



We increase customer engagement with gamification marketing.



# Facts & Figures

On the road to becoming the #1 gamification marketing platform



Enterprise gamification experience  
Experts in Retail, FMCG & QSR Gamification

Nestlé



NESPRESSO

REWE



Heineken



Global Partnerships  
USA, Switzerland, Canada, UK, Germany, UAE, Serbia



Global team  
80+ Full-time Employees



**May 2019**  
Gamification idea



**Jul 2021**  
Product goes live



**Jun 2022**  
Market leader in the  
DACH region



**Jan 2023**  
Germany Campaigns



**Mar 2023**  
Dubai Campaigns



**Nov 2024**  
USA launch

# Challenges in the marketing industry

What do you do against those trends?



According to Microsoft, the human **attention span is 8 seconds**, which is one second shorter than the one of a goldfish.

Source: [Time Magazine](#)



Customer acquisition costs have experienced a **222% increase**, emphasizing the need to explore alternative, cost-effective acquisition tools and channels.

Source: [SimplicityDX](#)



**96% of consumers agree** that loyalty programs and incentives on websites and apps can be improved. Often, users are enrolled but not engaging actively.

Source: [Zippia](#)

# Industry leaders are betting on gamification

Don't just advertise - Gamify and get noticed

## Nike+ Fuel App

Nike launched a fitness band and an app that gamified exercise. Users could accumulate points while running, challenge their friends, and compete for the top spot on the leaderboard.



## McDonald's Monopoly

Users were given out stickers with each purchase, asked to peel them and enter the codes in the app. As they built a collection of assets, players were rewarded with instant wins and main prizes.



## Value of Gamification



Engage your users and stand out



Boost loyalty and collect quality leads



Increase sales conversion and other KPIs

# However, gamification comes at a cost...

Implementing gamification has its challenges

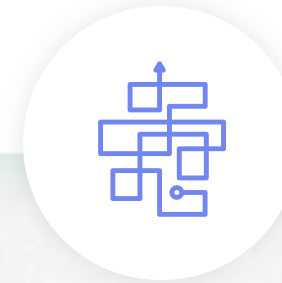
Gamification is  
**expensive**



Gamification is  
**time-consuming**



Gamification is  
**complex**



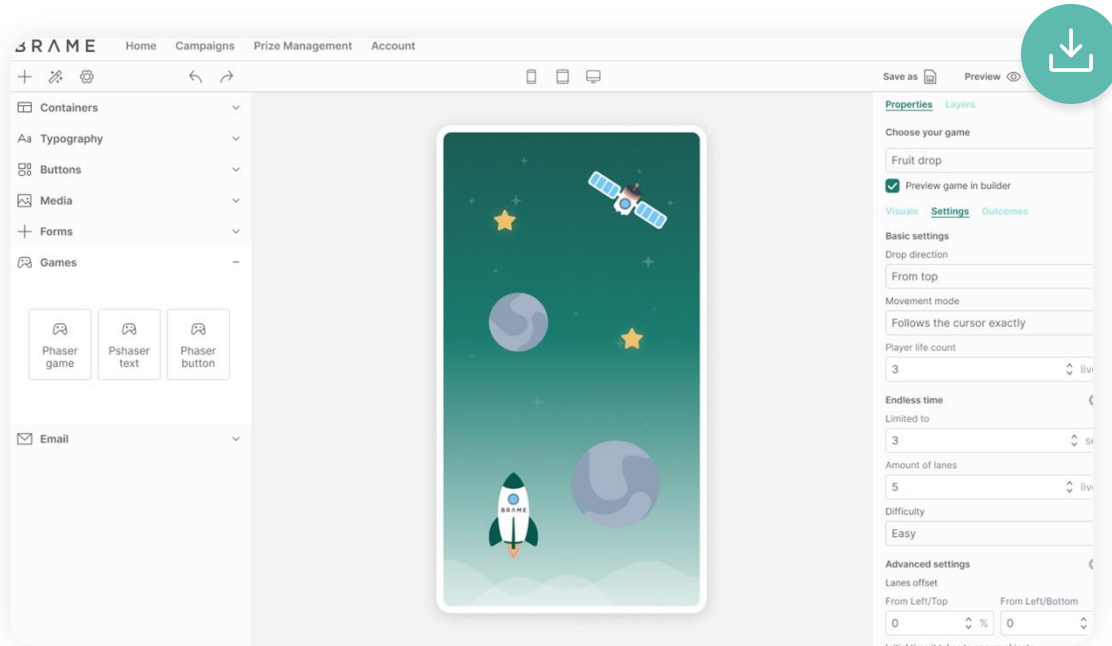
## This is where Invenda steps in!

