



B2B marketing & gamification: Inspiration guide

7 B2B playable marketing campaigns to inspire!



playable

playable

Foreword

Welcome to the B2B marketing & gamification inspiration guide, showcasing 7 outstanding B2B gamified campaigns that have truly excelled on different levels.

Contrary to the belief that gamification is better suited for B2C, these campaigns prove otherwise. We've delved into an array of B2B campaigns and discovered that the registration rate for B2B campaigns is an impressive 82%, surpassing our platform average of 67%. Additionally, the game start rate for B2B campaigns stands at 73%, compared to the platform average of 62%. In other words, B2B and gamification are a powerful duo that can deliver exceptional results.

In this guide, we explore real-world examples showcasing the impact of gamification in B2B marketing. These campaigns demonstrate how the fusion of creativity and interactive experiences can elevate engagement, generate leads, drive results, and reshape the B2B marketing landscape.



Andreas Fabricius
Co-CEO and CCO
Playable

Grundfos's installer swipe it challenge



Largest pump manufacturer in the world

Grundfos' swipe it challenge was part of a broad marketing campaign - including articles, videos, and this swipe it game. The aim was to gain new marketing permissions while educating Grundfos' potential customers on their product offering. Grundfos knew based on previous experiences that gamified campaigns generally perform well with the pump installers audience.

The campaign had 5 true or false questions, where participants would swipe left to answer "no" and right to answer "yes." Each question was meant to generate awareness around a specific product or service Grundfos provides. Participants had a higher chance of answering right if they read the articles or saw the videos related to this campaign. To be entered into the prize draw, installers had to answer all 5 questions correctly.

Audience

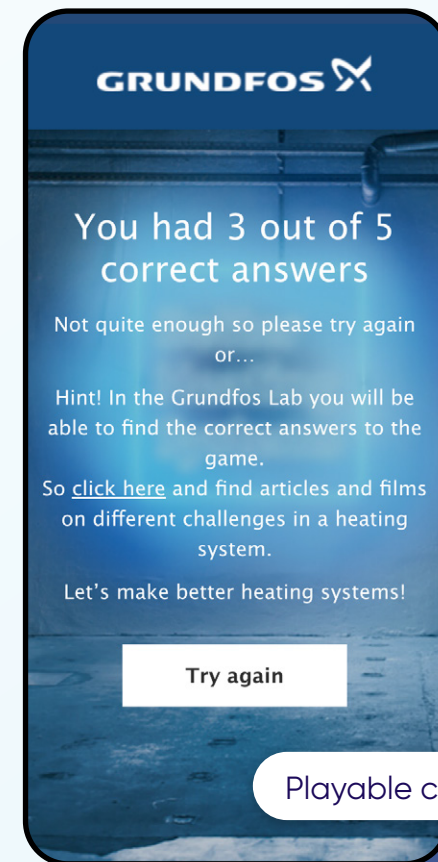
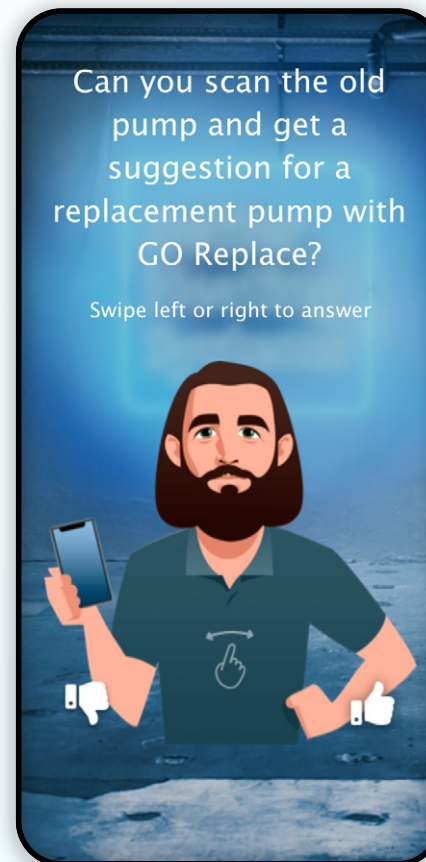
Heating systems installers

Incentive

6 prizes, including an Apple iPad and 5x Amazon vouchers.

