

playable

SMASH YOUR MARKETING GOALS WITH PLAYABLE!

Smash the marketing goals when they pop out - careful, avoid the zaps!



You have 30 seconds to smash as many goals as you can, to earn a place on the leaderboard.

The top 3 leaderboard positions will win a 200 DKK gift card!

PLAY THE GAME

Name

Score

Scan & Play

While you wait



playable

From scroll to action: why gamification wins at engagement



Andreas Fabricius - CEO
af@playable.com



Marketing in 2025: high pressure, high potential



Ad spend growth slowing
- every investment must
prove value.



Budgets shifting
towards measurable,
outcome-driven activity.



Increasing complexity of
privacy & marketing
legislation.



AI transforming marketing
operations, content, &
campaign optimisation.



More channels,
less clarity, faster
decisions needed.

The data paradox



Hvor mange har tid nok til at analysere jeres data?



Hvor mange har en 100% integreret tech-stack?



Hvor mange herinde er tilfredse med jeres personificering af kommunikation?

The data paradox



56% of marketers lack time to analyse their data.



38% say their tools don't integrate effectively.



76% of all marketing communication is 1 to all.

The attention challenge



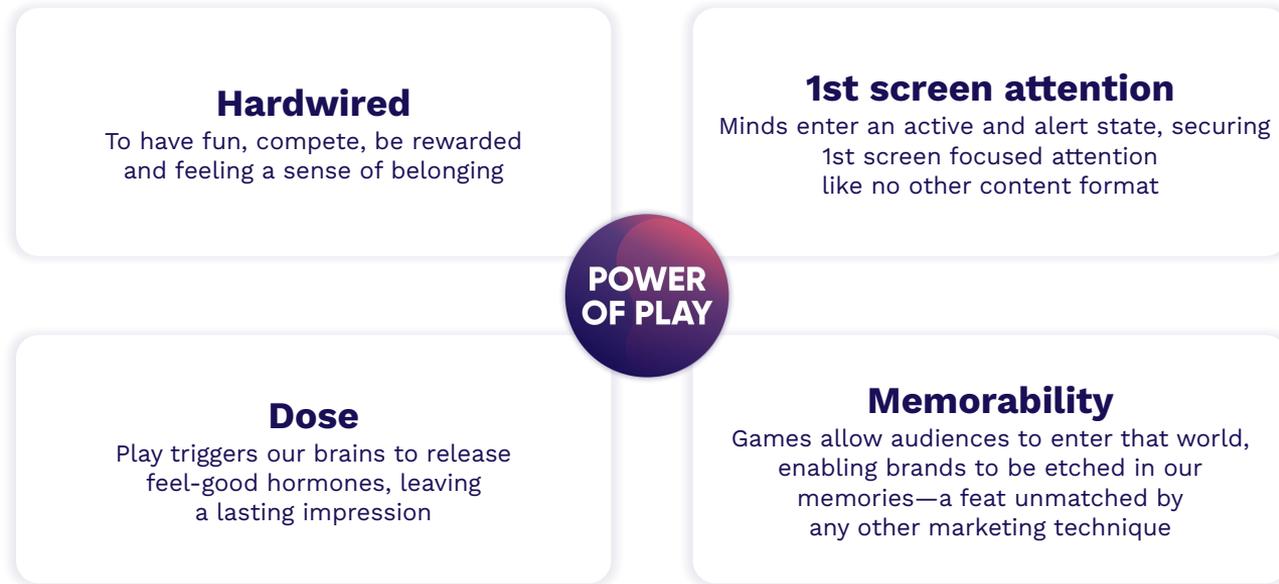
Rising CPMs, falling
ad engagement

Vast volume of
content flooding feeds
- harder to stand out

Opportunity: formats
that deliver active
attention & lasting recall

#1

The power of play



#1

Play & gamification = Playable marketing

Game mechanics are the building blocks for how players interact with a game.