**Invenda** democratizes access to high-quality gamification tools and services, making it possible for companies of any size to achieve the great successes achieved by industry leaders – and do it all at a fraction of the cost and time.



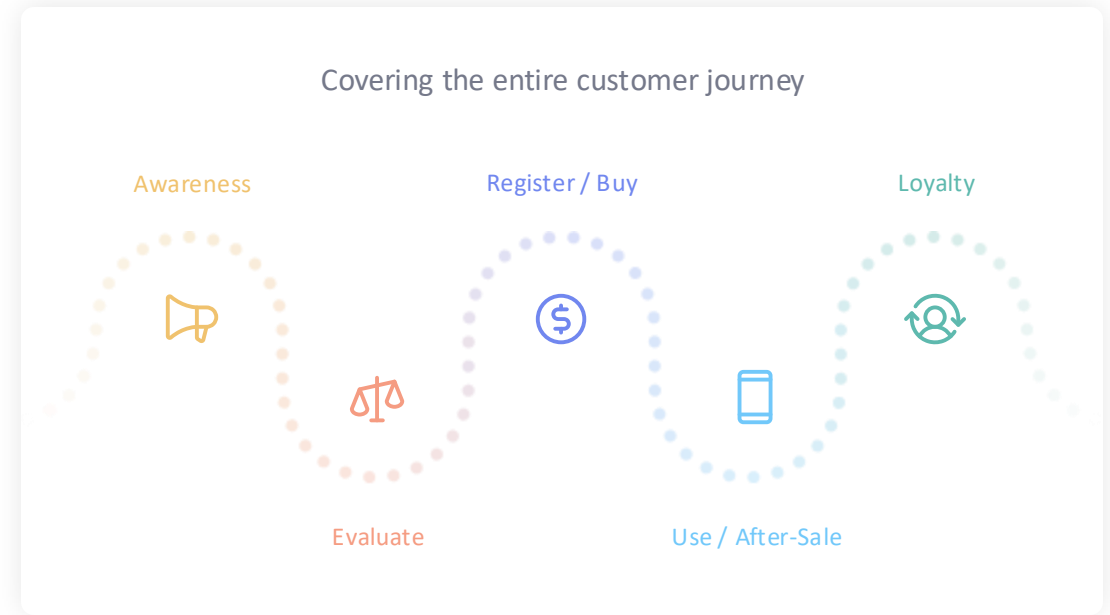
# ... solving these challenges!

Invenda leverages its expertise in consumer engagement with a highly scalable, customizable no-code platform



## Game Studio (Software as a Service)

Invenda offers a software-as-a-service solution where brands can leverage our platform to create gamification campaigns at scale. A modular template approach allows to create multiple customized campaigns along the marketing funnel in no time.



## Expertise

Invenda consults enterprises worldwide on how to increase engagement across the entire customer journey with gamification. By realizing more than 5000+ gamification campaigns over the past years, we conceptualize holistic strategies that illustrate a sustainable ROI.

# Marketers love working with our solution!

We turn visions into vibrant realities. Our platform empowers marketers to captivate audiences with interactive experiences, transforming campaigns from static to sensational.

Campaigns to date

**5000+**

Avg. engagement time

**50sec**

ROI up to

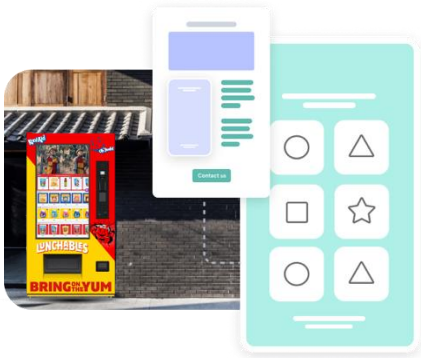
**10x**

Play now →

to find out why gamification works!



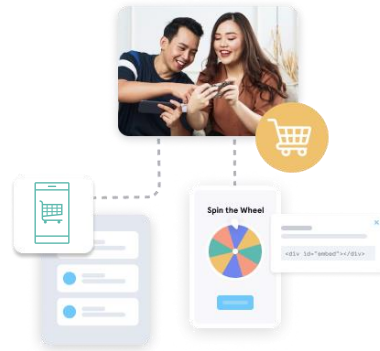
# How gamification aligns perfectly with your marketing goals



GOAL 1

## Increase disruptive innovation

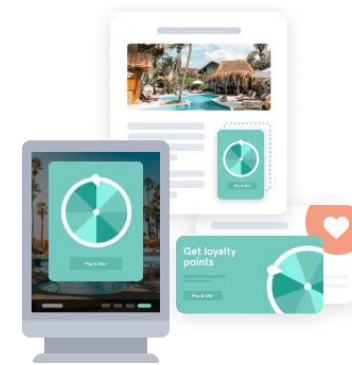
Gamification is at the forefront of innovation in MarTech space



