urgency as a limited time offer.

4. Retention

Goal: Maintain customer interest, keep them engaged and encourage them to return.

Gamification idea: In-app games that encourage multiple attempts and returning users over a certain period of time to win incentives or points.

5. Advocacy

Goal: Maintain customer loyalty and encourage customers to spread the word.

Gamification idea: Polls or competitive skill games that encourage participants to share their score and see how they compare.

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Here are some other considerations for deciding campaign timing:

✓ **Campaign goals:**

Depending on your primary goals, you could either target popular shopping periods like Black Friday or opt for quieter months where there's less competition in your industry to boost sales during slow periods.

✓ **The type of campaign you build**

Different types of games take different amounts of time to make, so it's worth planning well ahead of time to design, tweak, and test your campaign before you launch.

✓ **Advertising costs:**

If engaging in paid advertising, look at the most cost-effective vs. more active months according to your industry or your own account benchmarks.

✓ **Your content calendar:**

Make a note of annual events, peak retail times, and seasonal holidays that will impact your industry and audience. This will help you plan the right time of year to launch your campaign in a way that won't clash with other campaigns you have planned.

✓ **Budget:**

The best time to build and launch a campaign may depend on budget throughout the year. End-of-year/quarter campaigns can help you utilise any remaining budget. If you're marketing in the B2B space, you can even time your campaigns to align with the start of a customer's budget cycle and financial years.

✓ **User activity:**

Choosing times when users are most active, for example, during seasonal holidays, will help to maximize the impact of your campaign. (See what our platform data says are the most popular/least popular months for playing games above). Depending on your brand's niche, you could aim to launch campaigns that coincide with key industry events, festivals, or celebrations.

For example, a sports brand may want to time their campaign with a major sporting event or a pet shop could time their campaign with a National Pet Day to aid promotions.

How long does it take to build a gamification campaign on the Playable platform? Check out the table below!

In Playable's YouGov research, we found that consumers are 56% more likely to click a gamified ad over a normal static one.

Quickest campaigns to build	Most time-consuming campaigns to build
Poll 1 hour	**Calendar** 3.2 hours
Puzzle 1 hour	**Slice it** 3 hours
Survey 1.3 hours	**Personality test** 2.5 hours
Quiz 1.4 hours	**Drop game** 2.2 hours
Priority 1.3 hours	**Swipe-it game** 2 hours
Guess the word 1.7 hours	
Scratchcard 1.7 hours	
Slot machine 1.7 hours	

The time it takes to build and design your campaign on a platform like Playable isn't the only thing to factor into your plans. If you're planning a bespoke campaign without a gamification platform, you will likely need designers, developers, copywriters, and marketers to work on each campaign. They will need time for brainstorming, planning, writing, and creating promotional plans, versus working on other marketing activities.

Consider how this investment is stretched over the number of campaigns launched throughout the year and how they tie in with important events, holidays, and purchase behavior.

Data collected through previous campaigns can also help to inform your gamified one – saving time and money associated with collecting new data.

Pro tip:
Using a gamification platform like Playable with built-in integrations to third-party tools will help you automatically import this data and use it to your advantage.

6. Drive post-game actions

So the game is completed, what do you want your audience to do next? If you don't provide a strong, clear call-to-action, it won't matter how fun or well-designed the game is. It won't provide a lasting impact on your KPIs and goals.

Examples of CTAs include:

- ✔ **Find your nearest store (store locator)**
- ✔ **Book a meeting**
- ✔ **Visit the website**
- ✔ **Follow us on social media**
- ✔ **See our offers**
- ✔ **Shop the range**
- ✔ **Use your discount code etc..**

When you design these CTAs, remember that your audience will still need an incentive to follow through on them. Want them to click 'shop now'? Pair that with a limited-time offer at the end of your game to continue their buying journey.

The same goes for asking participants to submit data to a marketing permissions form. A popular method is to ask players when their birthday is with the incentive "to receive a special birthday gift." Birthday offers are a great incentive but also help to build long term customer loyalty and encourage repeat purchases in the future.