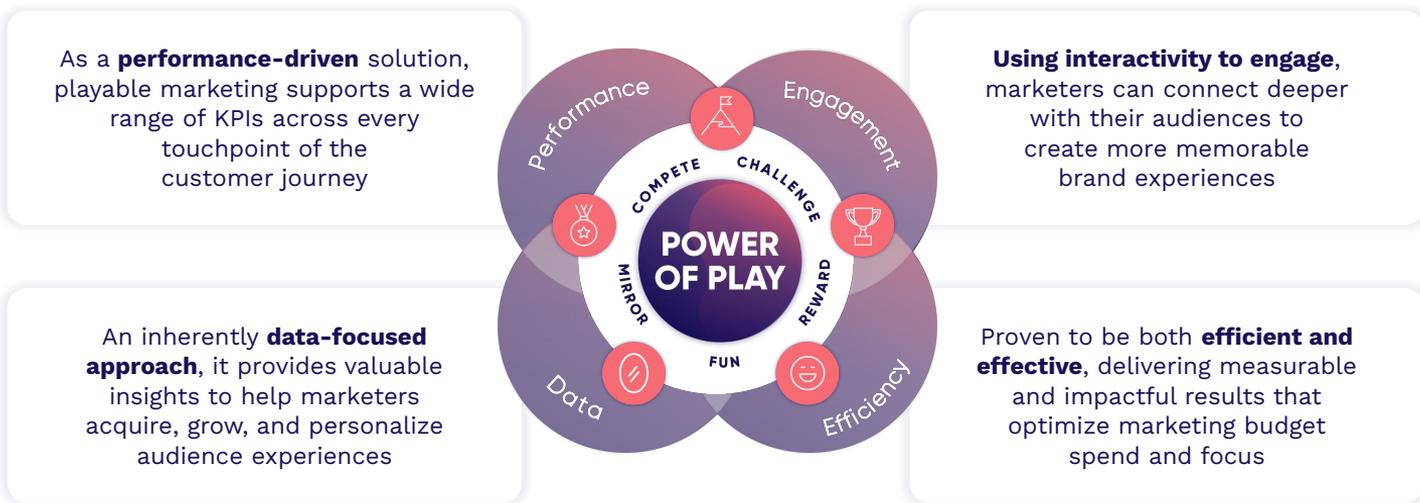
Marketing gamification adapts them to incentivise user behaviour in a marketing context.



#1

Play & gamification = Playable marketing

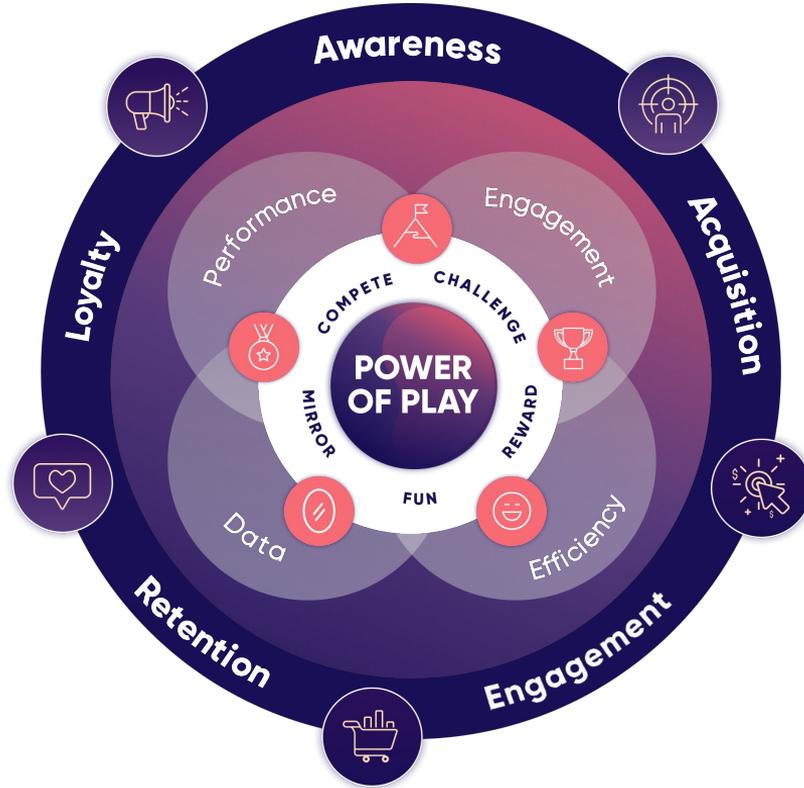
Inspiring meaningful relationships.



