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eCommerce Guide to Gamification Marketing

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Fueling growth for more than 1000 businesses worldwide



1 Why gamification works in eCommerce

Gamification isn't hype — it's a proven strategy that drives engagement, conversions, and loyalty.

Adds novelty and interactivity that can break friction in the buying process.

60% of consumers say that engaging shopping experiences influence their purchase decisions.

Source: Salesforce "State of the Connected Customer" report.

Push specific behaviors like upsells, reviews, and app installs.

Gamification drives participation and conversion increases of **15–30%** on average.

Source: Deloitte Digital.

It boosts customer retention and loyalty.

Customers who participate in gamified loyalty programs are **47%** more likely to stay loyal to a brand.

Source: Snipp Interactive via Business Insider.

2 eCommerce Gamification Goals & Game Strategies

Turn casual visitors into loyal customers with gamification tailored to every stage of the buyer journey.

From grabbing attention at the top of the funnel to driving conversions and building loyalty, gamified experiences like spin-the-wheel pop-ups, scratchcards, and mystery boxes help you guide shoppers through a playful and personalized path to purchase.

Align your campaign goals—whether it's growing your email list, boosting sales, or rewarding repeat customers—with the right game formats that spark engagement and deliver measurable results.

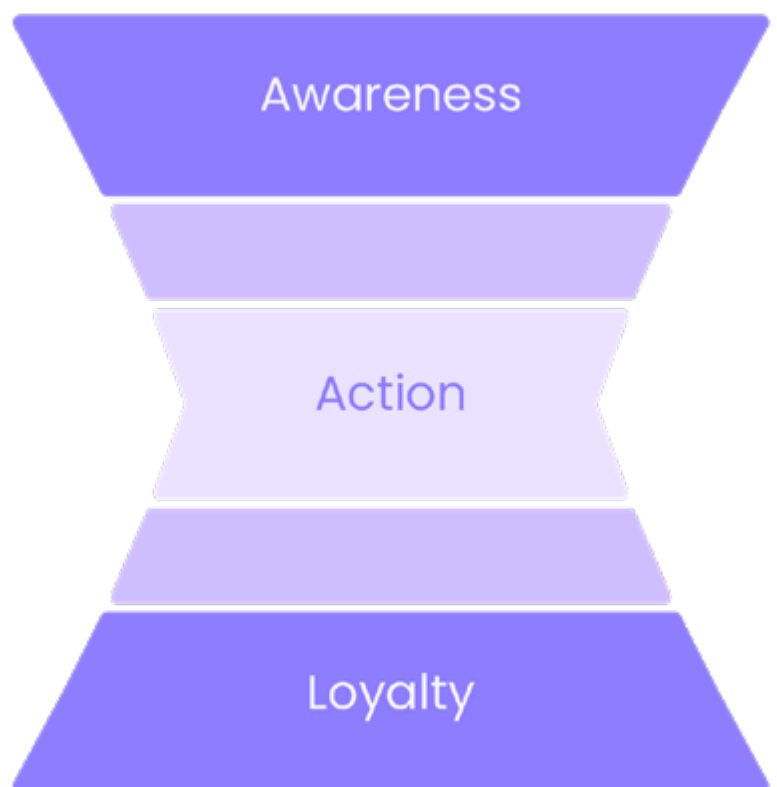
2.1. Brand engagement

2.2. Lead generation / newsletter subscribers

2.3. Data enrichment for personalization

2.4. Customer activation

2.5. Loyalty & rewards programs



2.1. Brand engagement

Goal: Strengthen brand engagement by increasing the time shoppers actively spend with your brand—boosting both customer interaction and your site's SEO performance.

Recommended formats:



Product Recommendation



Gamified Pop-up



Swipe it



Drop

Why it works:

This journey turns browsing into an experience. By guiding visitors through a fun and personalized flow—like a **“Find Your Style” quiz**—you capture attention early, keep them engaged, and provide tailored product recommendations that feel relevant and helpful.

The result? Higher time on site, better conversion rates, and a shopping experience that feels more like personal assistance than a sales pitch.

