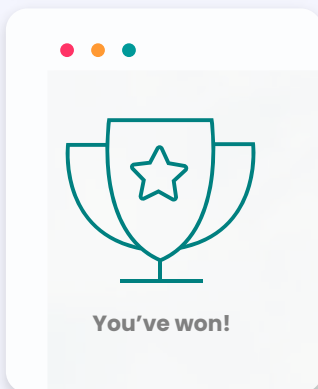


Quick Guide to Gamification Marketing



Go beyond traditional marketing
with interactive campaigns





Introduction

In today's fast-paced landscape, marketers are forced to implement more data-driven strategies in order to encourage user engagement and get ahead of the competition. Brands are turning to gamification marketing to give customers the unique encouragement—and interactive experience—they're looking for.

Did you know? The gamification market is expected to grow to \$30.7 billion and be an integrated tool in all companies in the next 3-5 years. Marketers who already address their customers' individual needs can see an increase in sales, a reduction in costs, and higher levels of brand awareness and customer loyalty when using gamification in their marketing strategy.

So, what is gamification marketing and how does it work?

Scratcher

04

What is gamification marketing?

07

How does it work?

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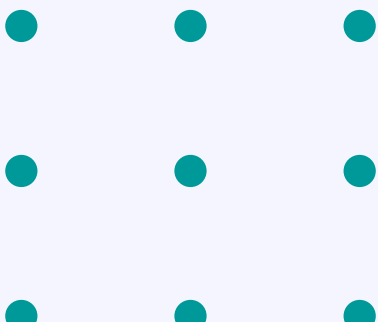
The benefits

15

How to use gamification in your marketing funnel

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What's next?



04

**What is
gamification
marketing?**





Gamification marketing uses interactive elements to attract and retain customers. With principles based in design, psychology, and behavioural economics, gamification is a powerful tool when it comes to engaging both customers and employees. It builds on the power of karma - when people receive something (a prize, discount code, or reward points), they feel obligated to return the favour (a name, email, or phone number). In fact, 60% of customers are more likely to buy if they enjoyed playing a game and companies can see a conversion rate up to 7x higher when using gamification.

One of the main benefits of gamification marketing is that both B2B and B2C companies can implement it into their marketing strategy. Some businesses are focused on gamifying at a product level, some use it across their marketing content, and others rely on gamification to encourage positive employee behaviour internally.

No matter your industry or goal, gamification marketing gives you an opportunity to promote your brand in various forms, at all stages of the marketing funnel. Interactive campaigns invoke a level of engagement that cannot be reached by traditional marketing.