Pro tip:
Only ask for data that you have a plan to use. Too many form fields can reduce the submit rate by 6.5% per field in registration rate!

7. Choose a marketing gamification platform

Now, you have your strategy down, a promotional plan, audience information at the ready, let's start building a game!

You have two options here. You could build and code your own gamified campaign or you could choose a gamification platform that does a lot of the heavy lifting.

Most brands find building a game from scratch time-consuming and not cost-effective, especially when planning multiple campaigns.

The best option we recommend is to find a gamification platform.

Look for platforms that:

- ✔ Have lots of different features, including a game designer, integrations, metrics

- ✔ Offer a great user experience with little/no coding knowledge needed

- ✔ Provide great security, particularly when collecting customer data

- ✔ Integrate well with other tools you might be using, such as CRMs or marketing tools

- ✔ Offer quick help guides and human support.

Platforms like Playable can help you create gamified campaigns at scale by using the platform yourself. Customers get access to human chat support plus a customer success manager who can help you plan your gamification strategy and answer any questions. We can help you plan your campaign, build it, track results, and use collected data more effectively.
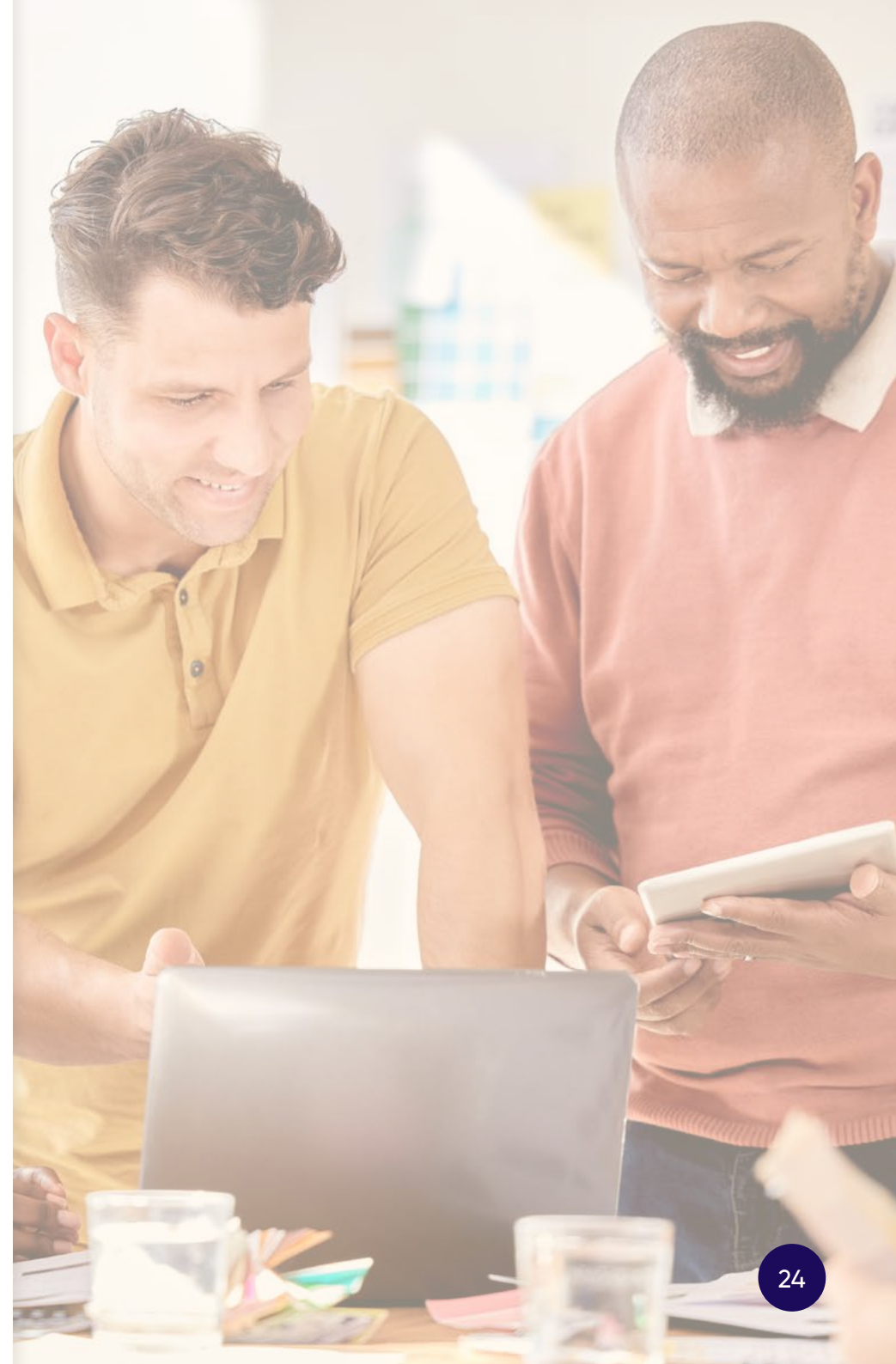
8. Track, analyze, and improve