Example journey:

Homepage -> “Find Your Style” Quiz -> Personalized Result -> Product Recommendation -> Purchase

Tips:

- Add internal links in result pages (SEO boost).
- Use “sticky” formats that take longer to complete.
- Add social share buttons to extend reach.

2.2. Lead generation / newsletter subscribers

Goal: Grow your email list with high-quality, GDPR-compliant leads.

Recommended formats:



Spin the Wheel



Scratchcard



Gift Surprise

Why it works:

Users are 2–3x more likely to share their email for a chance to win something fun.

Example journey:

Social Ad -> Spin to Win -> Submit Email -> Discount Code -> Checkout

Tips:

- Use enticing prize logic (e.g., “Everyone wins”).
- Connect directly to your email tool (Klaviyo, ActiveCampaign, Mailchimp).
- Use double opt-in for quality control.

2.3. Data enrichment for personalization

Goal: Collect zero-party data to personalize marketing and improve segmentation.

Recommended formats:



Personality Test



Product Swipe



Product Recommendation

Why it works:

Games are a non-invasive way to ask for preferences, intent, and interests — directly from users.

Example journey:

Homepage -> Personality Test -> Product Category Preference -> Add to CRM/CDP -> Tailored Emails

Tips:

- Use custom fields (favorite color, usage style, size, etc.).
- Sync with your CRM/CDP (e.g., Salesforce, Segment, Hubspot).

2.4. Customer activation

Goal: Re-engage shoppers before or after they abandon their carts.

Recommended formats:



Mystery Box



Spin the Wheel (Exit-intent)



Scratchcard (Follow-up)

Why it works:

Gamification gives people a reason to return — and an incentive to complete checkout.

Example journey:

A: Visitor leaves cart -> Triggered email -> "Play & Win" -> Discount -> Return to Cart

B: Pop Up (Exit-intent Triggered) -> "Play & Win" -> Discount -> Return to Cart

Tips:

- Automate follow-up via CRM triggers.
- Make it exclusive ("Your cart is still here — and there's a game waiting").
- Combine with urgency (e.g., countdown timer or limited prizes).

2.5. Loyalty & rewards programs

Goal: Reward existing customers and encourage repeat purchases.

Recommended formats:



Slot Machine



Scratchcard (VIP only)



Roll the Dice

Why it works:

Loyalty doesn't have to be boring. Gamify rewards to boost repeat visits and customer lifetime value (CLTV).

Example journey:

Logged-in User -> Monthly Game -> Win Points or Free Shipping -> Redeem -> Return Again

Tips:

- Limit access to VIPs or logged-in users.
- Sync points/rewards to loyalty platforms if available.
- Promote as an exclusive member benefit.

3 Most popular game formats for eCommerce

Format	Best for	Avg. performance boost
 Scratchcard	Newsletter signups, giveaways	25–30% conversion
 Spin the Wheel	Exit-intent offers, popups	20–25% uplift in sales
 Mystery Box	Product discovery, upsells	15–20% engagement
 Slot Machine	Loyalty programs, gamified purchases	20% return visits
 Drop	Holiday/special promo campaigns	High AOV and CTR
 Product Recommendation	Personalized product recommendation	30–35% conversion from quiz to product page

[More games & interactive concepts](#)

4 How to build your first campaign (step-by-step)

1. Choose a goal

- ☐ Brand Engagement
- ☒ **Lead Generation**
- ☐ Customer Loyalty
- ☐ Data Enrichment
- ☐ Sales Growth

