

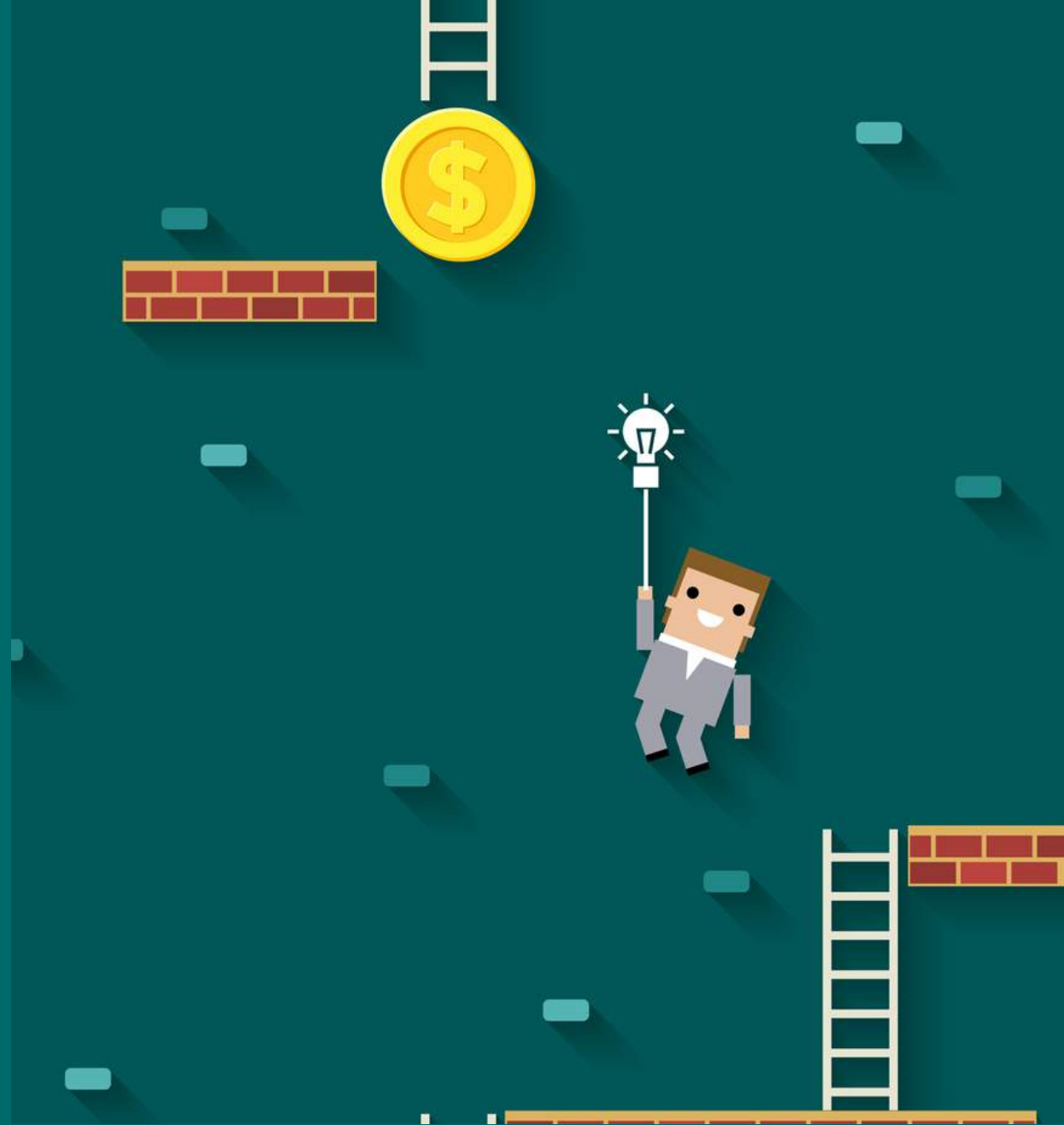
# Gamified Promotions: Increasing Conversions for Digital Marketing



# What are Gamified Promotions?

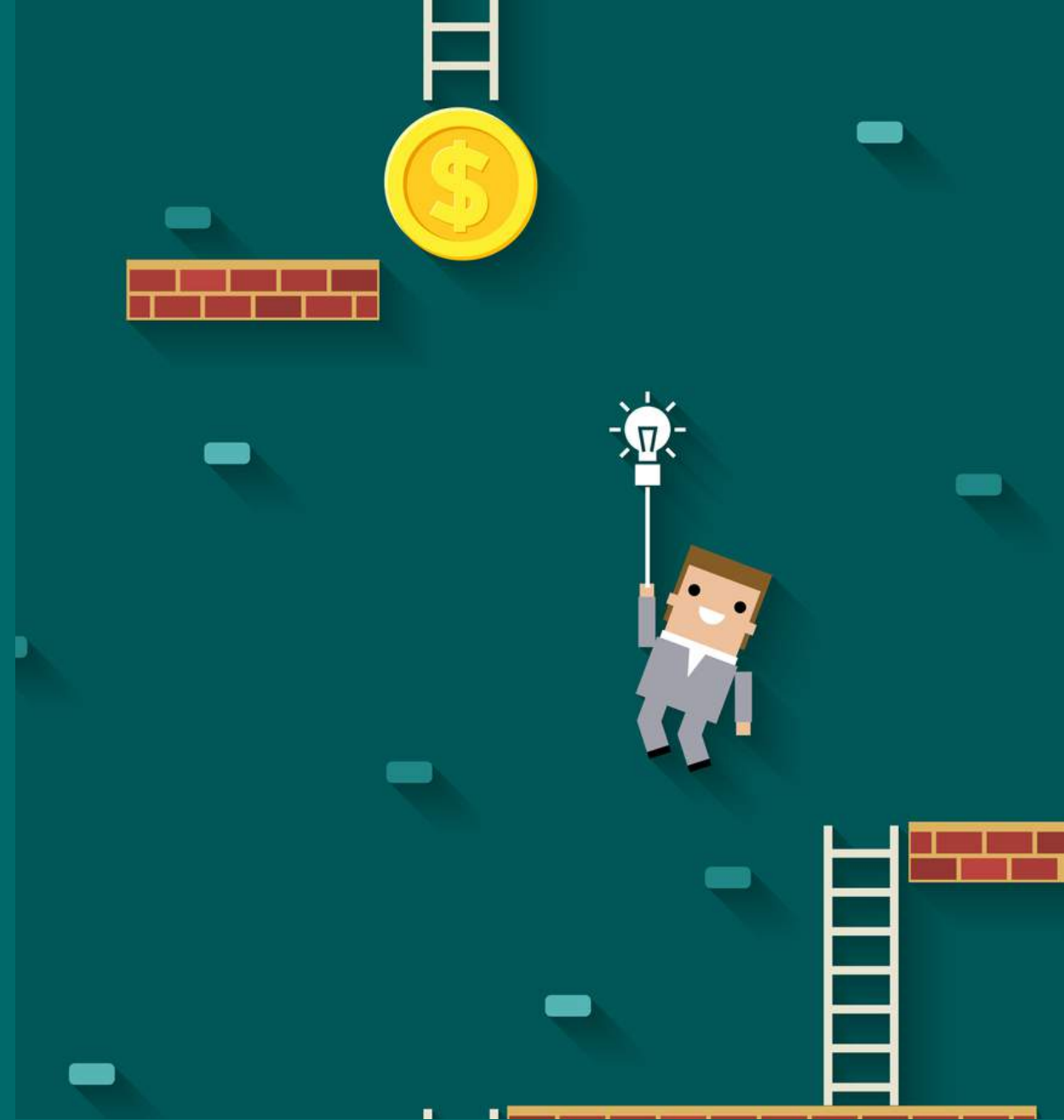
The application of game mechanics and game principles to a marketing/advertising context.

The goal of gamification is to motivate user behavior in order to meet business objectives.