#1

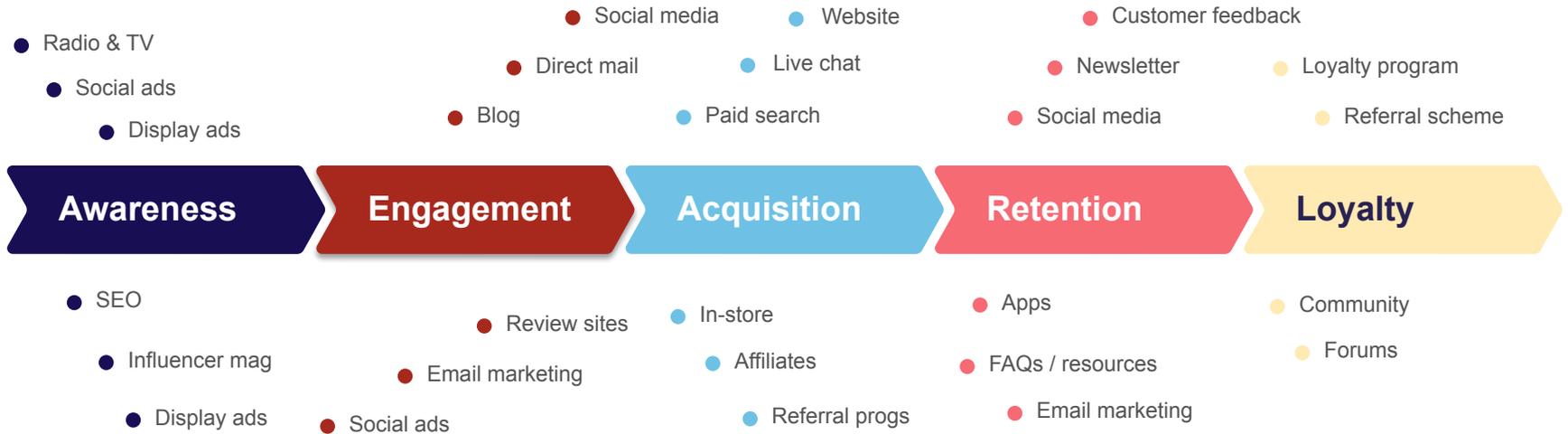
Unparalleled marketing performance

Whatever your marketing goals, transform your brand impact throughout the customer journey for unparalleled results.



Play at every stage

Where gamification fits



Play at every stage

Where gamification fits



Turning moments into minutes

Why gamification works

8.25
seconds

Average human attention span in 2025

47
seconds

Average screen-based focus time

56%



More likely to click on a gamified ad

74
seconds



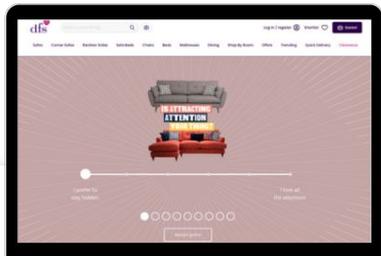
Average time spent with a playable campaign

40x



More attention than standard digital content!

Why gamification delivers



Captures active attention

for 40x longer than standard static content.