Now, what's next?

The results are in and the final step of your strategy is to look at what you have learned, analyze how you can do better, and work on improving on future campaigns.

Some key questions to ask and analyze:

- ✔ **Which gamified campaigns performed the best, and why?**
- ✔ **How did gamification work alongside other marketing channels and activities?**
- ✔ **Did you have a clear plan on how you were going to use gamification throughout the year?**
- ✔ **Which KPIs were met or missed? Why?**
- ✔ **What unexpected challenges did you encounter?**
- ✔ **Did you get as many registrations/conversion rates as you expected?**
- ✔ **Have you tracked sales or revenue figures?**
- ✔ **How much time did players spend interacting with your campaign?**

Look at the metrics you have tracked and try to determine what they can tell you about your campaigns.

Here are some examples:

Metric	What it could mean	Actions to take
Low registration rate	Promotional strategy issues	Retarget to more relevant platforms
Low participation rate	Too many form fields or no clear incentive	Reduce the number of form fields and make the incentive clear
Low game completion rate	Your game is too long or challenging	Adjust the game design

Pro tip:
Playable's platform provides deep insights into game performance. Use them to refine and optimize your gamification strategy.

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How to drive tangible results with your gamification campaigns:
examples from other brands

The best goals are specific, measurable and have tangible impact. While boosting revenue may be the pinnacle, a super specific marketing goal will ensure you're showing real value and impact and help you plan the best campaign.

As part of your marketing strategy, gamification might not address all of your marketing goals but it can impact many of them, while supporting your wider business strategy. Think about how your campaigns align with other marketing activities and how they can work alongside or further enhance the impact of other parts of your strategy.

Some of the most common goals for a gamification campaign include:

- Collecting marketing permissions
- Data enrichment
- Boosting sales
- Driving repeat purchase

So let's take a closer look at each of these goals, which games work best, and how brands like you have used gamification to hit their goals successfully.

1. Use gamification to collect marketing permissions

When your primary goal is to collect zero-party data from your audience to use for future marketing campaigns, you will need to build an engaging game that grabs attention. Use an attractive prize or incentive that you know your audience will love and place that front and center of your promotional content.

To ensure signups from interested consumers, place a lead form BEFORE the game and include a mandatory checkbox to consent to marketing communications.

Here are some of the games that statistically work best for collecting marketing permissions, based on unique registration rate:

72% Roulette

72% Video quiz

63% Rock, paper, scissors

62% Puzzle

61% Guess the picture

60% Prediction

59% Memory game

58% Shell

57% Slot machine

54% Roll the dice

How Home A/S got more people to sign up for their marketing communications

Game type:
Scratchcard

Prize:
Win tickets to the festival

How they collected data:
Mandatory checkbox to participate and receive marketing communication

Key takeaway:
You can tie your gamification strategy to popular events or cultural moments to maximize engagement.

Use enticing rewards to encourage participation while integrating smart data collection tactics, like mandatory opt-ins, to grow your marketing reach and customer insights effectively.