# Contents

Why Gamified Promotions?	4
Creating Gamified Promotions	7
Case Studies:	
• Chiquita “Minions Love Bananas”	18
• PepsiCo “Game Day”	25
• Carol’s Daughter “Hairsonality Quiz”	35



# Why Gamified Promotions?



# Why Gamified Promotions?

## Audience Acquisition:

20%-30% of raw traffic converts to email opt-ins

## Increased Sales:

Coupons & offers delivered as gamified incentives see up to 4.5x the conversions of standard mobile coupons.

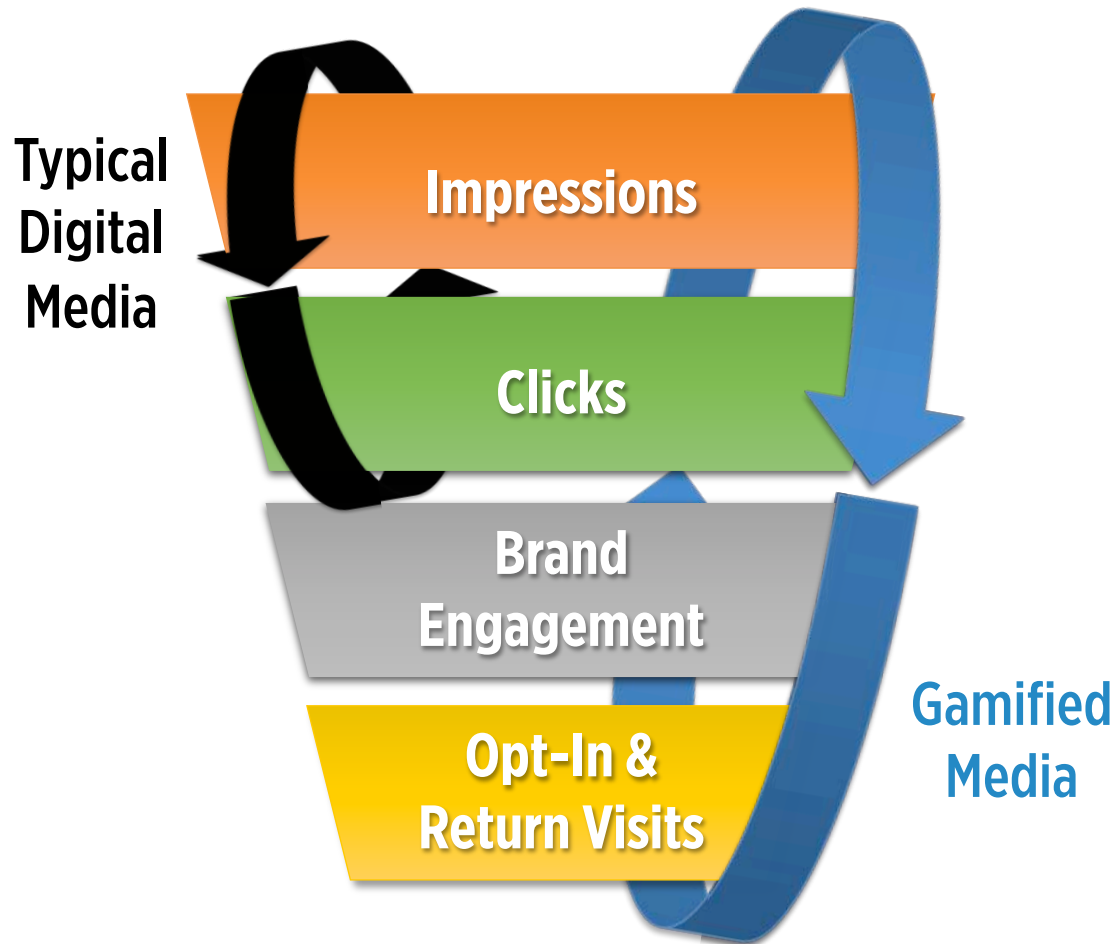
## User Engagement:

With an Instant Win mechanic, gamified promotions see 40%-50% return user traffic, with 3x longer average session duration





# Why Gamified Promotions?



## Media Optimization

Deeper engagement translates to more interactive events to track.

This means media spend for Gamified Promotions can be optimized around real performance, not just clicks and impressions.

### Average results of Gamified Media:

- 17% more conversions
- 2-3x better campaign performance

# Creating Gamified Promotions



# Creating a Gamified Promotion involves 3 simple decisions:

**A**udience

*Who am I engaging?*

**E**xperience

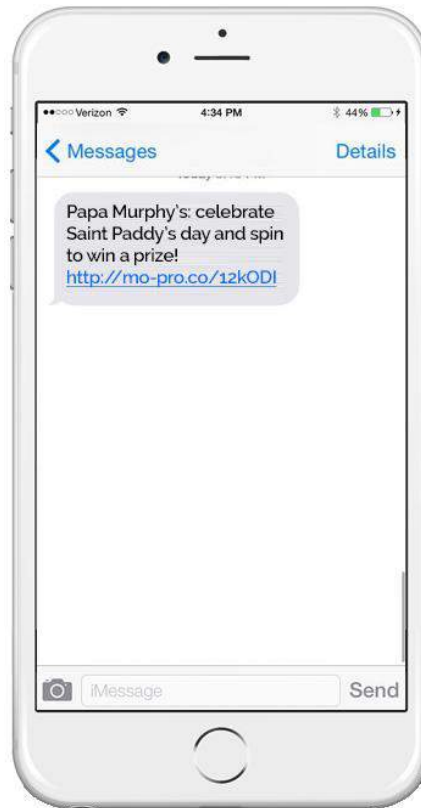
*What do I want them to do?*

**I**ncentive

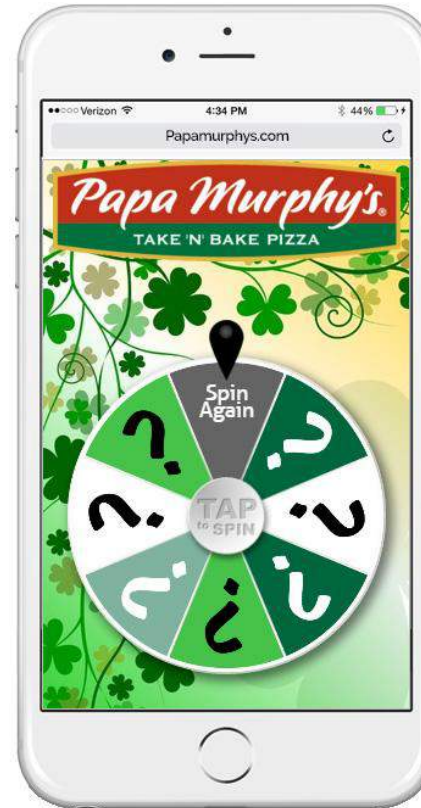
*What's in it for them?*



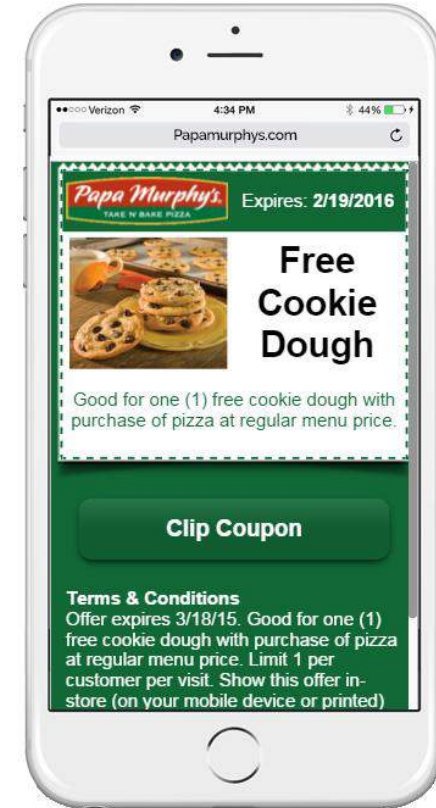
# Creating a Gamified Promotion involves 3 simple decisions:



Audience  
(i.e. the Brand's  
owned SMS Database)



Experience  
(i.e. a prize wheel  
with custom logic)



Incentive  
(i.e. a series of interactive  
mobile coupons)

# Audience

## Define:

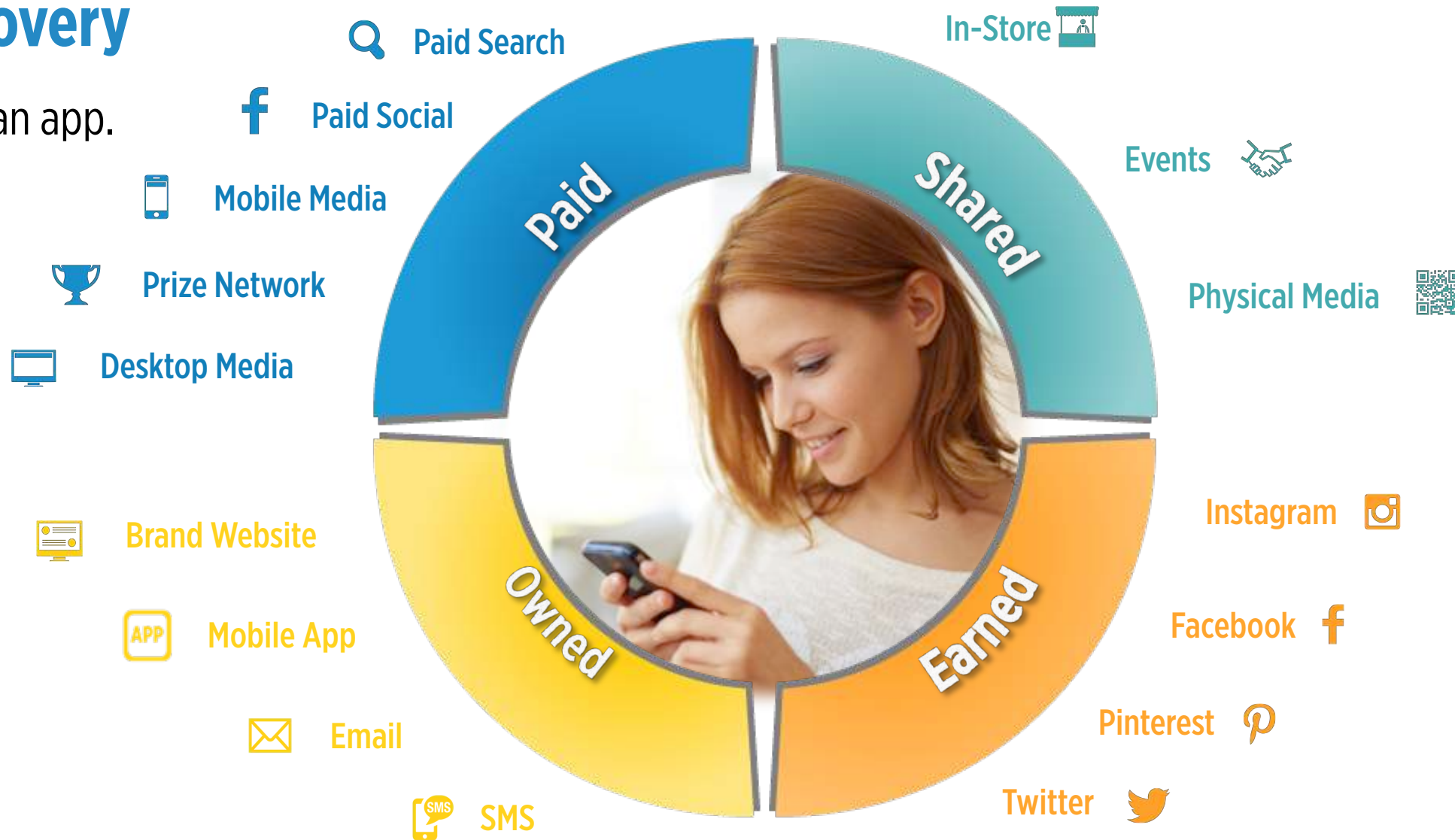
- Point of Discovery
- Size & Scope
- Targeting Criteria
- Geo



# Audience: Point of Discovery

There's no need for an app.

Because Gamified Promotions are built with HTML5, they can be integrated into any marketing channel, at any point of discovery.



# Audience: Targeting Criteria

- Age
- w/kids in HH
- HH Income
- Geo/DMA
- Purchase History
- Political Affiliation
- Automotive Data
- Education
- Lifestyle
- Modeled Credit Data
- Business Data
- Type of Device
- Per-Household (Physical Address)
- Proximity to Participating Retailers
- Dayparting
- Interests
- Job Title
- Gender
- Marital Status
- Dwelling Type
- Consumer Data
- Neighborhood
- Legal Drinking Age Y/N
- Favorite Sports Team