2. Pick a campaign format



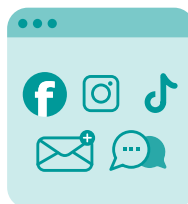
3. Apply your own branding



4. Integrate to your MarTech



5. Publish & promote



6. Monitor result



5 Example game journeys (for inspiration)

1. Lead capture + discount

Game: Spin the Wheel

Trigger: Exit-intent popup

Prize: Discount, give away & consolation prize



Flow: Spin -> Enter Email -> Win

1 Start game

2 Registration



3 Let's play!

4 Reward

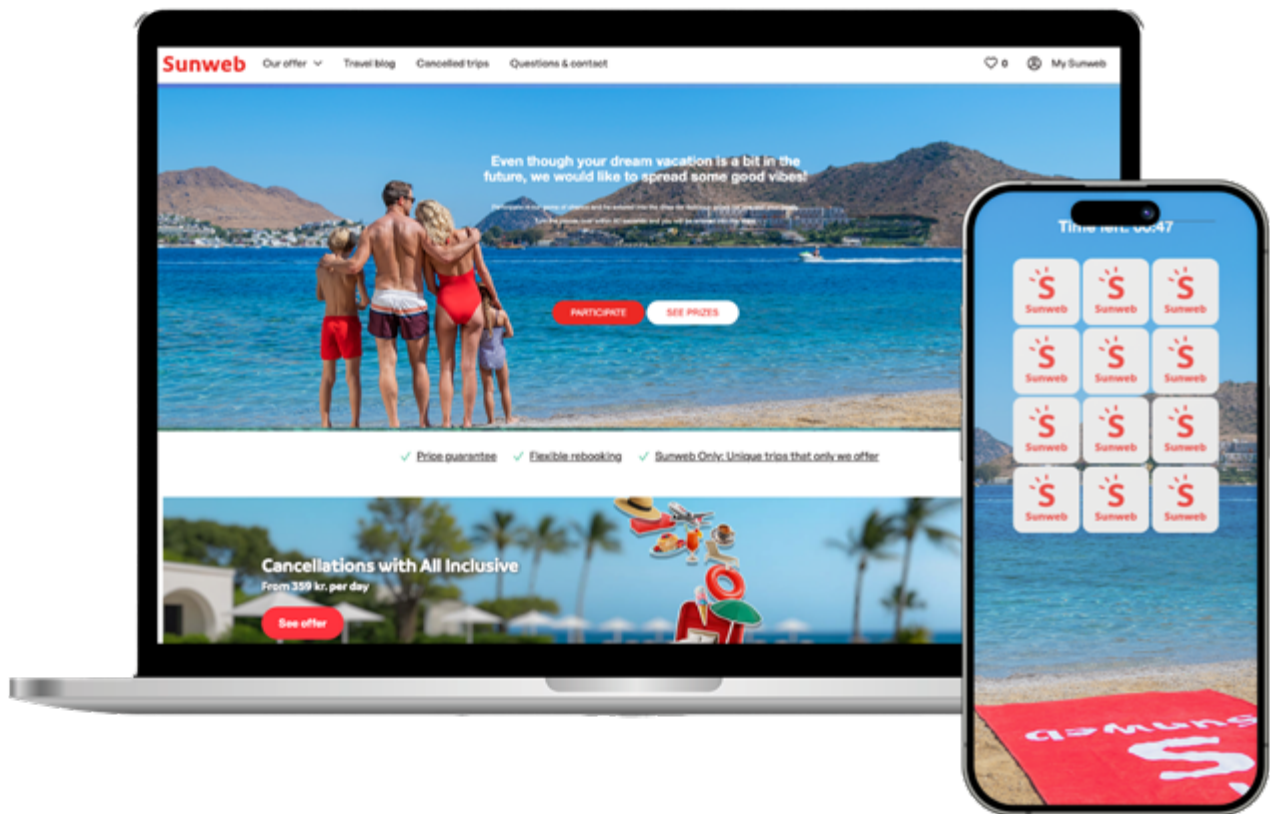


2. Product discovery

Game: Memory Card

Trigger: Homepage banner

Prize: Discount code or enter a draw



Flow: Register -> Play -> Discount Code -> Checkout

1 Start game



2 Registration



3 Let's play!



4 Reward



3. Brand loyalty

Retain your customers and keep them coming back

Game: Mystery Box

Trigger: Social media traffic

Prize: Free shipping, discount code, consolation prize



Flow: Register -> Pick an Option -> Get Reward

1 Start game



2 Registration



3 Reward



6 eCommerce success stories

Customer loyalty

Converting loyalty into sales: POWER's Black Friday campaign

The campaign resulted in a significant gain of 60,000 new email permissions, aligning with POWER's strategy to capitalize on their strong conversion rates from leads to customers.