Marketing objectives

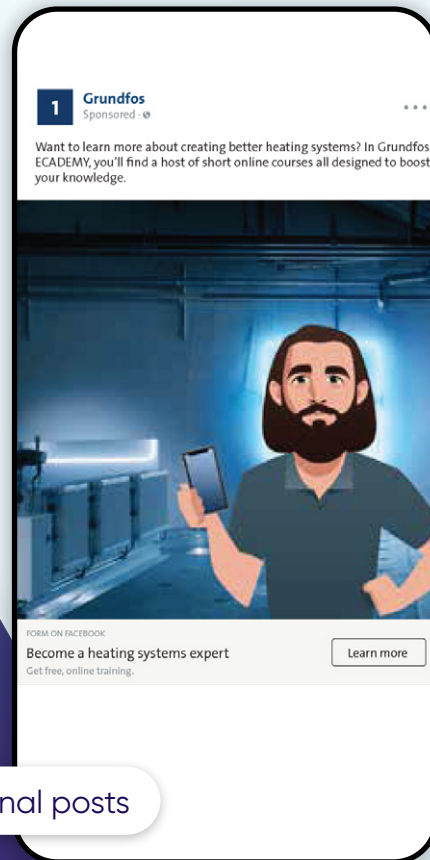
- 1 Acquisition
- 2 Engagement



Playable campaign

Promotion strategy

The campaign was primarily promoted through email newsletters, supported by Facebook advertising in selected countries.



Promotional posts

8600+
registrations

4600
marketing permissions
from 11 countries

3000+ 
clicks to the "End Game"
button leading to
Grundfos' website

Qiagen's quiz for the Solid Tumor Summit



Provider of advanced molecule testing & pharmaceutical research

Qiagen hosted the Global Solid Tumor Summit in 2023, bringing together cancer researchers, oncologists, data specialists, and cancer survivors to discuss their experiences and insights in solid tumor research and diagnostic testing.

Qiagen aimed to use a gamified campaign to educate and engage participants who registered for the virtual event. They opted for a comprehensive quiz designed to educate participants about solid tumor biomarkers and molecular testing. The quiz comprised 10 questions targeted at experts, with participants given only 10 seconds to answer each question. At the end of the quiz, participants were encouraged to challenge their colleagues.

Audience

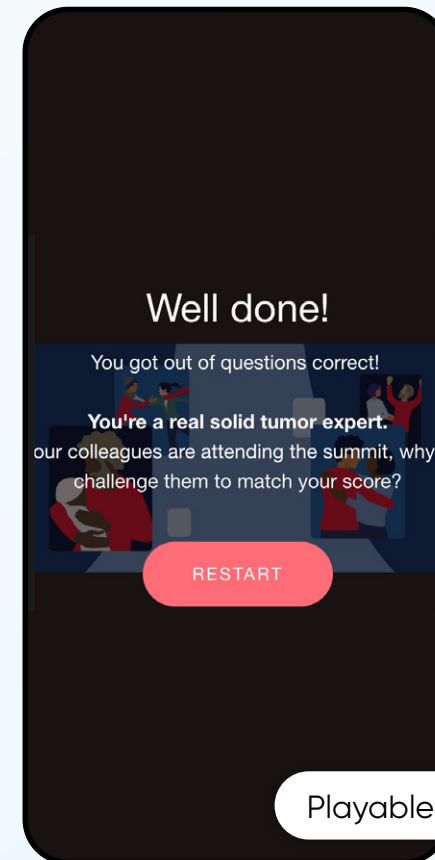
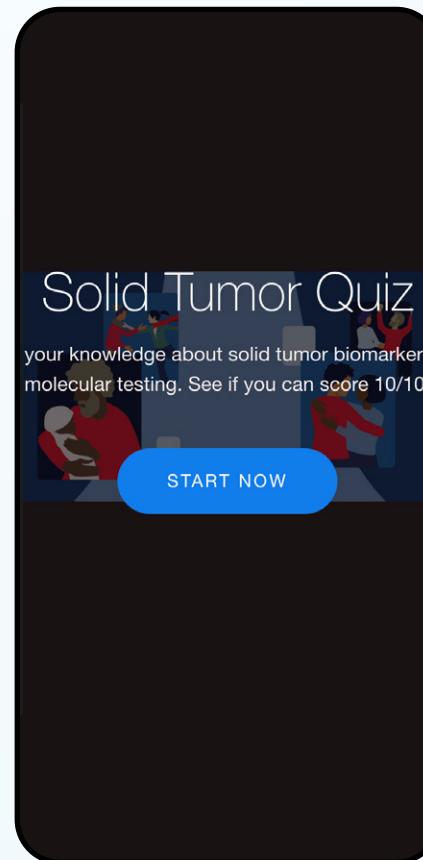
Attendees of the Global Solid Tumor Summit