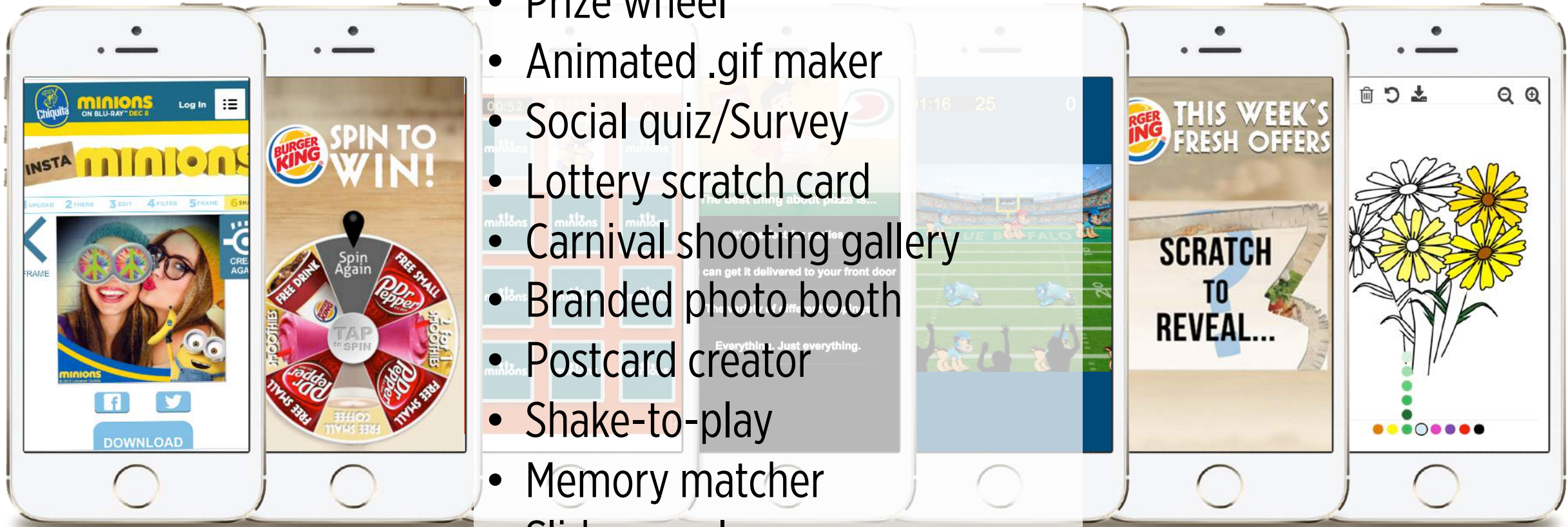




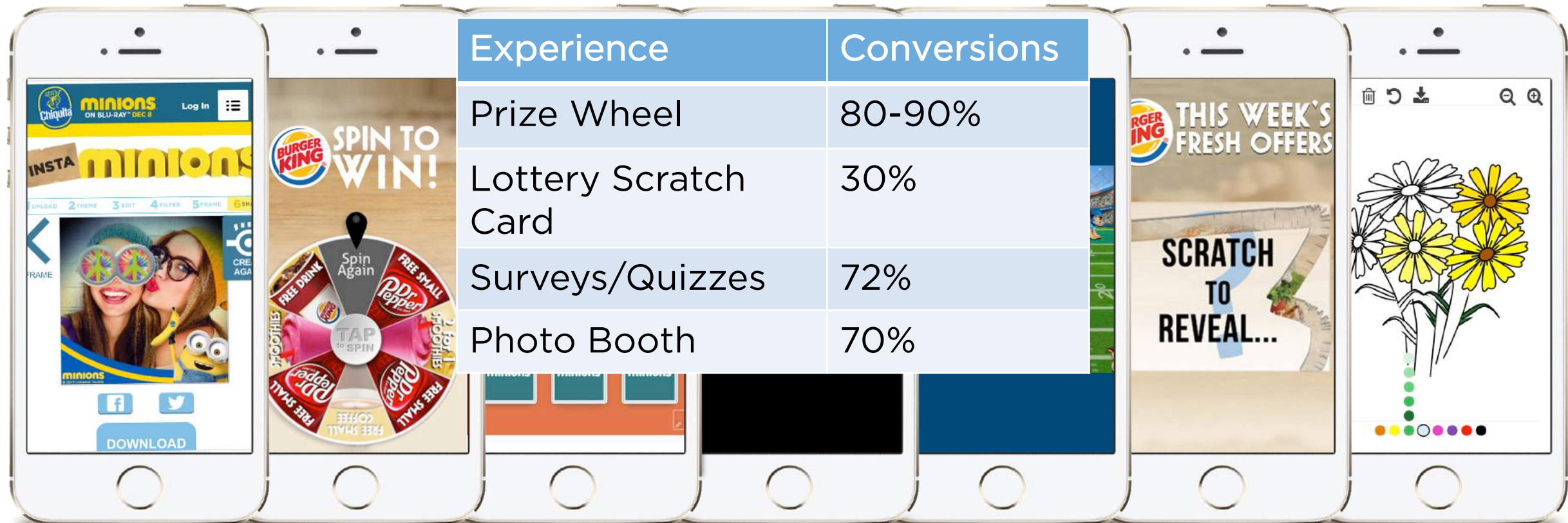
# Experience

## Choose from:

- Digital coloring book
- Prize wheel
- Animated .gif maker
- Social quiz/Survey
- Lottery scratch card
- Carnival shooting gallery
- Branded photo booth
- Postcard creator
- Shake-to-play
- Memory matcher
- Slider puzzle



# Experience: Typical Post-Click Conversion Rates





# Incentive

Choose from:

- Sweepstakes
- Mobile coupons/offers
- Entertaining content
- 360 Video/Traditional Video
- Helpful tips
- Product recommendations



# Incentive: Typical Conversion Rates

Incentive	Conversions
Sweepstakes	20%-30%
Digital Prizes	20%
Product Recommendations	7%
Gamified Coupons	30%
Personalized Coupons	45%



## Incentive: Instant Win Mechanic

**Context is everything: Instant Win campaigns see 3x higher conversions than standard sweepstakes**

# Case Studies:

- Chiquita: “Minions Love Bananas”
- PepsiCo: “Game Day”
- Carol’s Daughter: “Hairsonality Quiz”





# Case Study

## “Minions Love Bananas”







FunMobility helped Chiquita capitalize on its partnership with the despicable Minions, creating a wildly-active community that devoured a collection of addictive digital experiences.

- Doubled the size of Chiquita's CRM database
- 237,000 hours consumer attention
- In-store digital engagement: "Sticker Scanner"



# Case Study: Chiquita

**Audience:** Mothers w/ child in HH.  
In-store shoppers at Chiquita's  
retail affiliates

**Experience:** Sticker scanner, games  
and activities

**Incentive:** Sweepstakes, instant-  
win digital prizes



# Case Study: Chiquita

## Incentives

### Grand Prize:

- End of campaign sweeps winner

### Instant Prizes:

- Sweeps entries
- Minion merchandise
- Wallpaper/Graphics
- Mini Movie Clips
- Activity Books
- Game Power Ups



# Case Study: Chiquita

## Instant-Win Digital Prizes

Provided an unlimited supply of rewards, delivering instant gratification every time users engaged with the promotion.

### Game Power-Ups:

Unlocked mini game features that increased users ability to score and unlock more winning moments



### Wallpapers/Videos/Activities:

Provided a digital trophy that the user could display on their device and collect.





# Case Study: Chiquita



**5,167,070**  
**GAMES PLAYED**



**239,000**  
**HOURS CONSUMER**  
**ATTENTION**



## **US OVERVIEW** **MINIONS LOVE BANANAS**

**PAGE VIEWS**  
**8,884,713**

**10% OPTED-IN**



**FOR FUTURE EMAILS**

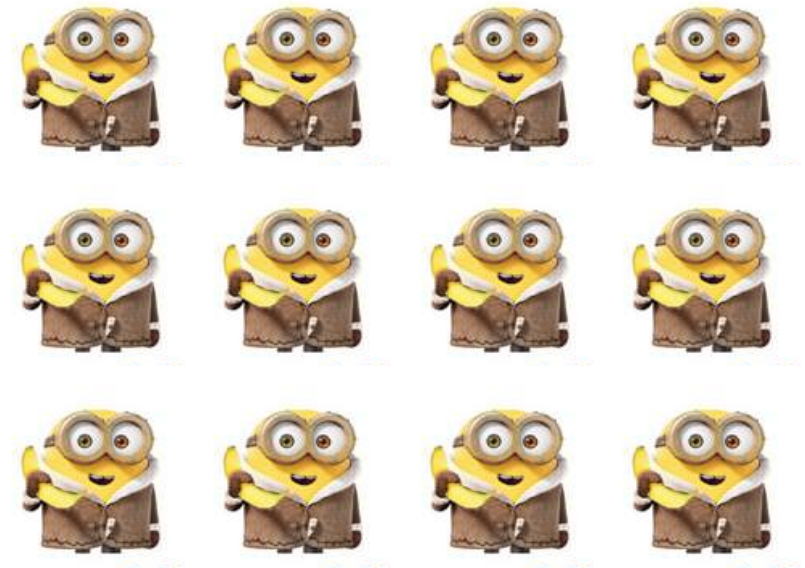


# Case Study: Chiquita

## US OVERVIEW MINIONS LOVE BANANAS

IN 3 MONTHS

DOUBLED THE SIZE OF  
NEWSLETTER DATABASE





CASE STUDY:



# GAME DAY GAMIFICATION





# Case Study: PepsiCo

## Campaign Snapshot:

PepsiCo used gamified coupons and incentivized email opt-in to acquire and engage a new digital audience for its retail partners.

This program continues to drive recurring, predictable ROI for participating stores.

