

4 REASONS

WHY YOU SHOULD INCLUDE GAMIFICATION

IN YOUR LOYALTY PROGRAM



+40%

Gamification is the adoption of game mechanics on a website, social media platform or in-app that helps improve customer participation and engagement. **According to Forbes**, “using gamification may increase the newly registered users by up to 40%.” (1)

For a business to thrive in the era of Gen Z, it becomes crucial to incorporate technology in the coolest way possible - and a great place to start is by introducing games into your loyalty program. Here are 4 reasons why!

#1



CUSTOMER ENGAGEMENT

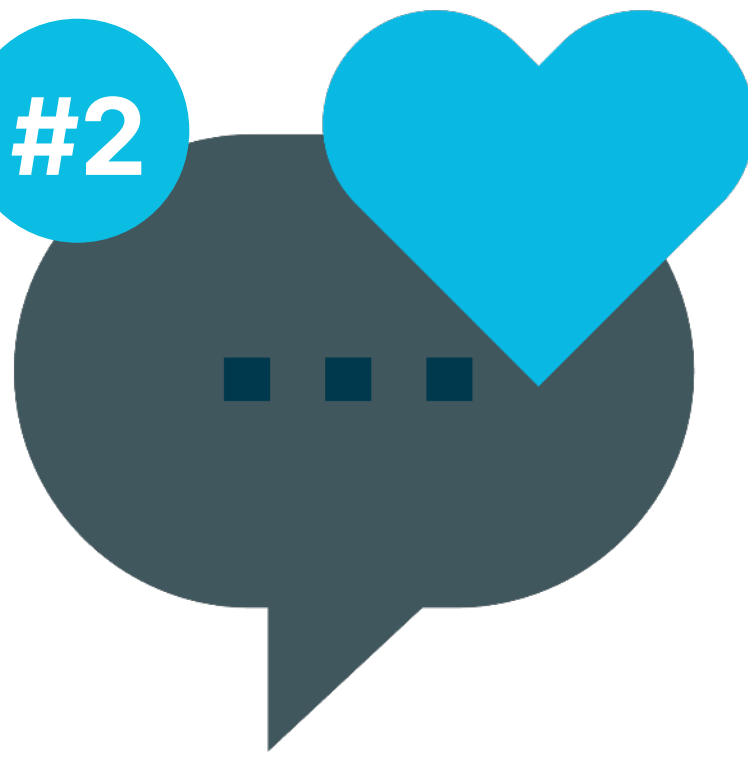
Gamifications are entertaining and irresistible; with competitions, “spin the wheel” or scratch card, you drive and enhance your user experience and create an **emotional relationship** between your brand and your customer.

BRAND AWARENESS AND LOYALTY

Rewarding customers with entertaining games turns them into **brand advocates**.

When your customers feel valued, they’re more likely to post positive reviews and tell their friends and family about your business.

#2



GROWTH IN REVENUE

FORD MOTORS INCREASED SALES BY MORE THAN \$8 MILLION

WHILE DOMINO’S PIZZA INCREASED THEIR REVENUE BY MORE THAN 30%

by letting their customers create their own pizza through their App (2). The conversion rates soar when incorporating gamification.

#3

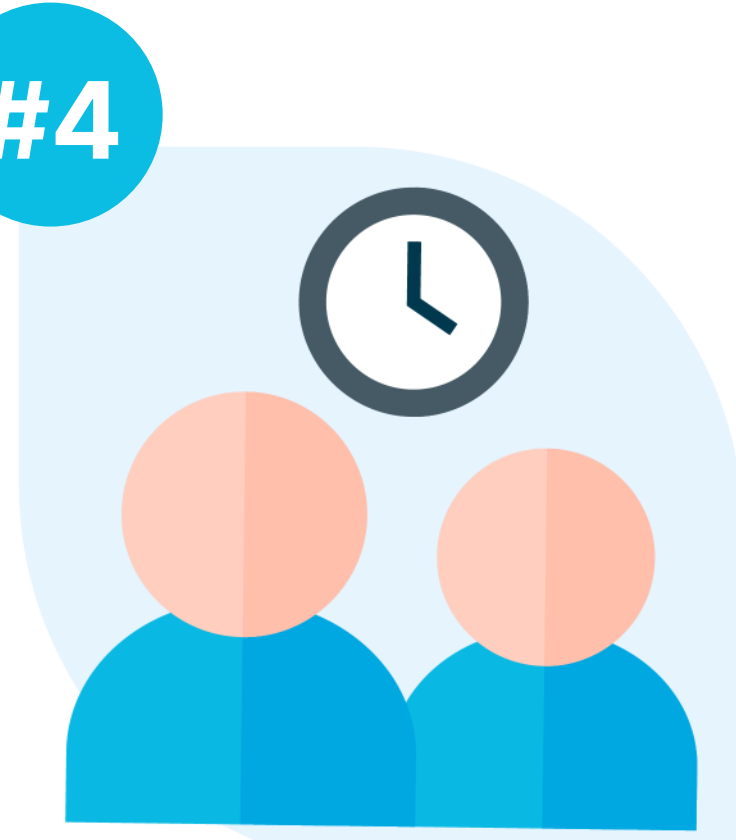


DATA GENERATION & REAL-TIME INTERACTIONS

Customer data is highly valuable for your business and gamification gives rise to more precise results.

The data collected can help drive marketing campaigns and personalized offers. **According to Adobe**, **gamification provides real-time and location-based offers that helps understand customers and shape their behaviour.** (3)

#4



Sources:
 (1) <https://www.forbes.com/sites/ninaangelovska/2019/01/20/gamification-trends-for-2019-making-room-for-game-elements-in-politics/?sh=616b8e452a77>
 (2) <https://www.forbes.com/sites/scottdavis/2012/06/21/getting-apps-right-how-dominos-is-beating-the-odds/?sh=4a2b7b0f78a5>
 (3) <https://blog.adobe.com/experience-cloud/personalization/gamification-in-internet-of-things-customer-experience/>