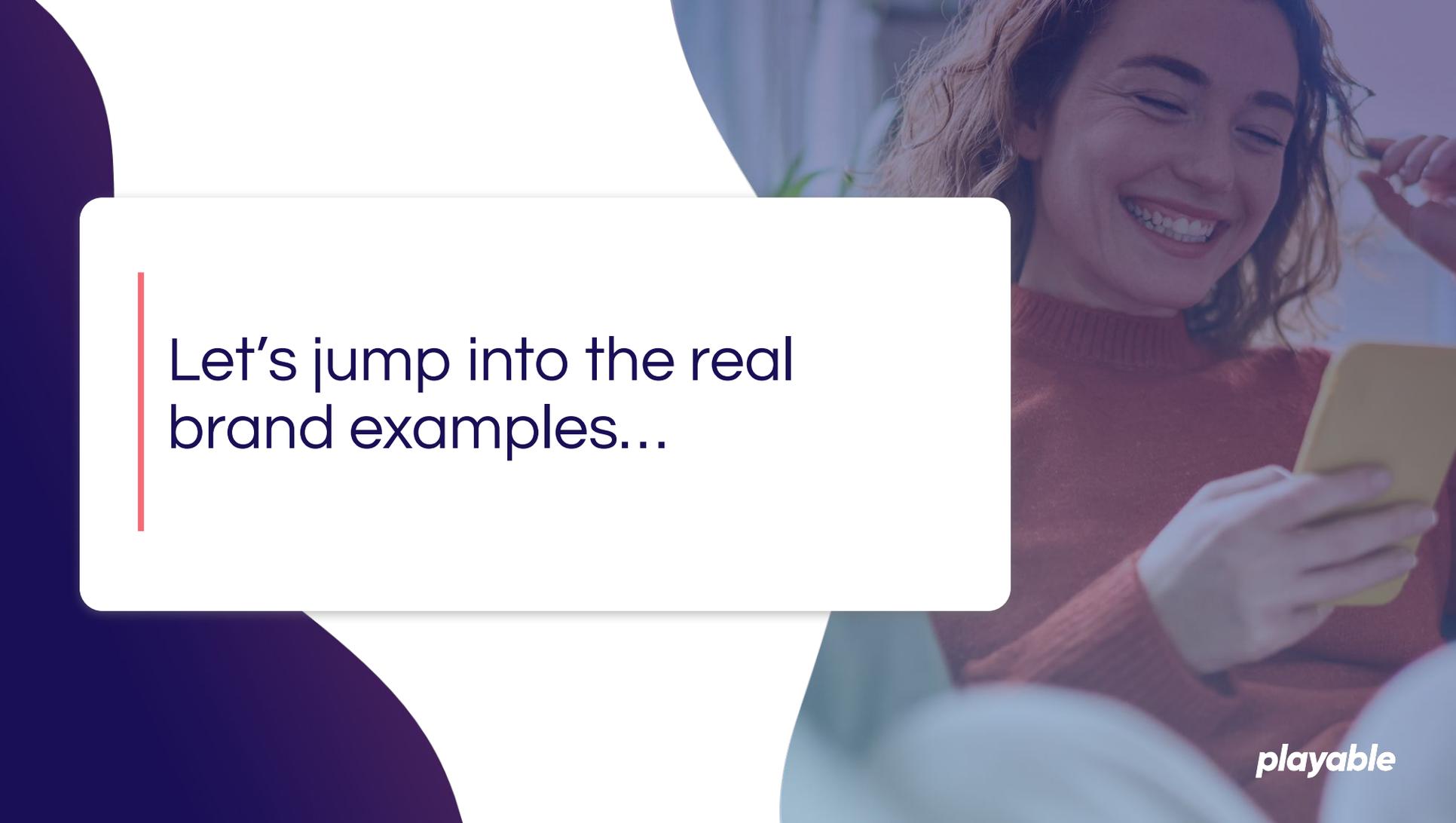
Drives emotional connection

through play and reward.



Builds brand memorability

with positive active participation & experiences.



Let's jump into the real
brand examples...

playable

Where play means business

The gamification platform for marketers



playable

About Playable

- The gamification platform for marketers; a flexible SaaS platform to create, tailor and deploy marketing gamification campaigns.
- Founded in 2017 in Denmark - expert teams in Aarhus, Copenhagen, Sofia, Amsterdam, Helsinki and London.
- 80 people across markets

650+

Powering the playable marketing of 650+ brands globally

15

game plays

every second from our platform

99.4%

Customer support satisfaction rating

60+

We have customer in 57 countries in the world



playable



Brand equity

Create unforgettable brand moments

Transform your brand presence with interactive experiences that captivate, engage and leave a lasting impression.

With Playable, your brand becomes unforgettable; boosting recognition, loyalty, and advocacy.



Data-driven insights

Unlock actionable insights

Turn engagement into insight.

Playable helps brands collect valuable zero-party data in a fun, transparent, and compliant way; fuelling smarter personalization and better marketing decisions.



Marketing effectiveness

Transform engagement into conversions

Maximize interactions and active engagement to drive ROI at every touchpoint, for greater marketing effectiveness.

Playable campaigns capture attention, optimize spend, and deliver higher conversions across paid, owned, and earned channels.

Game selection

Luck games



Wheel of fortune



Scratchcard



Slot machine



Roll the dice



Lucky number



Rock paper scissors



Spin the bottle



Roulette



Banko



Tap to reveal

Skill games



Drop game



Spot the difference



Shoot it



Hit the target



Snake



Sliding puzzle



Shell



Memory



Puzzle



Slice It



Tapping game



Sudoku



Hit-a-mole



Rush runner



Gravity dodger



Bounce battle

Knowledge games



Quiz



Personality test



Advent calendar



Guess the picture



Prediction



Video quiz



Priority puzzle



Guess the word



Survey



Place the item



Swipe it



Poll

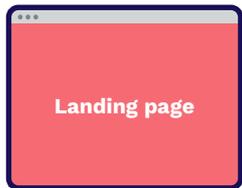


Product selector



Word riddle

Embedding campaigns where and when it makes sense



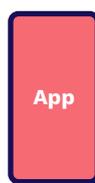
Create a landing page in the Playable platform that will add to the digital universe of your brand.



Embed gamification campaigns where it makes sense, whether that's a homepage, landing page or other webpage.



Use the Playable pop-up builder to easily integrate gamification campaigns on to a page to activate site visitors.



Integrate game campaigns in your app so that they are displayed as part of that digital universe.