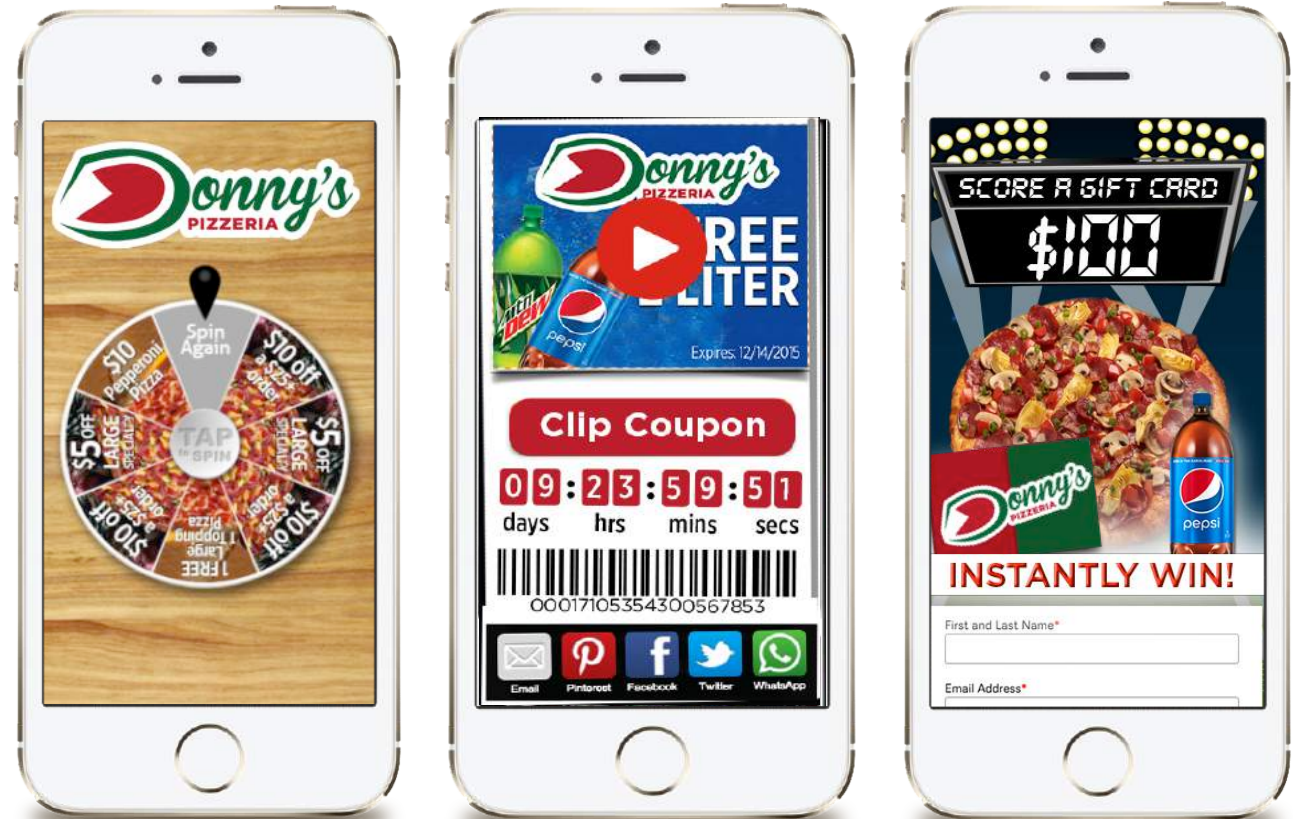


# Case Study: PepsiCo

**Audience:** Millennials within close geographic proximity to participating retail partners: QSR & Convenient Dining

**Experiences:** Spin to win, Email Opt-In

**Incentives:** Coupons, a Super Bowl-themed sweepstakes



# Case Study: PepsiCo

## Overview

In the lead-up to the Super Bowl, PepsiCo wanted to offer their retail channel partners a turn-key program that would generate recurring, predictable ROI while being fun & engaging for the end user.

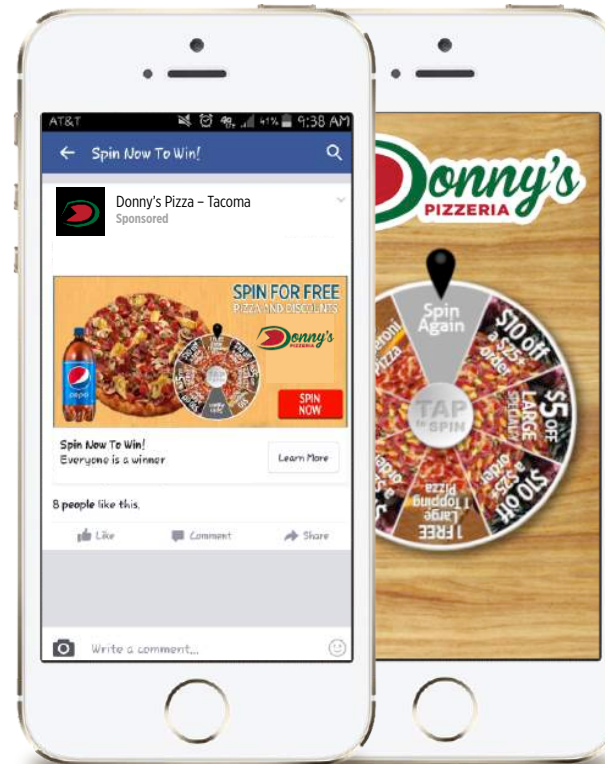
## A Two-Phase Solution:

FunMobility employed a two-phase strategy, revolving around gamified mobile coupons to build an engaged, loyal community near participating retailers.

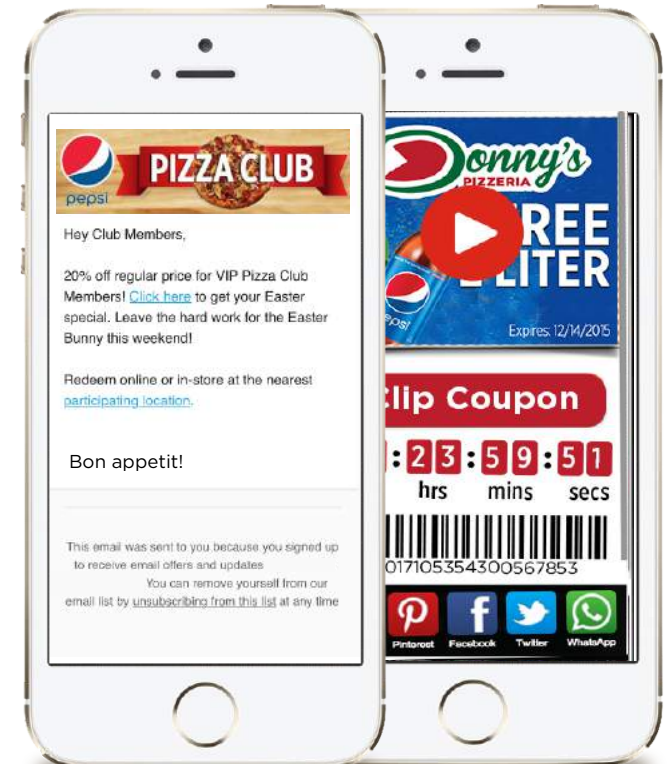
**First**, FunMobility used targeted display ads that offered users a fun way to “win” a variety of coupons to help them throw the ultimate Super Bowl pizza party.

Users who did not opt-into the promotion’s CRM list from this initial touch were retargeted with a second offer, to enter a sweepstakes to win a \$100 gift card.

**The second phase** involved an ongoing CRM program to engage this newly-created audience with email offers that could be redeemed either online or in-store, driving long-term recurring revenue from the initial campaign.