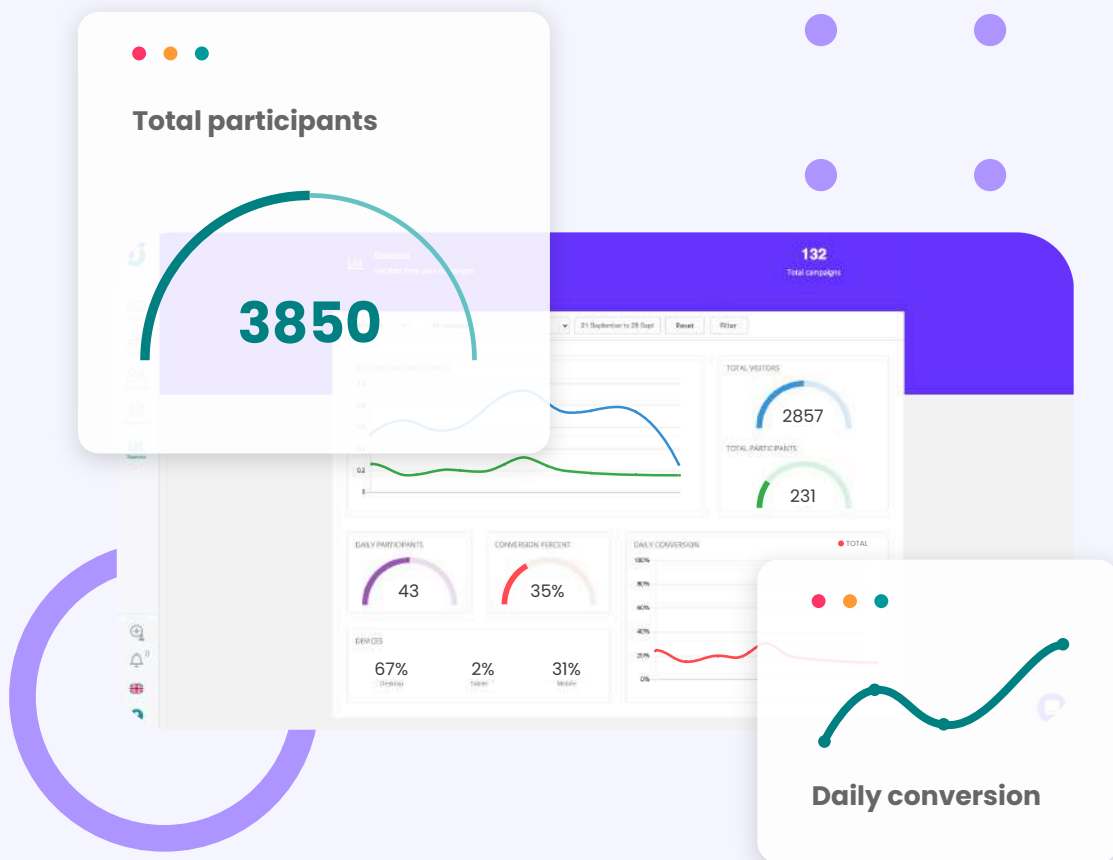


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07

**How does
it work?**





Gamification marketing generates outstanding results by motivating customers to actively engage with your brand. It has been proven that engaging experiences help familiarise visitors with your brand, its products, and its message, and create a positive association for future interactions and purchases.

With customers' active participation, your brand has a greater chance of getting ahead of the competition and, as gamification marketing offers a reward in return for valuable personal information, it also converts at a higher rate than other channels.

“We wanted to see if it could strengthen our email database and attract new customers. The results after just the first campaign showed that using Scratcher was the right choice. We were somewhat surprised that we received almost 15,000 newsletter recipients, in addition to reactivating more than 6,600 which were inactive.”



Mette Sørensen

Marketing Director, Fleggaard

21,000+

21,000 new & reactivated permissions to the customer database

112,000+

112,000 unique visitors clicked on the game page

34,000+

34,000 unique participants – a player only counts as one, no matter how many times they play the game

10

The benefits





1. Increase reach

Gamification helps you attract new customers, turn idle prospects into engaged leads, and strengthen your existing community. By presenting your products or services in a fun and interactive way, you make it easier and more attractive for people to discover and engage with your brand.

2. Improve brand recall

When using gamification, your audience is actively participating with your marketing efforts. With active participation, new and existing visitors are more likely to recognise your message and remember it, helping your brand stand out in the long term.

3. Engage audiences

Few things work better to increase engagement than an incentive and an engaged audience is more likely to visit your website, make purchases, and recommend your brand to others. Use gamification to motivate your customers toward the next stage in their customer life cycle.

4. Enhance user experience

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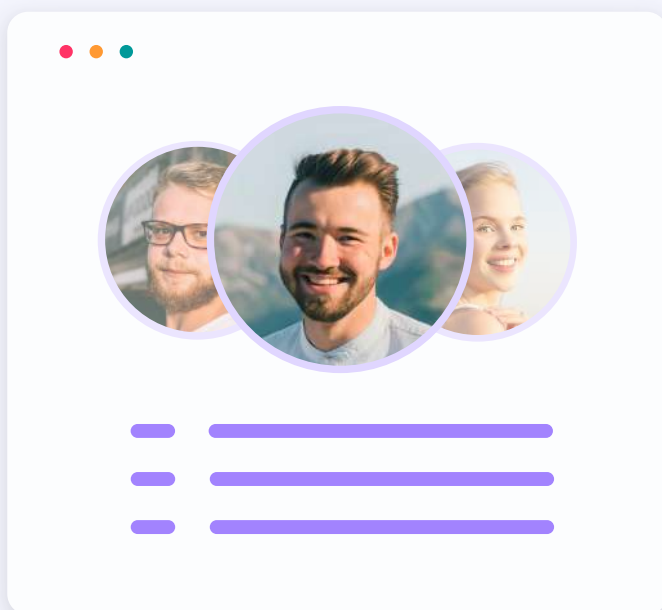


5. Retain loyalty

When using gamification, your audience is actively participating with your marketing efforts. With active participation, new and existing visitors are more likely to recognise your message and remember it, helping your brand stand out in the long term.