GOAL 2

## Reinvent consumer engagement

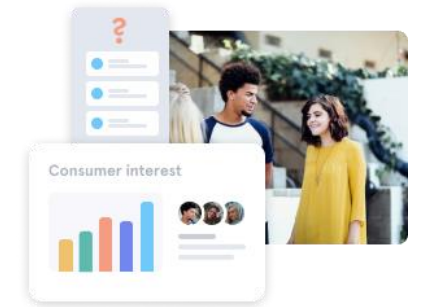
By design, gamification grabs attention faster and keeps consumers engaged for longer



GOAL 3

## Transform the approach through media and ads

Gamification has proven an effective addition to the media and advertising toolkit of various industries



GOAL 4

## Create consumer connections in evolving communities

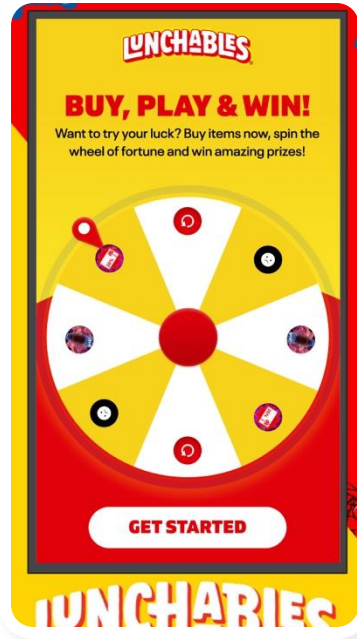
By addressing the universal instinct to play, gamification taps into previously inaccessible segments

# Game Flow – Vending Machine

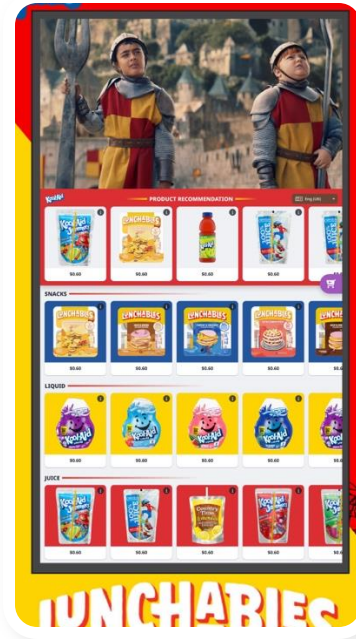
Showcasing the flow leading up to the gamified experience



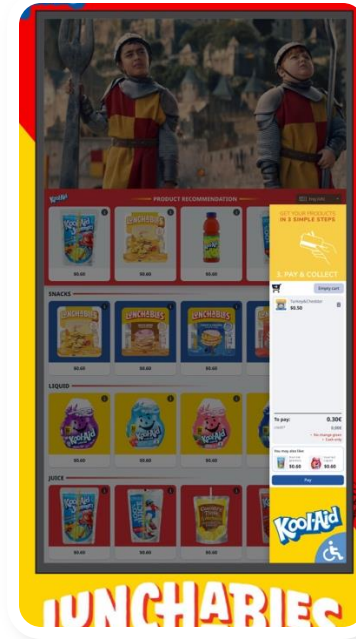
The user approaches the vending machine



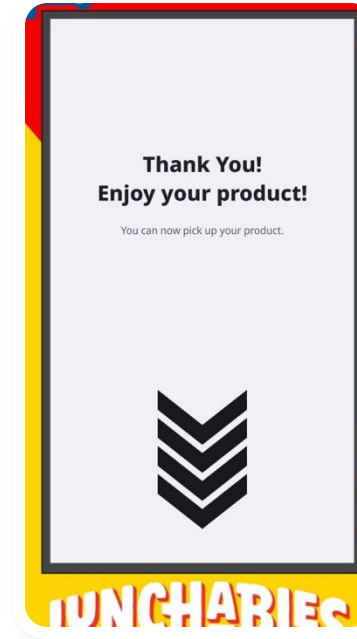
The vending machine is playing a video ad of the game, advertising the offer\*