2. Use gamification for data enrichment

If your goal is to enhance the data you already have for future marketing activities, games like quizzes and polls can help you learn more about your audience.

These game types can also help you learn more about previous customers to encourage repeat purchases or to collect further data after the initial interaction. One way to do this is to offer personalized prizes based on your audience's quiz answers.

Did you know? 41% of consumers say they would share zero-party data in return for a better, more personalized experience.

What games work best for data enrichment?

These games work best for this specific goal because the answers your games collect from players can indicate their interests, shopping preferences, and buying behaviors.

- Personality test
- Quizzes
- Swipe-it games
- Polls
- Surveys

How Orion Pharma got to know their audience better

Orion Pharma, a Finnish pharmaceutical company, used a game to collect customer preference information to learn more about their usage of different products. This data could then prove useful in future campaigns to make them more targeted and effective.

Game type:
Swipe it game

How it drove sales:
Collected preferences on audience interest in specific product categories

Key takeaway:
To make the most use of this type of data, use integrations between your gamification platform and your CRM, email, and marketing tools.

3. Use gamification to drive sales

Engaging game campaigns with relevant and desirable prizes can give your sales figures a boost. Try using a lead form after the game is completed with a clear incentive for players to sign up for marketing emails, for example a discount code.

Best prizes to drive sales:

- Discount codes
- Free shipping

Pro tip:

Use personalized prizes based on game interactions. In Playable, you can utilize game data to tailor prizes and discount codes for each player's preferences.

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How Iconic London drove sales with gamification

British makeup brand Iconic London used a gamified campaign to engage customers and encourage them to make purchases with a clear incentive.

Game type:
Wheel of fortune

Prize:
Winners can earn discount codes, money off their orders, or free shipping

How it drove sales:
Games ended with a clear CTA to use their prize and shop

Key takeaway:
Use gamification to create a fun, engaging shopping experience with clear incentives. A prize-driven approach, like a wheel of fortune, encourages immediate action, especially when paired with a strong call-to-action that directs winners to redeem their rewards and make a purchase.

4. Use gamification to drive repeat purchase

Campaigns that work well in driving repeat purchases include regular marketing to existing customers through in-app games or notifications and follow-up emails that offer discount codes for your next shop in exchange for playing a game. Another way is by using repeatable campaigns that encourage and reward future engagement.

Games that are statistically most likely to be replayed to increase the chance of winning a prize (according to game repetitions data):

6.5 Calendar

5 Roll the dice

3.7 Snake

3.6 Place the item

3.3 Shoot it

2.9 Prediction

2.7 Slice it

2.4 Wheel of fortune

2.1 Priority

2.1 Drop game

How Sokos got customers coming back for more

Sokos, a department store chain in Finland used gamification to encourage buyers to come back and make repeat purchases.

Game types:
Drop games, personality test, scratch card, pop-up, wheel of fortune, memory game

How it encouraged repeat engagement and purchases:
Sokos used specific goals and tools to track results and achieved a 3.5% conversion rate

Key takeaway:
A diverse mix of gamification formats can keep customers engaged and encourage repeat purchases. By setting clear goals and tracking results, like Sokos did, you can measure success and optimize your strategy.

About Playable

The marketing gamification platform

Playable is the gamification platform for marketers. We transform engagement into action, data into insight, and brand moments into measurable impact, with interactive marketing experiences that captivate and convert.

Our flexible Saas platform allows marketers to create, tailor and deploy marketing gamification campaigns at scale to 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, Helsinki, and London inspire marketing where play means business, every day.

Get in touch

hello@playable.com

playable.com

playable

Useful resources for planning your gamification strategy

🔗 **Plan your gamification strategy for 2025**
- Webinar

🔗 **How to use gamification to increase sales**
- Blog post

🔗 **Winning with seasonal marketing**
- Guide

🔗 **The benefit of always on campaigns**
- Blog post

🔗 **Driving sales with gamification**
- Webinar

🔗 **Unlocking the potential of zero-party data with Playable campaigns**
- Webinar

🔗 **Retail Sales Calendar Year for 2025 to 2027**
- Blog post