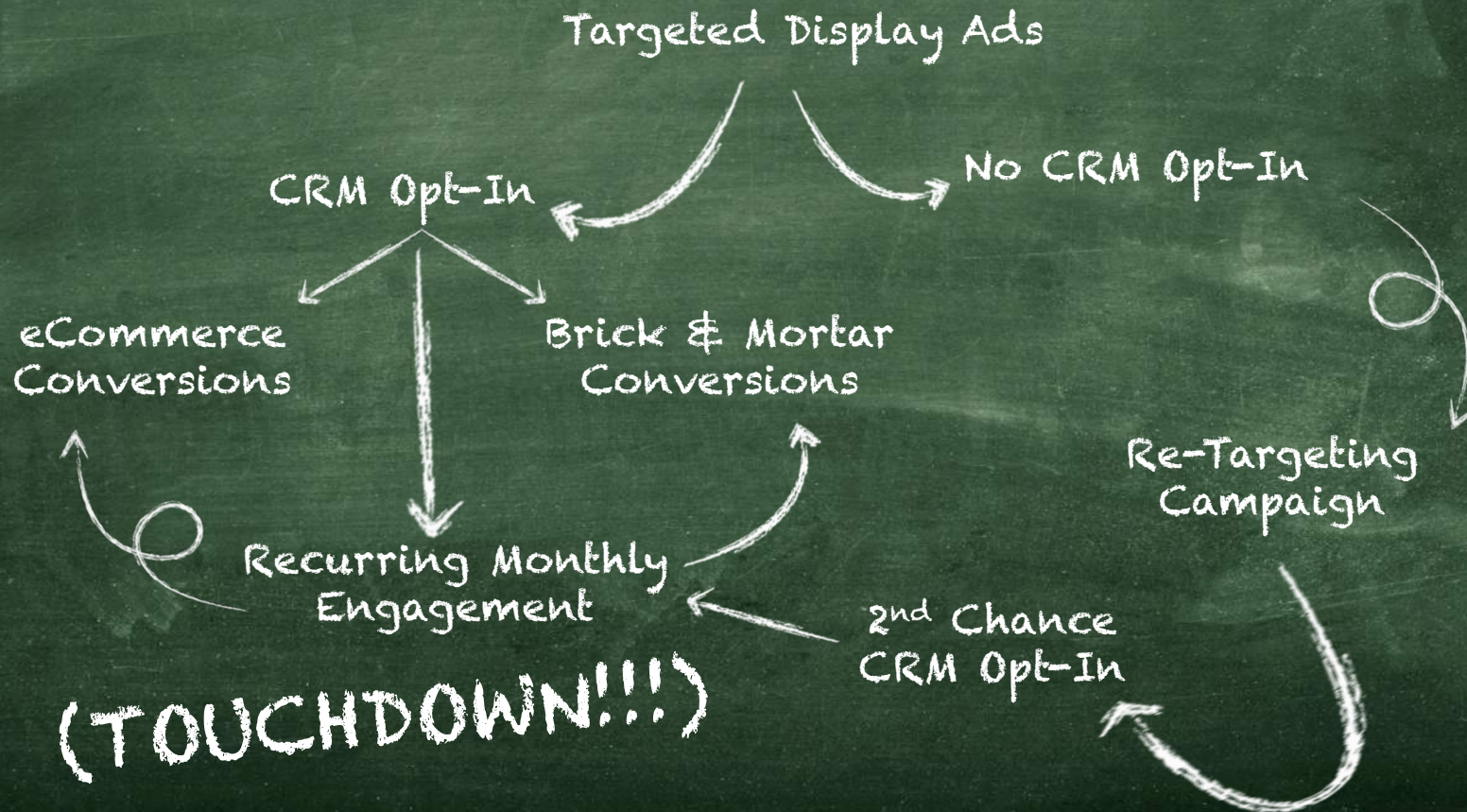
**Phase 1: Gamified Digital Display**



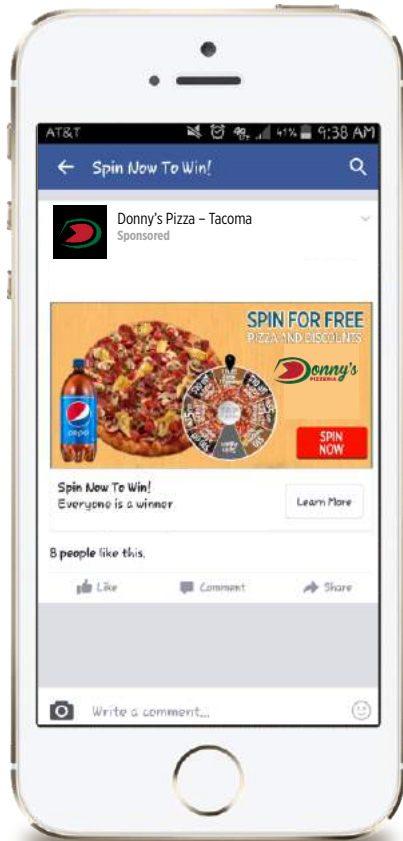
**Phase 2: Interactive CRM**



# The Game Plan



# User Flow, Pt. 1



## Digital Display Ads

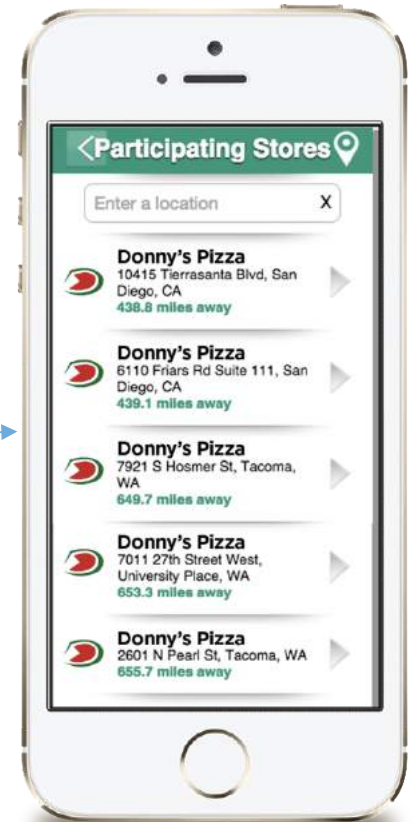


## HTML5 Gamified Post-Click

## Optional CRM Opt-In



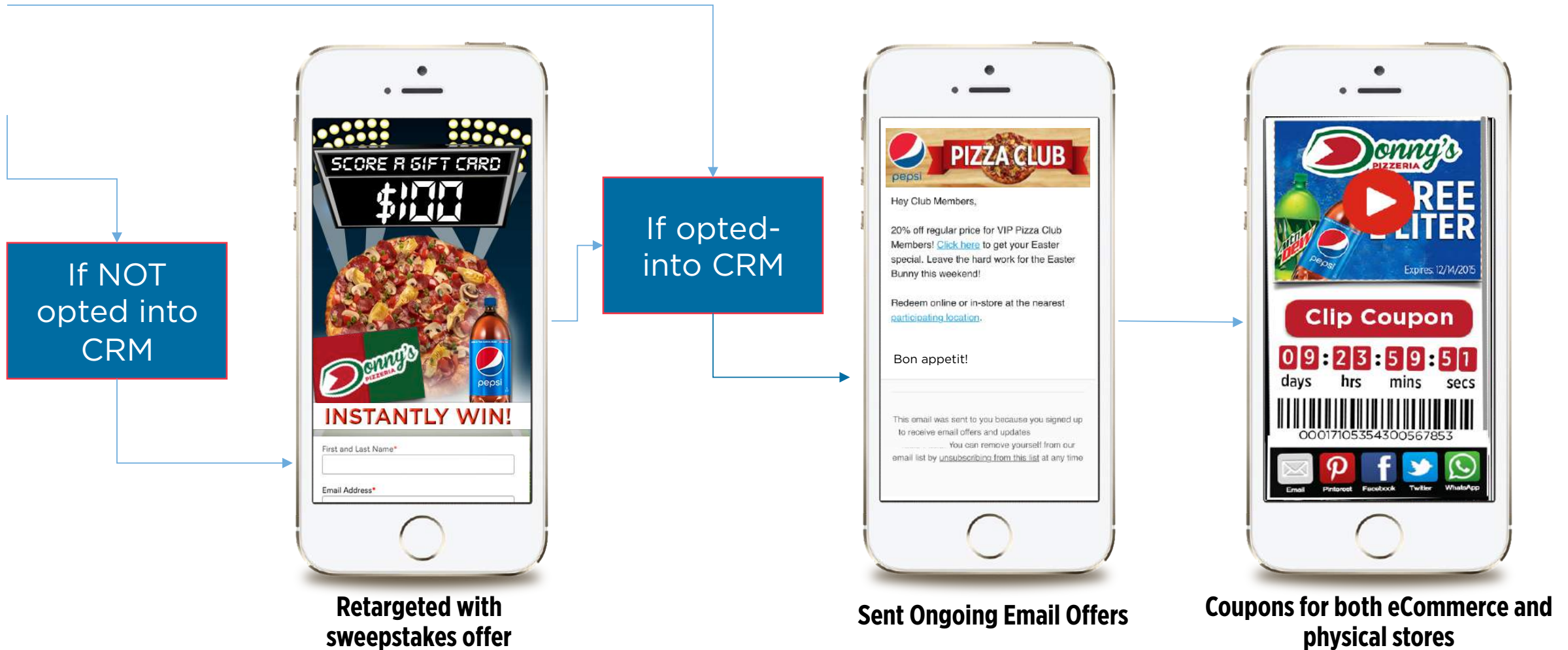
## Interactive Coupons



## Store Finder

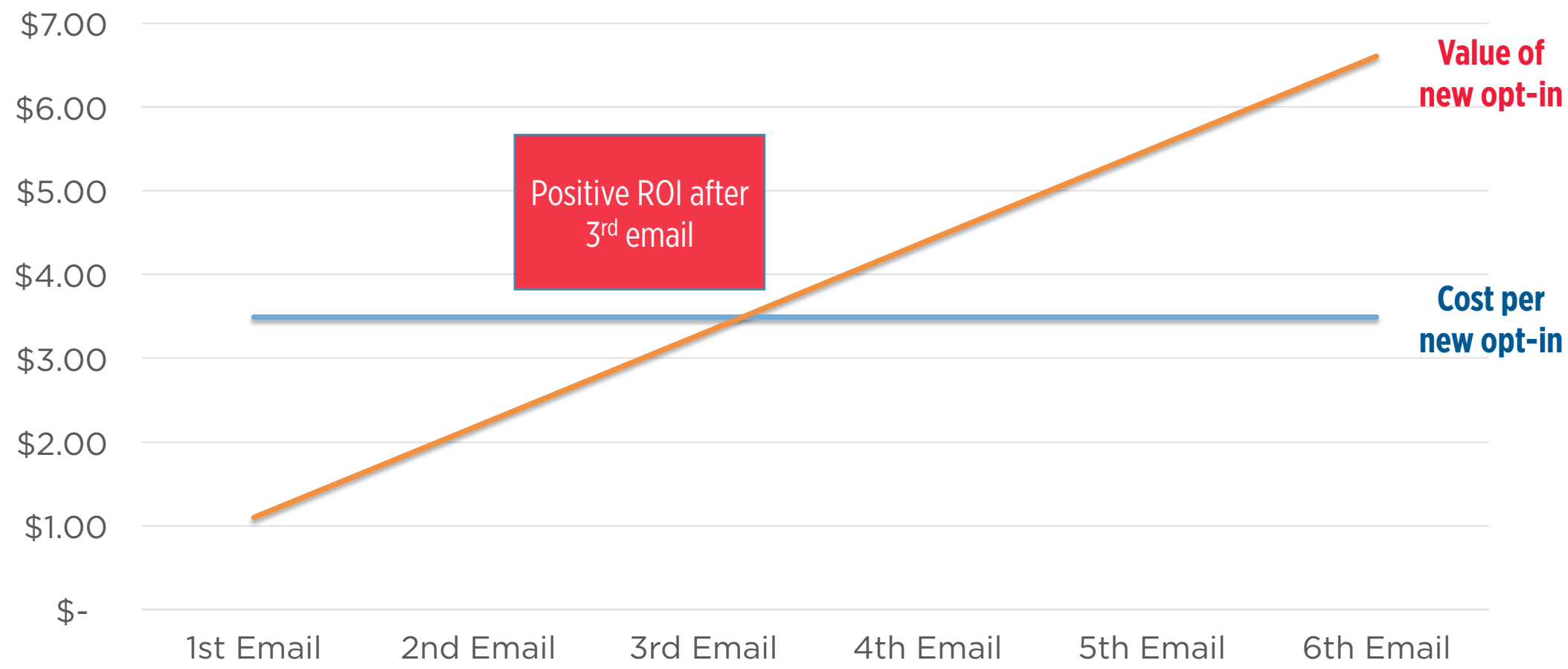