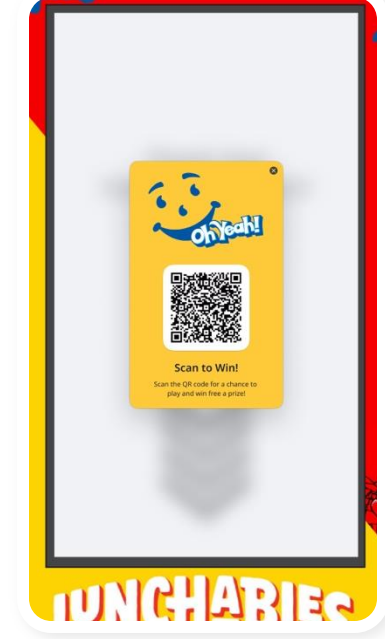
The user starts their order



The user checks out



The purchase is being delivered by the vending machine

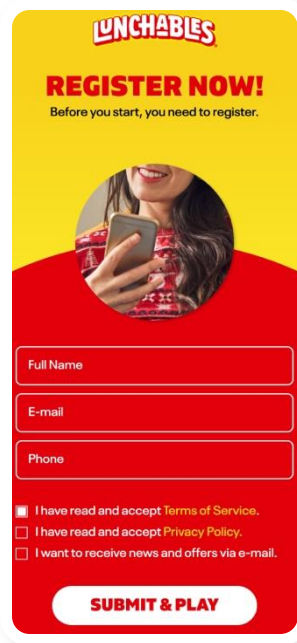


The user is given a chance to scan a QR code and play the game

\* This position is also suitable for gamification and prize delivery

# Phase 1: Boost engagement – instant wins

Establish positive experience with the new format through instant wins



The user scans the code with their phone and registers



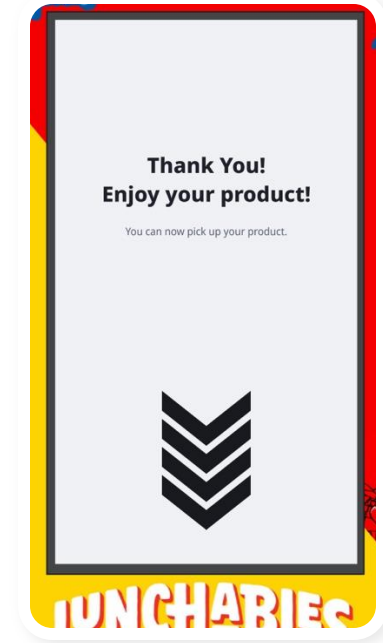
The user taps to spin the wheel



The user has won an instant win – a Grape KoolAid. They need to click the button to vend the prize.



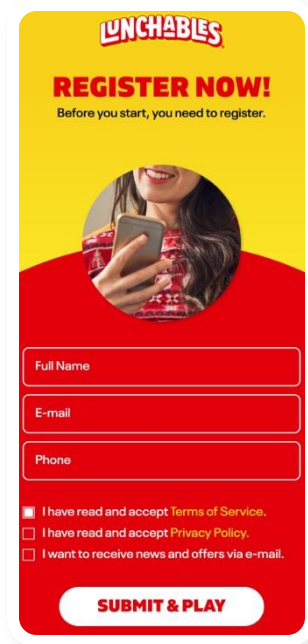
The game confirms the prize is being delivered.



The prize is being delivered by the vending machine

# Phase 1: Boost engagement – draw mechanic

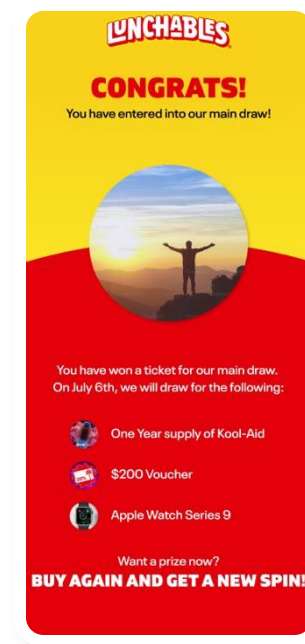
Establish positive experience with the new format through draw mechanics



The user scans the code with their phone and registers



The user taps to spin the wheel



Those who do not win still get a positive experience – they can participate in a main draw

# How Würth mastered a gamified omnichannel strategy

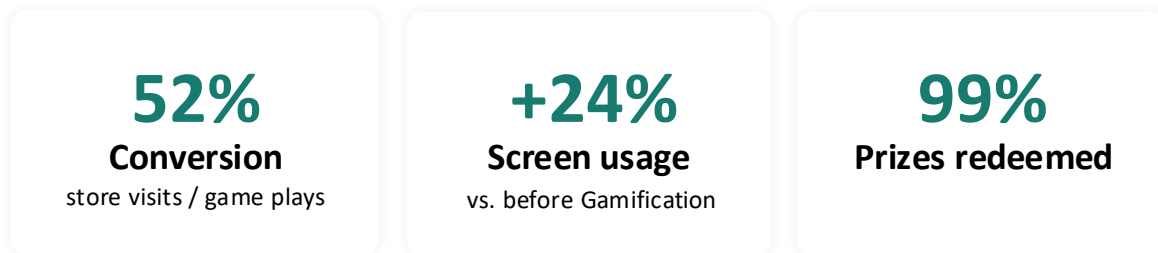
## Challenge

Würth installed screens in its shops that contributed to the omnichannel experience. However, these were hardly used.