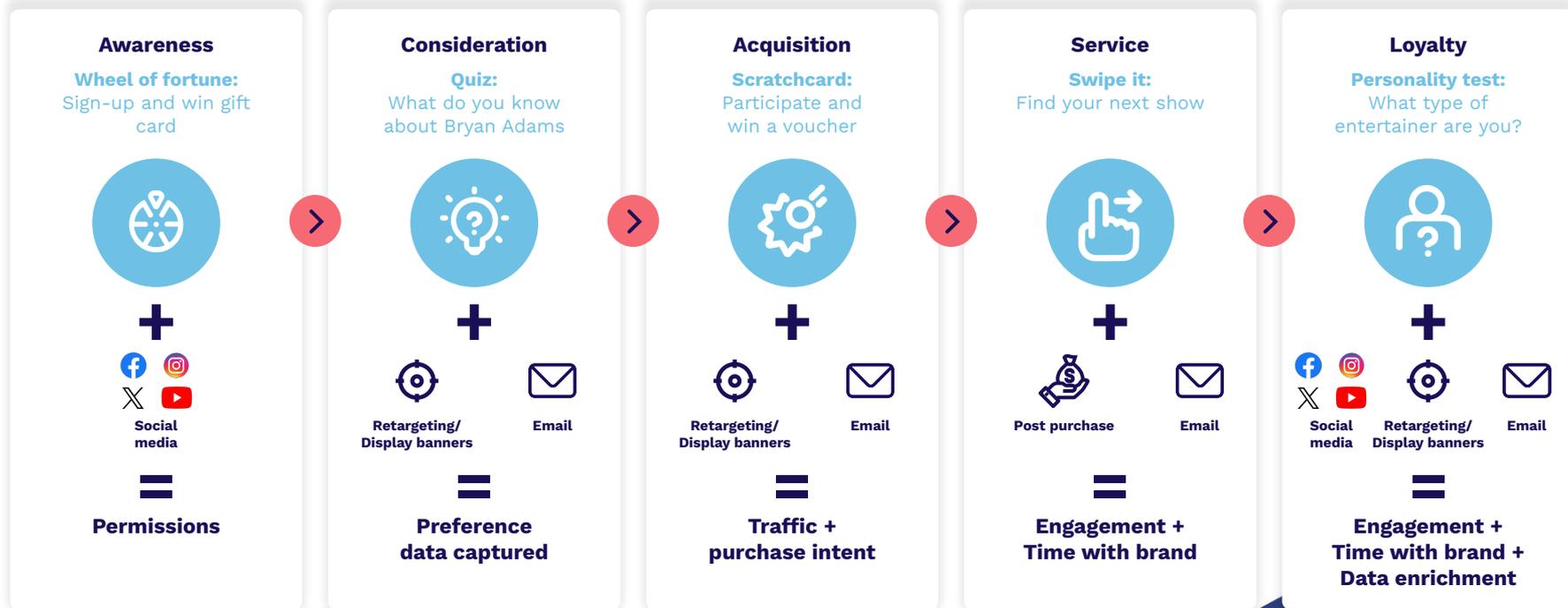


Integrate game campaigns in your offline activities or OOH advertisement just scan the code and connect your offline ad to digital universe.