# User Flow, Pt. 2





# The Road to Recurring ROI



# Case Study: PepsiCo

## Phase 1 Results (Display)

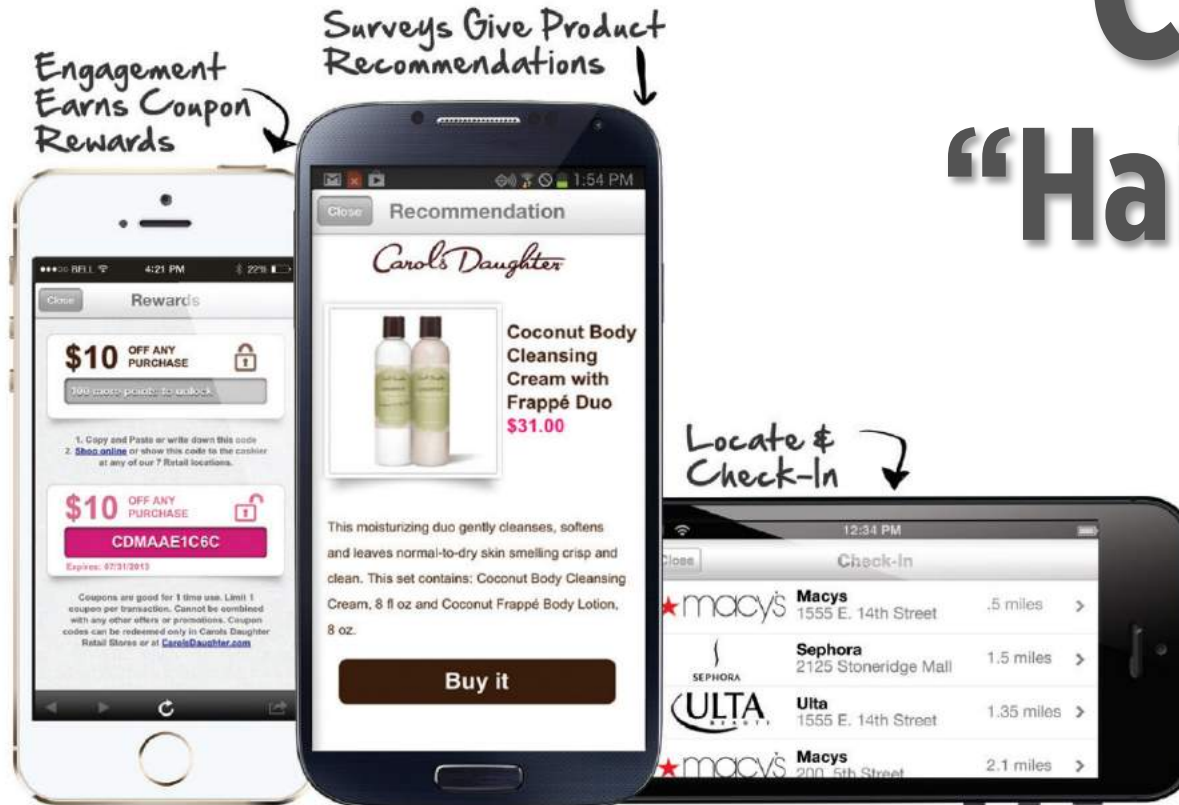
- 94% Post-click engagement
- Cost per coupon conversion: \$3
- Average cart size: \$25
- CTR: 1.01%
- 1,052 FB likes within target dates
- **Phase 1 ROI: 8x**

## Phase 2 Results (CRM)

- Email opt-in rate: 30%
- Cost per new opt-in: \$3.39
- Avg. coupon conversions per email sent: 4.4%
- Recurring value of avg. opt-in per email sent: \$1.10
- **ROI after 6 emails: 2x**