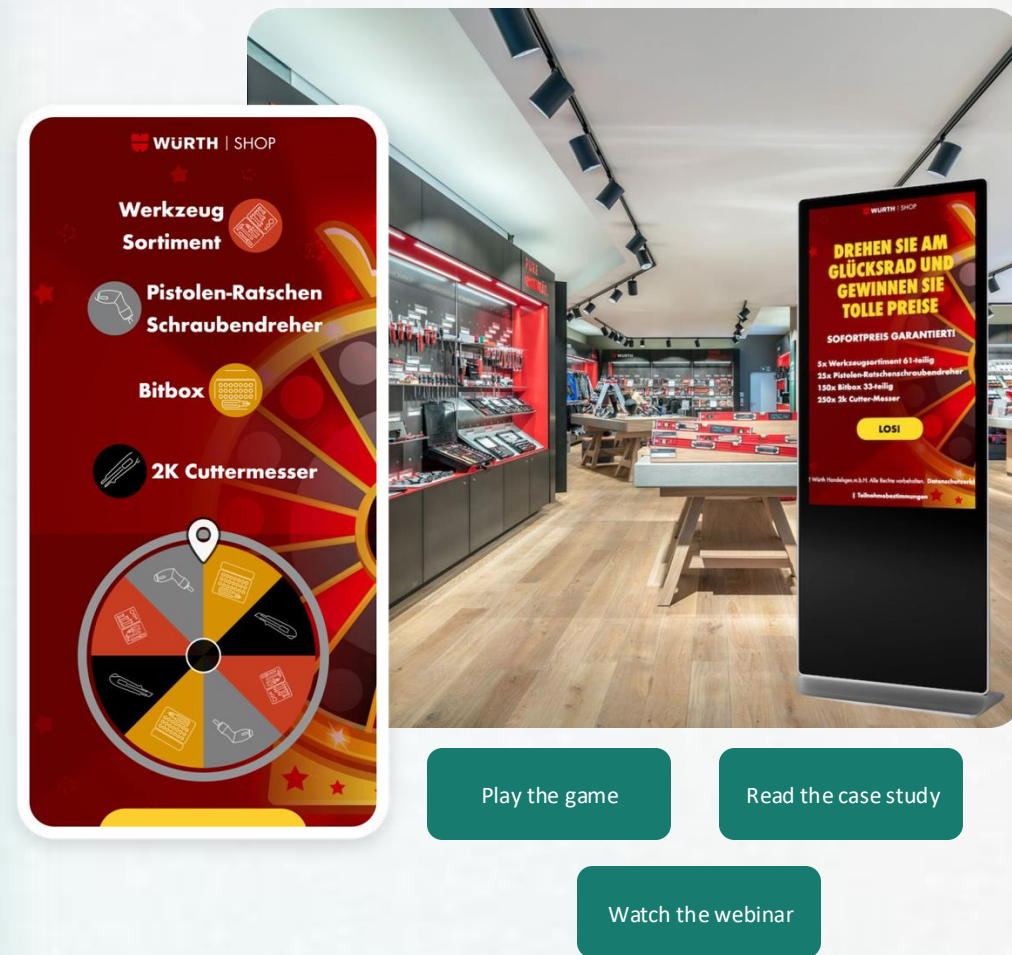
## Implementation

Würth introduced an engaging spin-the-wheel game on digital in-store screens, offering customers the chance to win prizes and encouraging them to leave their contact details.

## Performance



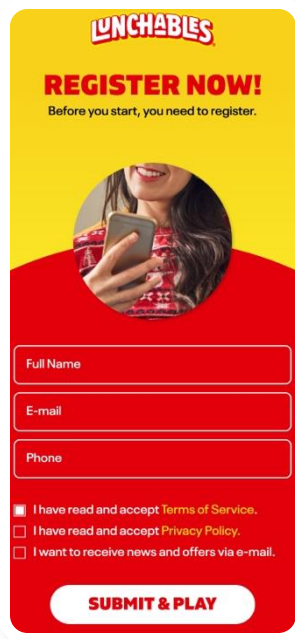
## Customer Journey



- Play the game
- Read the case study
- Watch the webinar

# Phase 2: Increase sales conversion

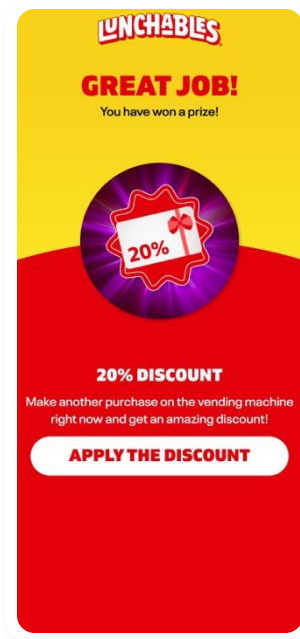
Ensure repeat purchases through discounts and upsell opportunities