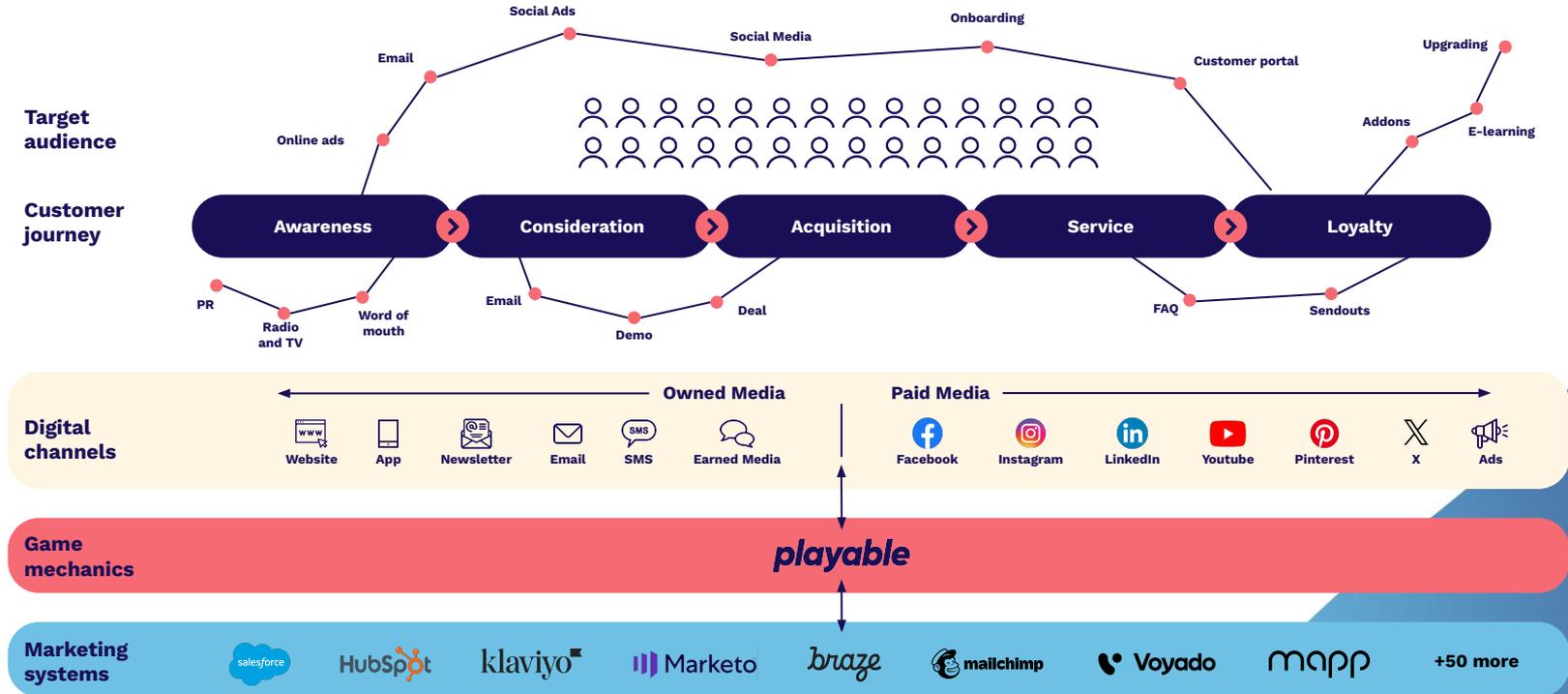


Integrate interactivity as game campaigns into display ads, engaging users within the ad space.

Full customer journey example



How Playable fuels effective marketing



#3

Playable cases

playable

Awareness

Brand & product awareness

Goal

- Get people to engage with your messaging around brand/product etc. in a top funnel activity

KPI's

- SoMe reach
- Paid ad performance
- Brand mentions

Acquisition

Collect permissions

Goal

- Attract audiences and new customers

KPI's

- Unique registrations, Cost per lead + CLV, Lead scoring, CPC overtime

Increase Sales

Goal

- Revenue + upsell, valuable conversions, intent

KPI's

- CAC, Purchase, purchase intent, add to basket, sign ups (CAP), uplift in customer spend + Uplift in customer spend and lower CAC

Boost Omnichannel

Goal

- Blend physical and digital experiences and drive footfall

KPI's

- Tracked store visits, QR scans, prizes redeemed, offline to online + Uplift in customer spend, store visits, basket size, CLV

Improve ROI

Goal

- Attract visitors to web, app, SoMe and drive actions

KPI's

- Views, impressions, Clicks, CTR, CPM, contact price, retargeting + ROI, uplift in traffic and conversions

Engagement

Time spent with brand

Goal

- Improve brand image and engagement

KPI's

- Time with brand, # of sessions, # of engaged users, # playthroughs, # of game repetitions + Share of voice, sentiment, brand study

Retention

Capture consumer data

Goal

- Enrich existing database, collect preferences and consumer insights, collect zero parts data

KPI's

- Data points, preference captured, # of engaged users + Build segments, cross-sell, use insights for product dev. + content

Increase owned media acquisition

Goal

- Attract users to owned channels

KPI's

- Downloads, in app usage, in app engagement, in app traffic, avg. visit time + Increase active users, daily logins and app clicks

Loyalty

Grow customer loyalty

Goal

- Make owned media more appealing by using game mechanics and create stronger customer connection.

KPI's

- Page views, open rates, time with user + time on platform, consideration actions, click through in funnel, increase CLV

Educate better

Goal

- Educate customers in product USP's and corporate USP, myths etc.