**Cumulative ROI: 9x**

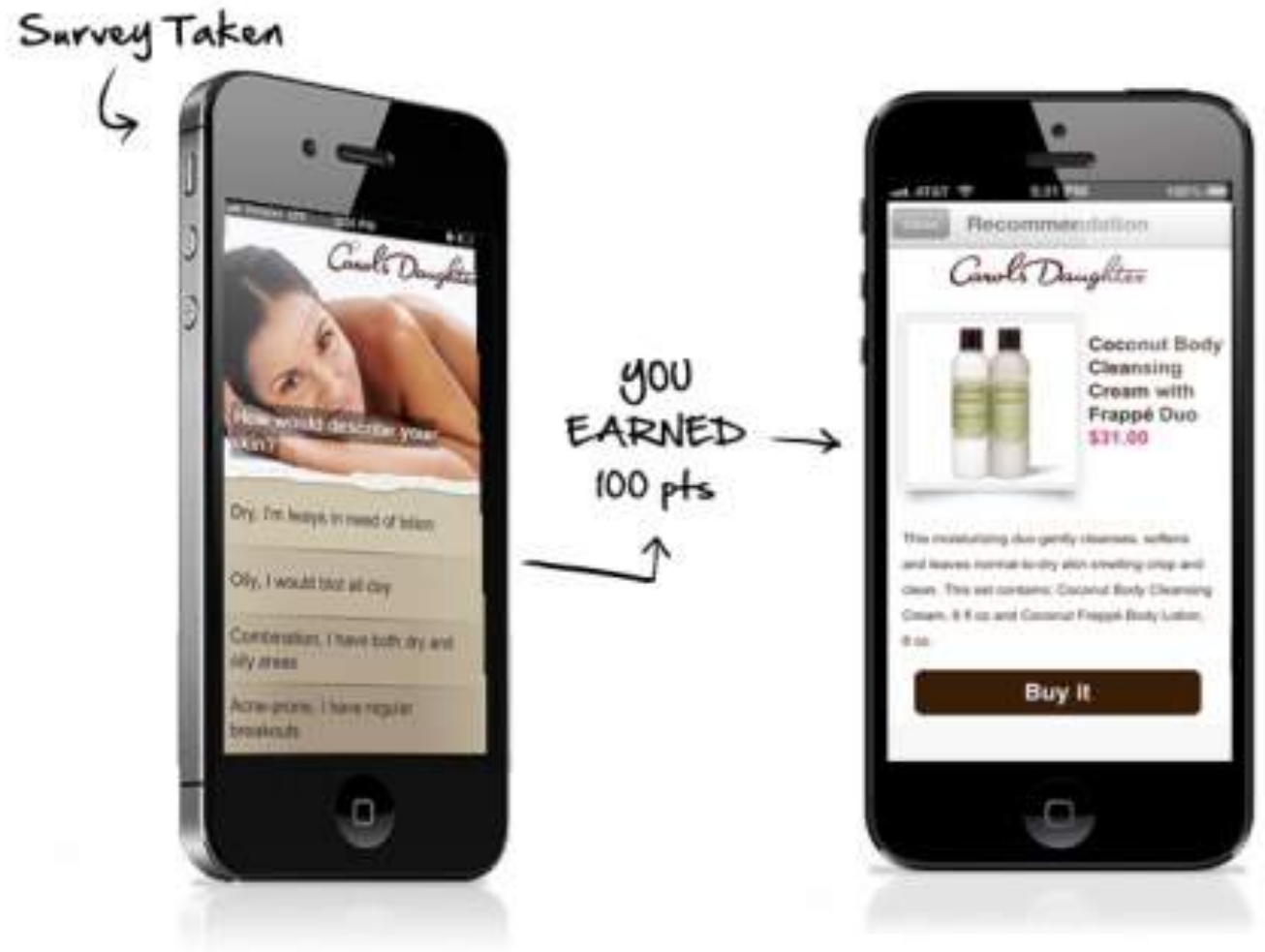
# Case Study “Hairsonality Quiz”



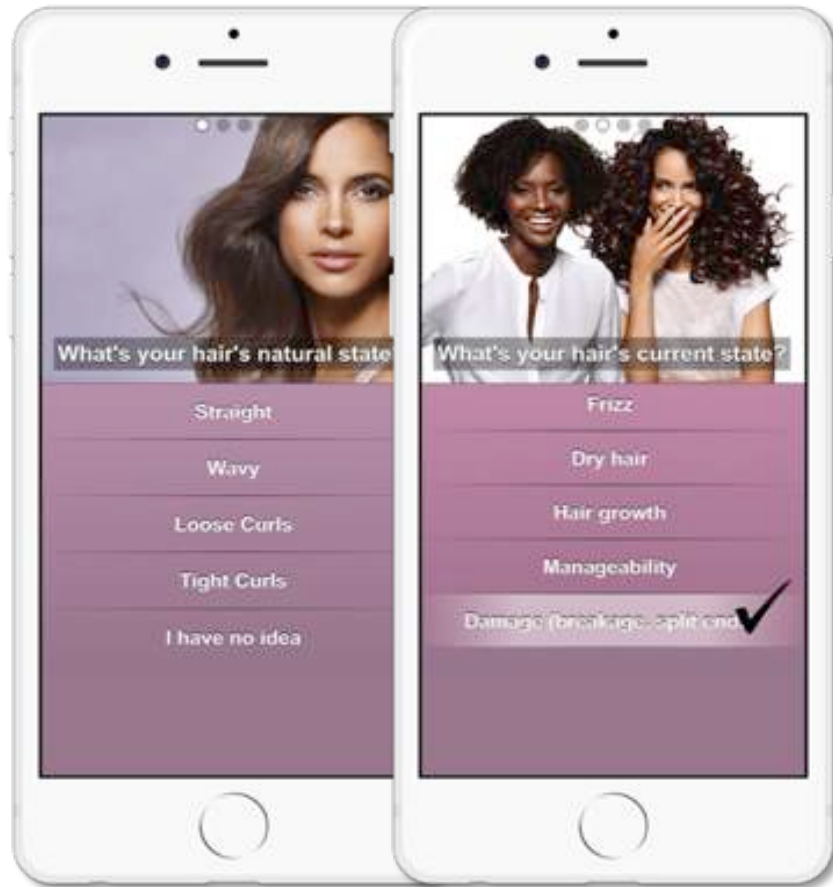
*Carol's Daughter®*

# Case Study: Carol's Daughter

Beauty products retailer and manufacturer Carol's Daughter used a fun, branching quiz to lead users to personalized mobile coupons and products



# Carol's Daughter



Unique FunMobility internal user ID

Timestamp

Brand Name

Nanosite Instance

A	B	C	D
User ID	Date	Brand	widgetInstanceID
21548365	Thu Jan 15 16:45:28 PST 2015	Carol's Daughter	19715
11548222	Thu Jan 14 16:45:28 PST 2015	Carol's Daughter	19715

UTM parameters, defined at page creation		
F	G	H
Campaign Source	Campaign Medium	Campaign Name
Mobile	SMS Push	App hair survey
Mobile	Email	Email hair survey

Dynamic columns generated by question. Rows are results			
I	J	K	L
Married	Hair Natural State	Hair Current State	Suggestions or Ideas
Yes	Straight	Frizz	hair milk in a bigger container like a half gallon jug
No	Loose Curls	Dry Hair	love almond cookie soap would like candle too

Freeform responses are stored as text



**4.5x higher  
redemptions vs.  
average mobile  
coupons**

## Case Study: Carol's Daughter

### Results

- 72% Quiz Completion
- 45% Coupon Redemption Rate
- CRM Database Segmentation

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*"It's been terrific. We've seen excellent results: 45% of all coupons have been redeemed, which is an extraordinary number."*

*- Jessica Klein | Director of E-Commerce, Carol's Daughter*

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# Want to launch a Gamified Promotion?

Contact us:

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(855)75-MOBILE

[www.funmobility.com](http://www.funmobility.com)

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