The user scans the code with their phone and registers



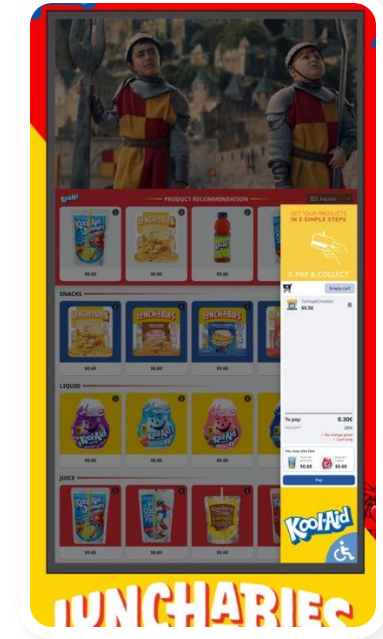
The user taps to spin the wheel



The user has won 20% discount for the next purchase. They need to click the button to apply the discount



The game confirms the prize is being delivered.



In the checkout interface, the price is shown with a 20% discount applied to the total

# How McDonald's drove more footfall to their new stores

## Challenge

Ensuring an immediate and strong footfall to a new branch and turning new visitors into loyal customers.

## Implementation

McDonald's crafted a digital version of the timeless Scratch Card. A measure to enhance in-store footfall and drive up the average order value.

## Performance

**-2.14CHF**

CPM vs. static campaigns

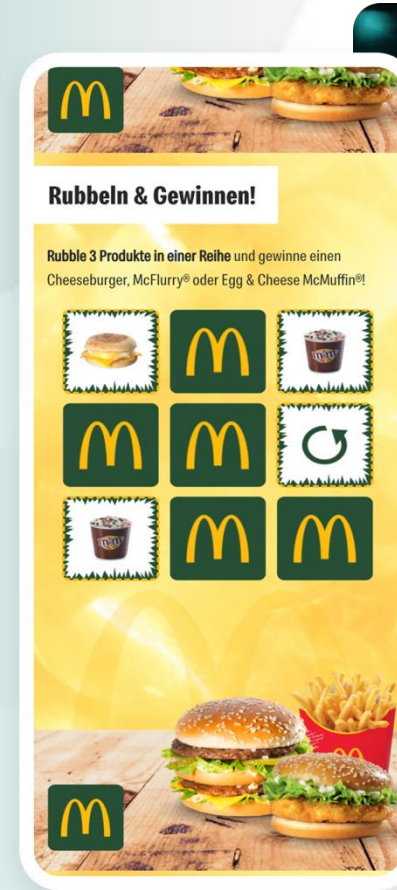
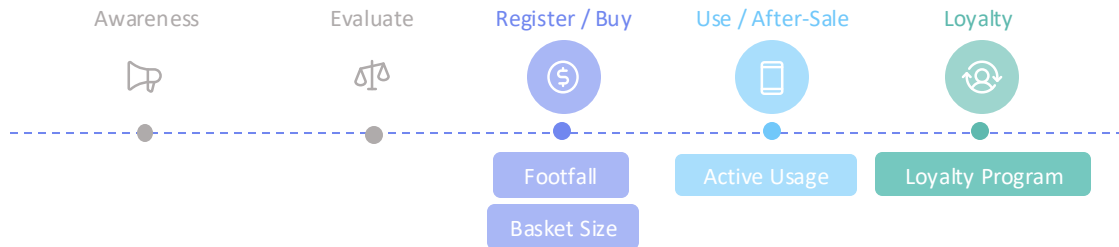
**95%**