6. Boost your sales

Few things work better to increase engagement than an incentive and an engaged audience is more likely to visit your website, make purchases, and recommend your brand to others. Use gamification to motivate your customers toward the next stage in their customer life cycle.



7. Data enrichment

Gamification is an excellent strategy to collect and own first-party data about your audience. From targeting ideal audiences to understanding customer preferences, the insights gained from data collection and enrichment will help you make informed decisions for the long term.

“In summary, I am very happy with the result. It clearly works as a method of acquiring new subscribers and generating sales online. Furthermore, in our most recent newsletter, 33% of the resulting orders were placed by people who had signed up through Scratcher, so the evidence is there that we have created new customers, which is great!”



Joe Donnelly
Marketing Manager, Rascals

275%

257% average increase in monthly newsletter subscribers

35%

35% of all orders in May came from this gamification marketing campaign

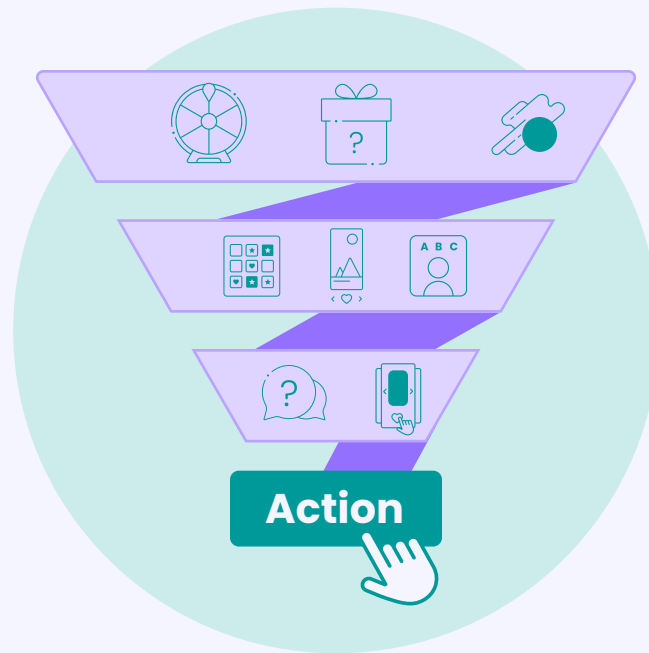
259x

259x ROI – even including marketing spend, cost of prizes, and the cost of Scratcher

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**How to use gamification
in your marketing funnel**





There are many ways to engage your target audience and meet your desired goals with gamification marketing – the only limit is your imagination! This means that you can start small while learning the basics and still generate value.

Gamification can be a powerful tool in your marketing strategy. Start by defining the specific visitor behaviours that you want to influence and map those onto broader objectives and measurable goals that you can enable with interactive experiences. **Pro tip:** make sure to integrate your campaigns with your marketing tech stack to get consistent results and secure your data.

For the **top of your funnel**, entice new customers with engaging, interactive experiences to develop awareness and generate leads. Use straight-forward, yet recognisable game types like **Wheel of Fortune**, **Mystery Box**, and **Scratchcard** to target your audience and begin building your marketing list.

Focus on data enrichment for your **mid-funnel** marketing. Now that you have interested leads, you can develop richer customer data

with games like **Memory Game**, **Product Choose**, and **Personality Test**. These game types familiarise your audience with your brand and its products while allowing you to delve deeper into visitor demographics and individual preferences.

Now that you have gathered valuable, in-depth customer data, you can create highly targeted campaigns with personalised messages. **For the bottom of your funnel**, games that increase conversion—for example, **My Favourites**, **Product Swipe**, and **Quiz**—helps you nurture visitors and highlight known preferences, aiming to move them forward in their customer journey.

Make sure to reward long time loyalists as well! By offering incentives or recognising your top customers, you can build a memorable customer experience and reinforce the emotional connection your audience has with your brand. Consider using multi-game formats like **Christmas Calendar** to strengthen your loyalty program, reward your audience, and reap the benefits of gamification.