KPI's

- Stickiness of information, time spend with brand, product utilization

Increase owned media usage

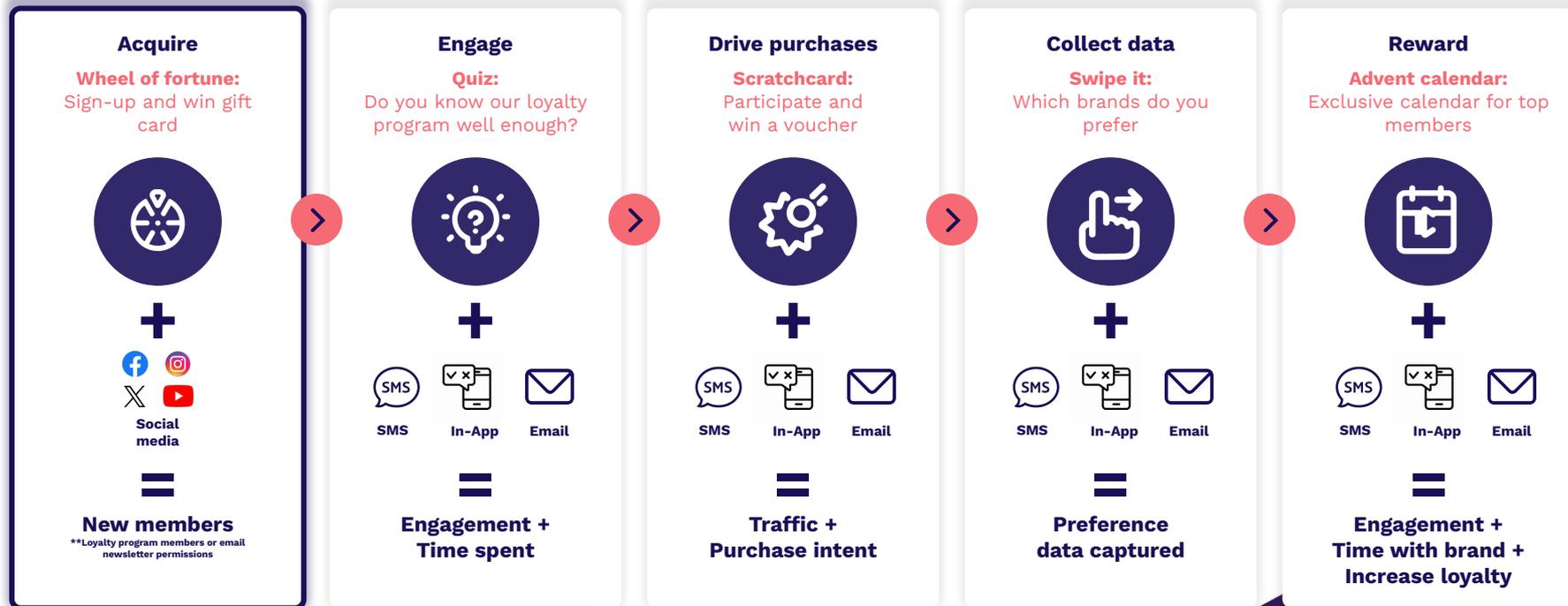
Goal

- Engage and retain owned media subscribers

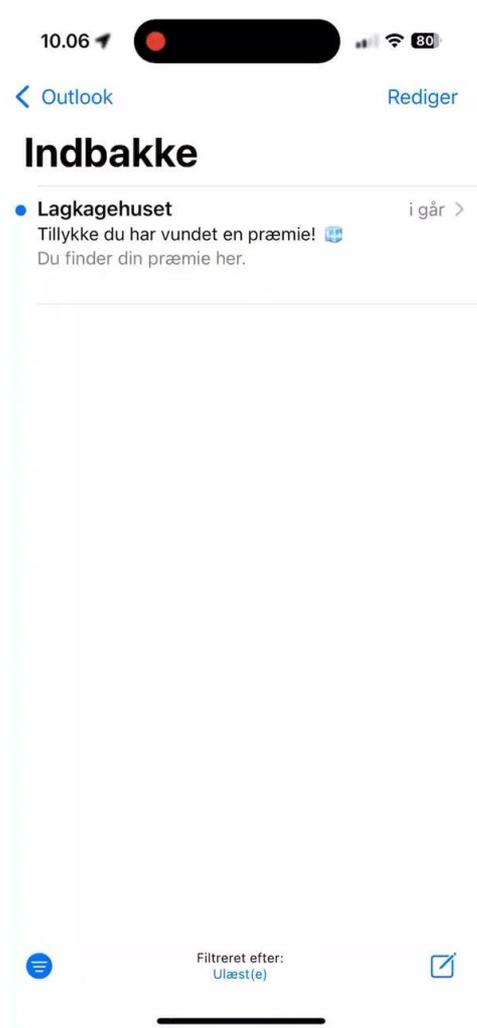
KPI's

- In app usage, in app engagement, in app traffic, avg. visit time + Increase active users, daily logins and app clicks

Loyalty journey







**Global Playable stat*
playable



Alex Steen
LAGKAGEHUSET

**Redemption
rate avg: 70%***

*Global Playable stat
playable



Goal of the campaign

Create awareness of new products

Move people across media channels

Convert visitors to app users

Generate traffic from online to stores

Acquisition

Collect permissions ✓

Goal

- Attract audiences and new customers

KPI's

- Unique registrations, Cost per lead + CLV, Lead scoring, CPC overtime

Increase Sales ✓

Goal

- Revenue + upsell, valuable conversions, intent

KPI's

- CAC, Purchase, purchase intent, add to basket, sign ups (CAP), uplift in customer spend + Uplift in customer spend and lower CAC

Boost Omnichannel ✓

Goal

- Blend physical and digital experiences and drive footfall

KPI's

- Tracked store visits, QR scans, prizes redeemed, offline to online + Uplift in customer spend, store visits, basket size, CLV

Improve ROI ✓

Goal

- Attract visitors to web, app, SoMe and drive actions

KPI's

- Views, impressions, Clicks, CTR, CPM, contact price, retargeting + ROI, uplift in traffic and conversions

Retention

Increase owned media acquisition ✓

Goal

- Attract users to owned channels

KPI's

- Downloads, in app usage, in app engagement, in app traffic, avg. visit time + Increase active users, daily logins and app clicks