Incentive

This campaign used the simple reward of learning more about the topic, and being tested and challenged.

Marketing objectives

- 1 Engagement
- 2 Brand awareness



Playable campaign

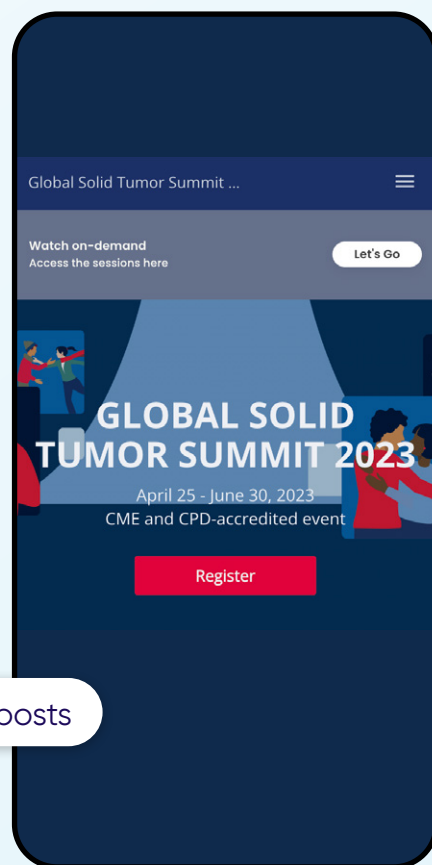




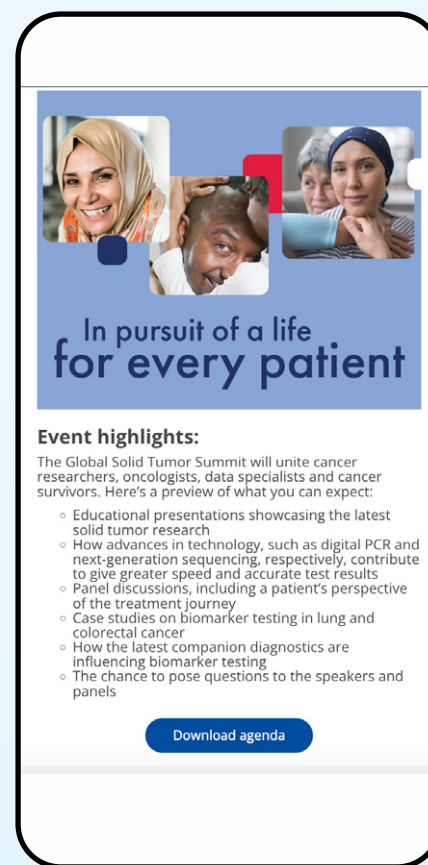
Provider of advanced molecule testing
& pharmaceutical research

Promotion strategy

They primarily employed email marketing to promote this gamified campaign, focusing on participants who had already registered for the event. They also had a tab called 'Quiz' in the event's landing page menu bar.