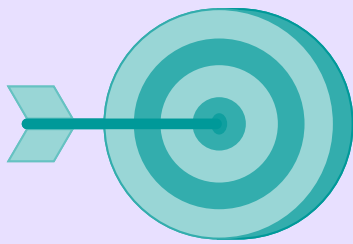
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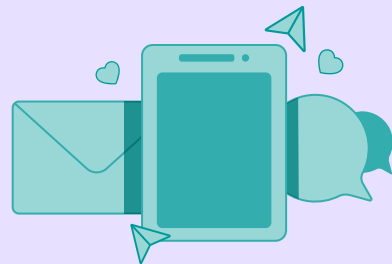
**Make sure to
reward long time
loyalists as well!**



One way to look at your gamification marketing strategy is by considering:



Your target audience



Which channels to use



The duration of the campaign



Your message or CTA



The price



The creative aspect

**Remember, gamification
can be used for more than
just lead generation,
one-time contests, or
seasonal campaigns!**

We highly recommend using gamification across your marketing strategy and suggest you build always-on campaigns that run throughout the year. **The best strategy is to combine campaign-based and always-on initiatives to level up your marketing and increase reach, engage audiences, retain loyal customers, and boost sales across the board.**



“We see high opening- and click-rates in our newsletter and personalised product mails. This is important for both maintaining and attracting new customers. The campaign went above our expectations, and it has also been cost effective on the leads generated, which is an important parameter.”



Alex Backer

Digital Marketing Manager, Toyota

450,375

450.375 OPEN DOORS
– high involvement and engagement

25,241

25.241 UNIQUE PARTICIPANTS
– the average user reopened the calendar 18 of the total 24 days

97%

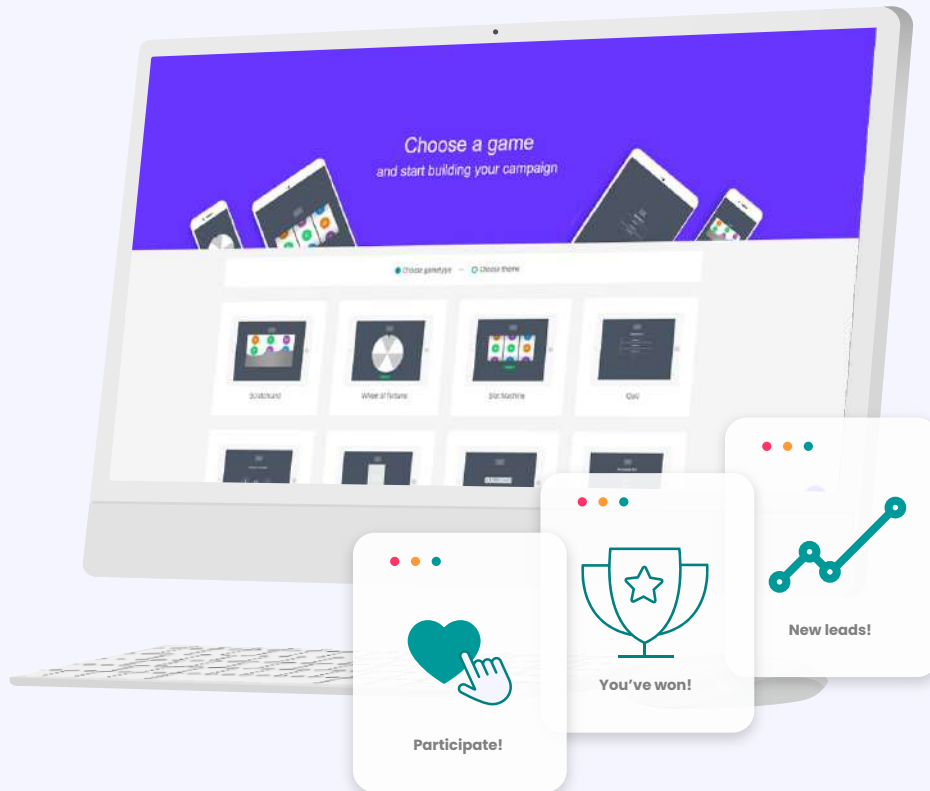
97% CONVERTED
of all the participants who opened the calendar



22

What's next?





Let's work together

Ready to take your marketing strategy to the next level?
We can show you how.

One of the benefits of gamification marketing is the ability to monitor results in real time and from the first interaction. The more recent the data is, the more precise your analysis can be. It can indicate what did or didn't work in previous campaigns and provide suggestions for what you should do more or less of in the future.

Once you've decided on the strategy and concept for your interactive campaign, all that's left to do is bring it to life!

[Create your free account](#)





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