At the heart of their approach was the MyPower program, designed to incentivize customers with points and rewards for their purchases. To drive engagement and growth, POWER's marketing team introduced a wheel

of fortune game, a tactic previously proven effective in boosting sign-ups and expanding both their email list and the MyPower community. The campaign, spanning from November 10th to 26th and focused on the Danish market, resulted in a significant increase in permissions, with thousands of new entries and 45,697 new members joining MyPower. The enticing benefits of bonus points and discounts were key in drawing people to the loyalty program.

"In my experience, generally over 50% of those who engage in a Scratcher game, whether they're existing customers or new leads, tend to convert within a reasonable period. However, this can rise to as much as 85%, depending on the specific campaign and its outcomes."

Joakim Sigvardt
Group Omnichannel
Director at POWER

POWER



[Read more](#)

Customer loyalty

Jacobsen Møbler's member's club grows from 25K to 120K with interactive campaigns

Jacobsen Møbler experienced a remarkable 380% growth in their loyalty club membership, escalating from 25,000 to approximately 120,000 members. A significant portion of this growth was attributed to the effective use of Scratcher's interactive campaigns. This increase played a pivotal role in expanding the brand's newsletter subscriptions and personalizing customer experiences.

Camila's strategic use of Scratcher involved various campaign formats like the Spin the wheel, Personality Tests, Mystery Box, Scratch Card, and Quizzes. She tailored these campaigns to align with seasonal events such as Christmas, Valentine's Day, and Black Friday, ensuring year-round engagement.

One of the most successful campaigns was the brand's birthday event, which boasted a 45% conversion rate and generated 14,704 participants, and 4,000 new members to the brand loyalty club. This campaign featured a recognizable furniture piece as a prize, sparking considerable interest and engagement.

"Scratcher's platform is incredibly user-friendly. It's an excellent tool for broadening our reach, seamlessly integrating with our website and email marketing. It has significantly impacted our lead generation and increased the loyalty club members."

Camilla Skelgaard

Digital Marketing
Specialist



[Read more](#)

Brand engagement:

How ECOOKING Leverages Gamification Marketing to Strengthen Customer Engagement and Brand Loyalty

The primary objective of gamification at ECOOKING's is to educate and inspire customers while fostering engagement among its core audience—primarily older demographics seeking guidance on skincare routines. For instance, ECOOKING's introduced an interactive skincare test to help customers identify the right products and their application order. This initiative addressed a common customer pain point—confusion around skincare routines—while reinforcing ECOOKING's role as a trusted advisor in the beauty industry.

In addition to its always-on test campaign, ECOOKING leverages gamification tools for seasonal initiatives. During the last Black Friday, the brand implemented a Spin-the-Wheel campaign to engage web shoppers and offer exclusive deals.

ECOOKING's Black Friday Spin-the-Wheel campaign, which ran throughout November, was a highly successful seasonal initiative designed to generate excitement and drive conversions during a critical shopping period. Customers participated in the game to win discounts, free products, or exclusive offers, adding a sense of urgency and fun to the shopping experience.

“In the eCommerce world, gamification allows us to deliver real value to those who participate. They leave not only entertained but also educated, which strengthens their connection to our brand.”

**Martin Vad Rudbeck
Jespersen**

Head of eCommerce and
Digital Media



ECOOKING™
food for your skin

[Read more](#)

Lead generation & loyalty

Wolt's gamification campaign led to holistic upgrades across multiple KPIs

In Wolt's latest winter campaign, the team unveiled a Mystery Box game format designed to captivate existing customers and attract new ones. Over the two-month period, the campaign achieved widespread awareness and significant improvements in key performance indicators, such as: new user sign-ups, order volume, and total transaction value. Also a 16% rise in Wolt Plus members subscriptions was notable. The boost in Wolt Plus subscriptions was a by-product of the campaign's strategy, where it was positioned as a consolation prize, effectively driving these subscriptions.