Promotional posts



12%
email open rate
(The company benchmark is 10%)

3%
email click-through rate
(The company benchmark is 1,8%)



Danfoss' installer and consumer quizzes



Engineering solutions provider

Utilizing the momentum of the energy crisis, Danfoss aimed to raise awareness about their energy-efficient solutions for both end-consumers and installers, while also educating installers on how to optimize heating systems.

To achieve this, they created two specific landing pages—one for end-consumers and one for installers. Each landing page featured an installer and a consumer quiz, along with additional content such as infographics describing potential savings, tips & tricks for both consumers and installers, eLessons, whiteboard animations, articles on energy efficiency, and installation videos.

The end-consumer quiz comprised 5 questions about adapting heating habits to save energy, while the installer quiz included 8 questions to assess installers on the best ways to optimize their customer's heating systems.

Audience

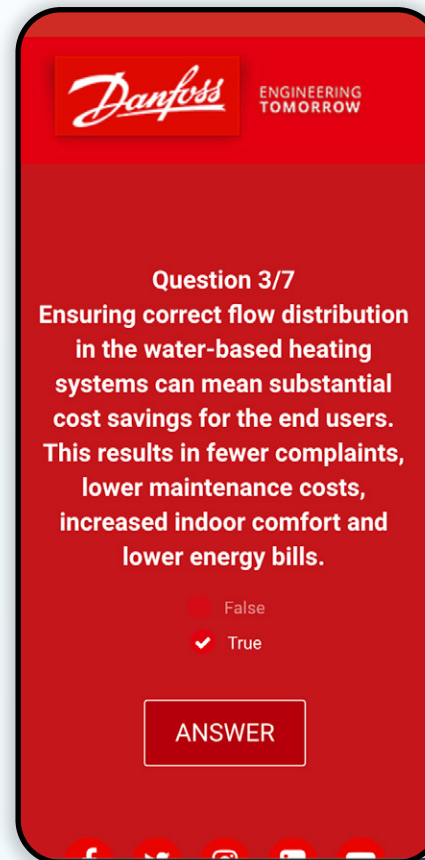
Heating systems installers

Incentive

Participants were incentivized by the hope of learning a trick or two about energy savings.

Marketing objectives

- 1 Engagement
- 2 Loyalty



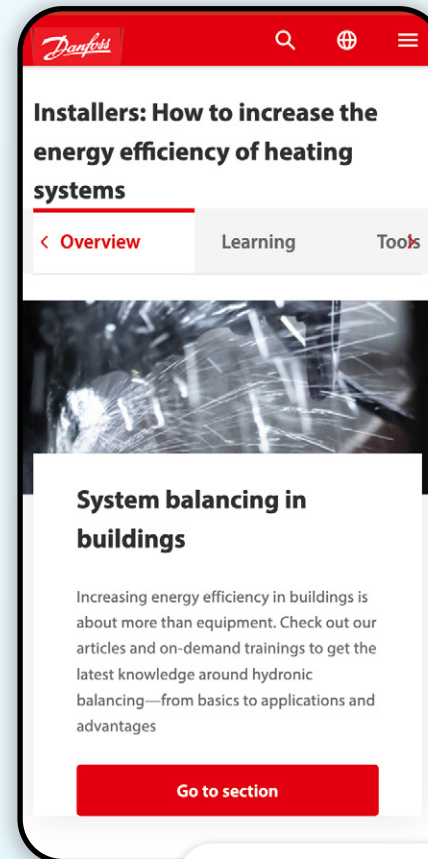
Playable campaign



Engineering solutions provider

Promotion strategy

The promotion strategy was launched in 3 phases over a period of 15 months. The primary tactic was to use social media campaigns targeting different audiences (installers & consumers), but also social selling, live streams, and webinar sessions focused on the energy crisis.