Completion rate

**62%**

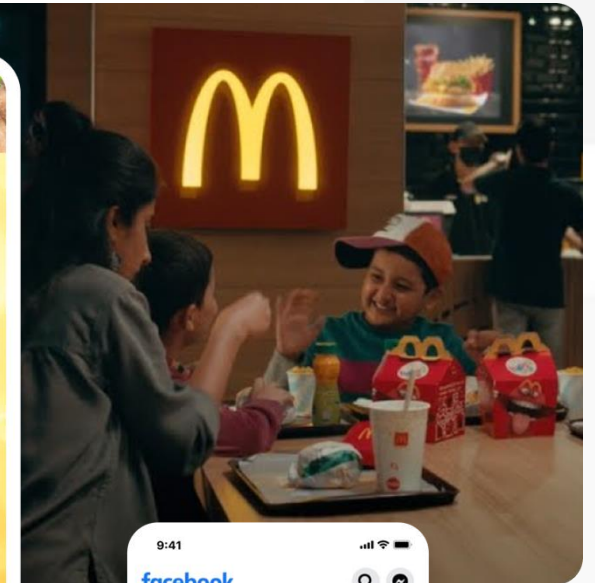
Redemption rate

## Customer Journey



Play the game

Read the use case

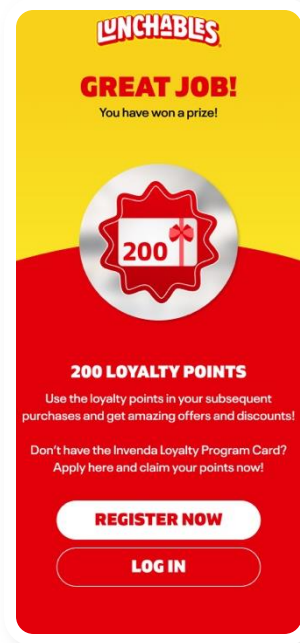


# Phase 3: Increase loyalty

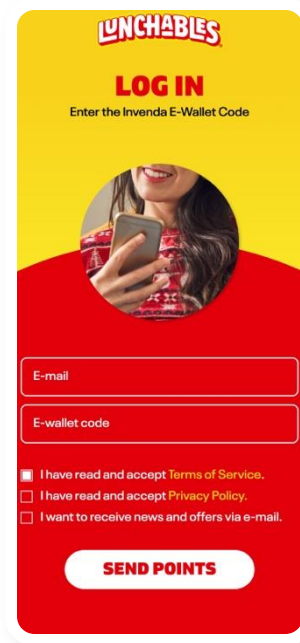
Connect gamification with the Invenda Wallet / loyalty system



The user taps to spin the wheel



The user has won loyalty points and is invited to log in or register to claim them



The user chooses to log in with their credentials (email and loyalty card code).



The game confirms the prize is being delivered to the wallet.



The player receives the points and can use them in the wallet app / on the vending machines.

# How Spar increased loyalty program sign-ups

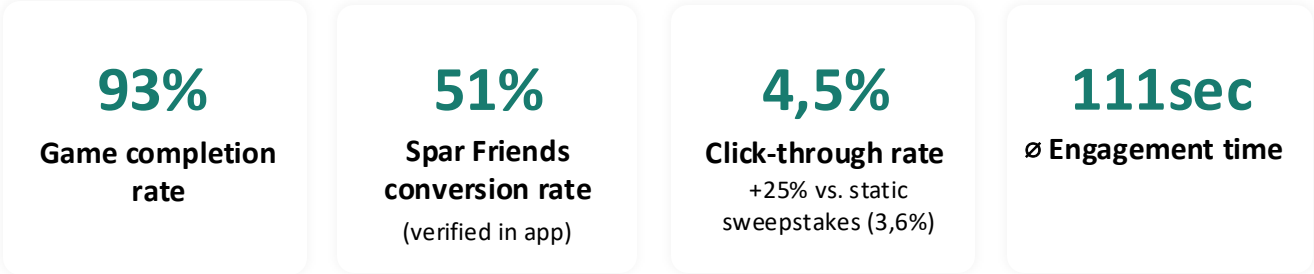
## Challenge

Drive awareness for the new loyalty program “Spar Friends” with a gamified signup process.