The campaign really stood out by boosting marketing permissions by 150% compared to the starting figures in November and December. This means Wolt has significantly expanded its pool of potential contacts for future campaigns, starting from a higher baseline. This growth reduces the need for paid ads, making future marketing more cost-effective and direct.

"I believe that gamification in marketing has shown us that campaigns can be much more holistic than we're used to. They can raise awareness for retail, significantly improve our metrics, and draw new users to the platform."

Niels Klevin

Marketing Manager at
Wolt

Wolt



[Read more](#)

Lead generation & data enrichment

Boosting brand awareness with EYDA

How the e-commerce activewear retailer activated 12.000 visitors and reduced their cost-per-lead (CPL) by 35%.

The activewear retailer wanted to create an engaging, interactive experience that fit with their mission and branding. To do so, they created a knowledge-testing quiz focusing on the brand and its new summer collection. Participants were posed a series of true or false questions with an opportunity to win a full training set upon completion.

"Our main KPI was to decrease our total cost-per-lead (CPL) figure—both in terms of generating leads and the total software cost," Fie points out.

"And we set a general goal of generating 5000 leads." To monitor the impact of the campaign, she also applied UTM tracking to track sign ups from a website pop-up and ads across Facebook and Instagram.

"In general, we think about gamification every time we launch a new campaign, because Scratcher helps activate our audience and campaigns even more than traditional advertising! It's a really cool way to engage our customers and a great way to learn more about their preferences for future offers, newsletters, or campaigns."

Fie Lykkeberg

E-commerce specialist,
EYDA

EYDA



[Read more](#)

7 Pro tips for maximizing your trial

- **Start simple**

Kick off with an easy campaign like a Mystery Box or a Spin the Wheel popup to capture newsletter subscribers.

[How to create a Mystery Box campaign >](#)

[How to build a pop-up for lead generation >](#)

- **Add your brand Kit**

Make it yours by uploading your logo, brand colours, and fonts so every campaign feels on-brand. Once you upload your brand assets you can reuse them for building any other campaigns.

[Set up your design kit >](#)

- **Paste the script into your website**

Place the Script: Integrate the script into your website's HTML code at the desired location.

[How to embed Scratcher with a script >](#)

- **Set campaign details**

Decide whether your campaign should run always on or for a specific time window (limited-time offers perform well).

Reminder: After 14 days, your trial ends and you'll move to the Freemium plan with limited features.

[Campaign setup: duration, prizes, access >](#)

- **Use preview mode**

Before publishing, use preview mode to check how your game looks and plays — desktop and mobile.

[How to preview your campaign >](#)

- **Launch!**

You're ready. Promote your game across your site, email, and social channels. Keep it fun, simple, and rewarding — then watch the results come in.

- **Monitor & analyze**

Remember to keep an eye on your analytics



Integrate with Your MarTech

Automatically transfer leads to your webshop, CRM, CDP or EMS.

[Integrate with Klaviyo, ActiveCampaign, Hubspot & more >](#)

Interactive campaign formats



Luck Based Format



Spin the Wheel



Scratchcard



Slot Machine



Spin



Reel



Scratchcard Item



Gift Surprise



Dice



Spin the Bottle



Mystery Box

[See more](#)



Skill Based Format



Mystery Card



Drop



Guess the Result



Guess the Word



Lucky Number



Smash it



Slice it



Tapping



Puzzle



Hit the Target

[See more](#)



Knowledge Based Format



Poll



Vote



Guide



Battle



Personality Test



Swipe it



Product Recommendation



Rating



Quiz by Result



Quiz by Video



Quiz by Answer

[See more](#)



Special Format



Advent Calendar



Christmas Calendar



Calendar



Interactive Image



Scoreboard

[See more](#)

Get **more** out of what you are already doing.

Add an **interactive** layer to your marketing and make you campaigns more **engaging**.

Start Building

Book an expert