Promotional posts

Phase 1 and 2

20M
social media impressions
(Consumers: 15M - Installers: 5M)

113K
unique landing page visits
(Consumers: 83K - Installers 30K)

1/3
engaged with the landing
page content
(Consumers: 36% - Installers (29%))

23,5K
clicks to the quizzes
(Consumers: 15K - Installers: 8.5K)



Wavin France's plumber quiz



Global manufacturer
of plastic pipes

From March 11th, which is Plumbers' Day, to March 31st, Wavin France wanted to run a marketing campaign targeted towards their core audience: plumbers.

This specific campaign had two main goals: gain new leads and generate awareness around the benefits of Wavin's solutions. Before starting the quiz, participants were shown the prize to incentivize them, and then they were presented with a quite lengthy registration form to ensure Wavin France had the right contact information about each participant - leading to rich customer profiles.

The quiz included 3 questions, and every participant was included in the draw, regardless of whether they answered correctly or not.

Audience

Plumbers

Incentive

A Wonderbox (which included 2 nights in a hotel with breakfast and dinner included, with over 1200 different trip possibilities).

Marketing objectives

- 1 Acquisition
- 2 Brand awareness





Global manufacturer
of plastic pipes

Promotion strategy

Paid ads on both Facebook and Instagram were used with specific targeting to plumbers, as well as organic posts. Additionally, they conducted an internal presentation of the game to their sales team and included it in their email signatures.



Promotional posts



290K+
impressions

4450+
clicks

CPC
of only €0,15

4450
sessions

677 🙌
leads
(of which only 8% were disqualified)

Vaillant group's Easter shell game

The main goal of the Vaillant Group Easter campaign was to engage their audience, including their partners and dealers, in a fun and playable way using gamification.

They wanted something easy and rewarding, but also not time-consuming. Plus, they aimed to gain marketing permissions, including the missing permissions from some of their partners and dealers. The game was simple: by filling out a registration form, participants could then play the shell game. In their shell game, Vaillant Group hid a logo under one of 3 cups.

The cups are then shuffled, and participants needed to guess where the Vaillant Group logo was hiding at the end. By picking correctly, participants were added to the final draw.

Audience

Vaillant's partners as well as heat pump installers

Incentive

An Easter basket including gifts such as a water-resistant cooler backpack and a picnic blanket.

Marketing objectives


- 1 Engagement
- 2 Acquisition

VAILLANT GROUP

Global developer of products for heating, cooling and hot water.

Deltag i Vaillants påskespil


Hold øjnene på haren og vind en af vores lækre påskepakker!



Påskepakken består af:

- 1x Vandafvisende kølerygsæk
- 1x Trådløs bluetooth højtaler
- 1x Picnictæppe af blød fleece
- 1x Luksus badehåndklæde
- 1x Effektiv og moderne termokande

Hold øjnene på koppen hvori haren gemmer sig!



Start

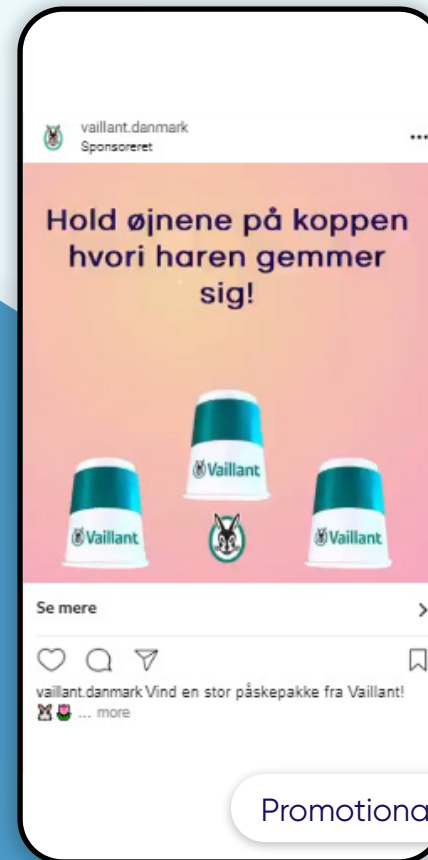
Playable campaign

VAILLANT GROUP

Global developer of products for heating, cooling and hot water.