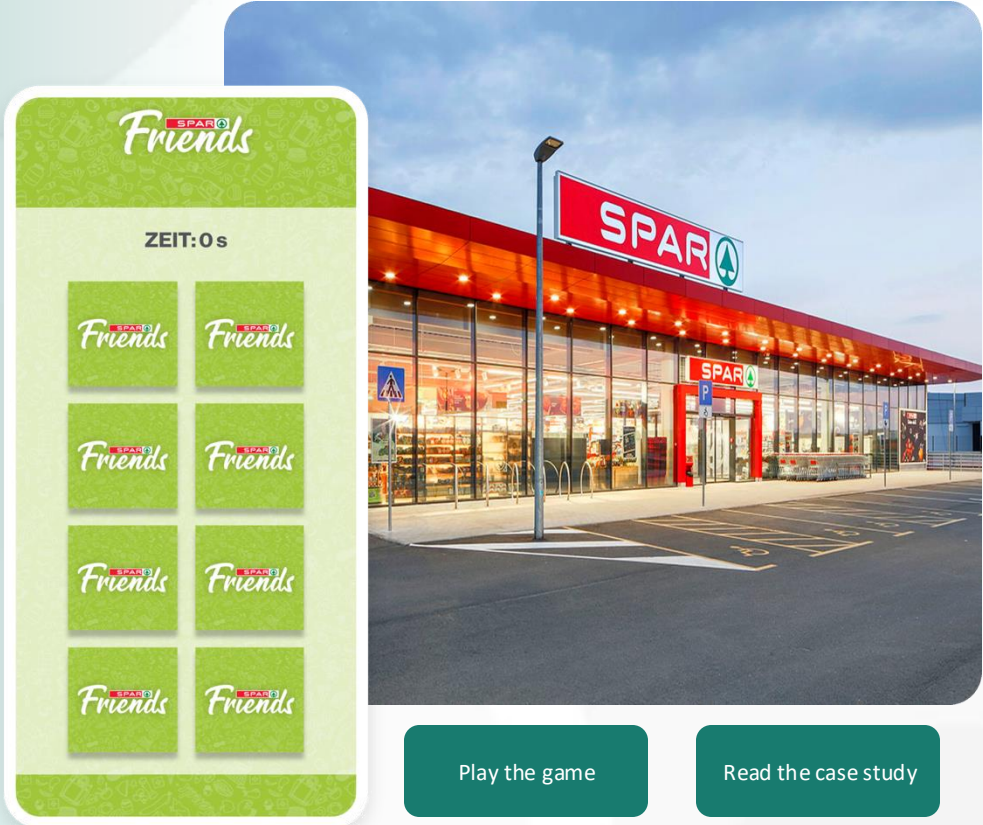
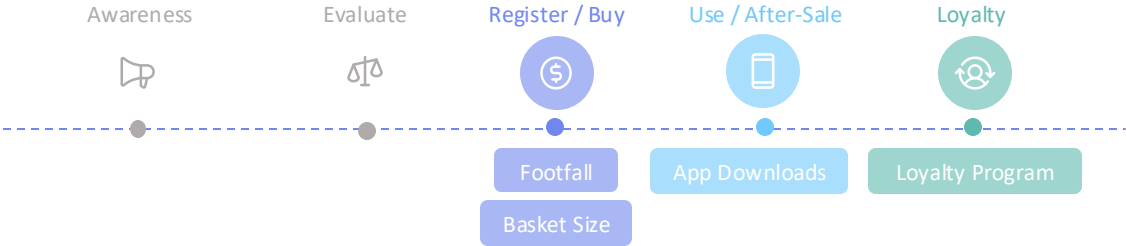
## Implementation

The game is embedded on a landing page. Users play the game, win a welcome voucher, and redeem it, but first have to download the app.

## Performance



## Customer Journey

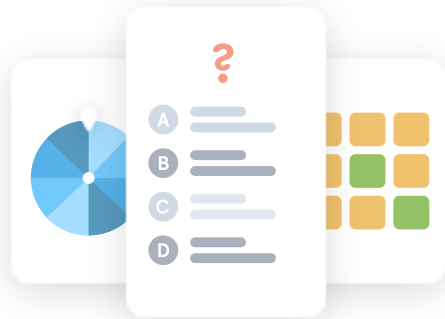


# Gamification in Four Steps

Game Studio in Detail

1

Select a game



See games →

2

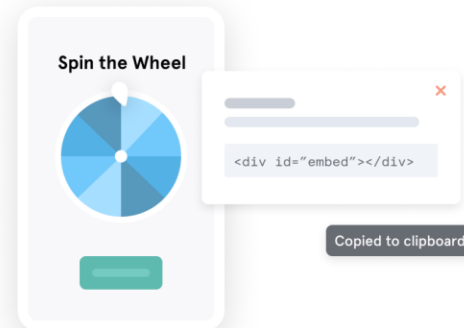
Customize your template



See templates →

3

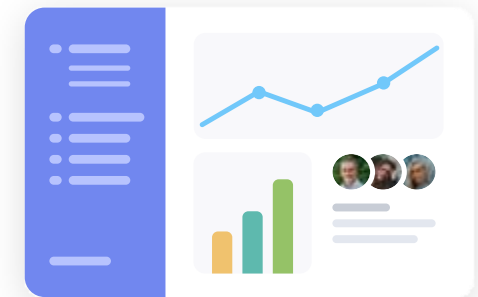
Embed the experience



See example →

4

Engage, measure & optimize





**Thank you!**