Promotion strategy

They promoted the game using email marketing via their partner newsletter and used paid ads on Meta with a specific budget.



Promotional posts

Denmark only

1348
sessions

192
unique registrations

2 minutes 54 seconds 
per visit

24
hours in total spent with the brand

EG's personality test on a new accounting law



Market leading vendor of vertical specific software for private and public customers

Since July 2022, a new updated framework law for bookkeeping in Denmark has been in force, challenging both accountants and suppliers of accounting systems.

To help their audience, EG developed a quiz to test participants' understanding of the new accounting law. The quiz includes 5 questions on the subject and helped participants find out if they need a little more knowledge around the new law.

To participate in the quiz, users needed to fill out a registration form first. At the end, there was a powerful call to action: "Are you in doubt whether your accounting system meets the new digital requirements? Then contact us below!"

Audience

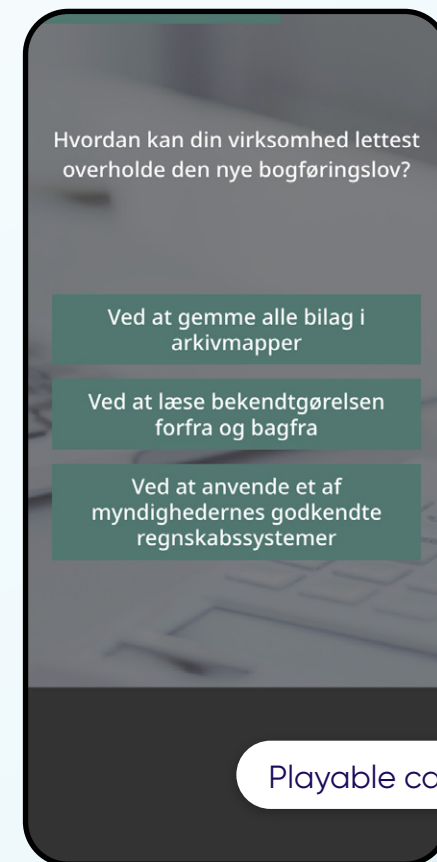
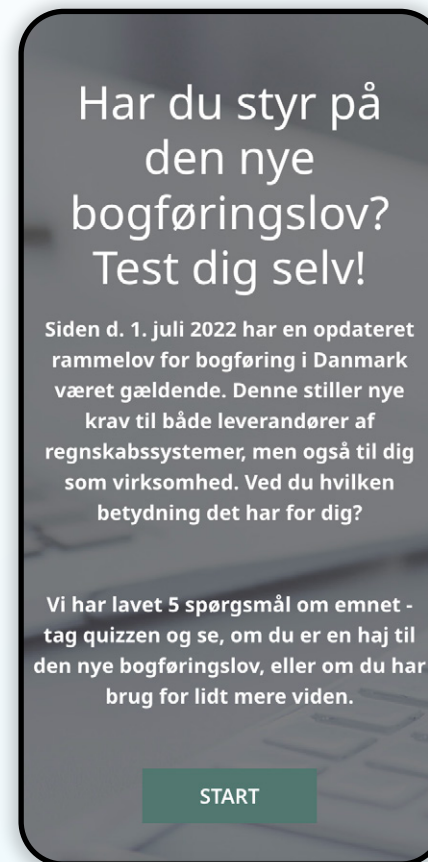
Accountants & suppliers of accounting systems

Incentive

The simple reward of testing your knowledge to see if you knew enough about the new law.

Marketing objectives

- 1 Engagement
- 2 Retention

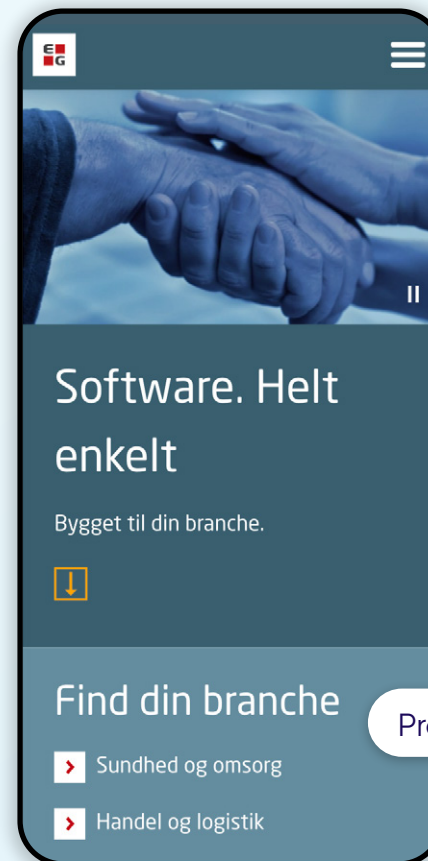




Market leading vendor of vertical specific software for private and public customers

Promotion strategy

EG used paid ads through Facebook and also promoted the quiz on their social media accounts and on their website.



1400 
visits from Facebook

140+
registrations

9
clicks to the final
contact us button

Promotional posts

Playable's slice the boring campaigns game

Our own marketing team was looking for a way to attract event participants to their booth at a very busy Danish ecommerce tradeshow - E-handelskonferencen - while also showcasing our platform.

They decided to use a fun and engaging slice it game where participants would try to slice all the boring campaigns while avoiding to slide the engaging and gamified ones. To participate, event attendees would have to fill out the very short registration form, which included their full name and email address only.

Players had 45 seconds to collect as many points as possible, and all winners could collect a small prize at the Playable stand. Plus, a big winner would be drawn at the end of the conference.

Audience

Marketers

Incentive

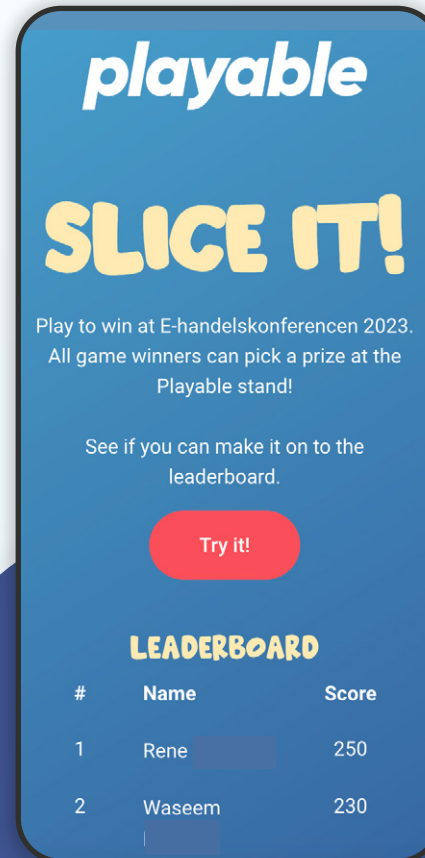
1 big prize of Apple AirPods, along with lots of small merch prizes, chocolates, and candies available at the stand.

Marketing objectives

- 1 Acquisition
- 2 Engagement

playable

Gamification platform for marketers - our own marketing is also B2B!



Playable campaign

playable

Promotion strategy

The game was promoted on a big screen at the stand, showcasing the leaderboard, as well as flyers and posters around the event – and used in conversations with the sales team.

Visitors could play on their own device via the QR code, or on an iPad at the stand.



game at event



Promotional poster

296
sessions

116
unique registrations

2 minutes 34 seconds
per visit

Average of 2,35 🙌
games played per registrations

Get in touch

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playable.com

playable