Loyalty

Increase owned media usage ✓

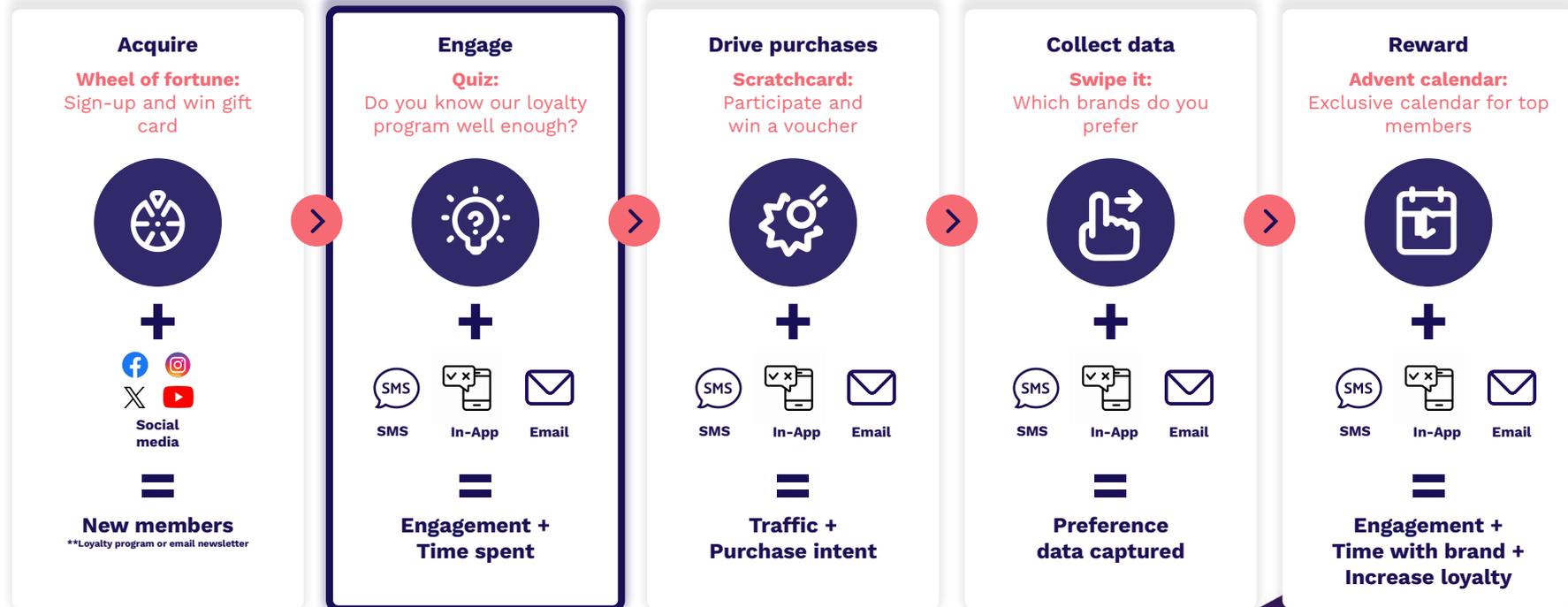
Goal

- Engage and retain owned media subscribers

KPI's

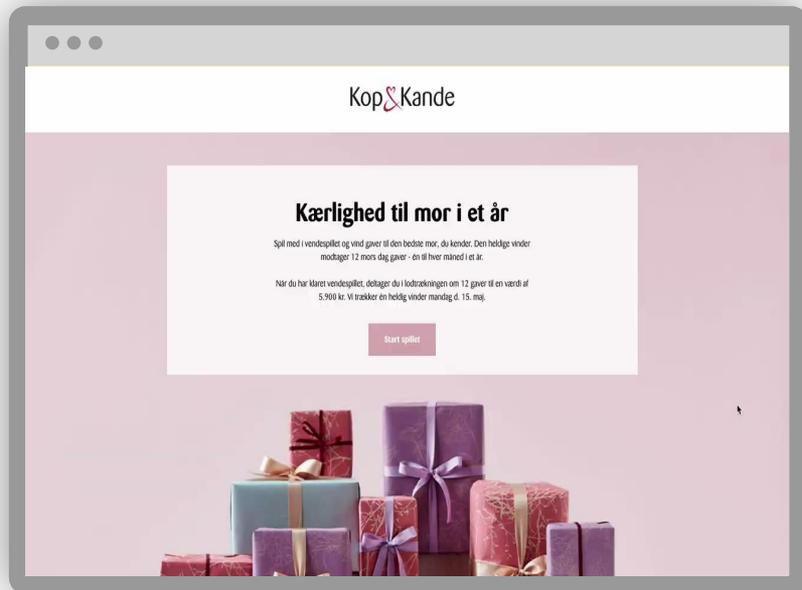
- In app usage, in app engagement, in app traffic, avg. visit time + Increase active users, daily logins and app clicks

Loyalty journey



Mother's Day campaign

Kop & Kande: Win 12 gifts for Mother's Day



[Demo link](#)

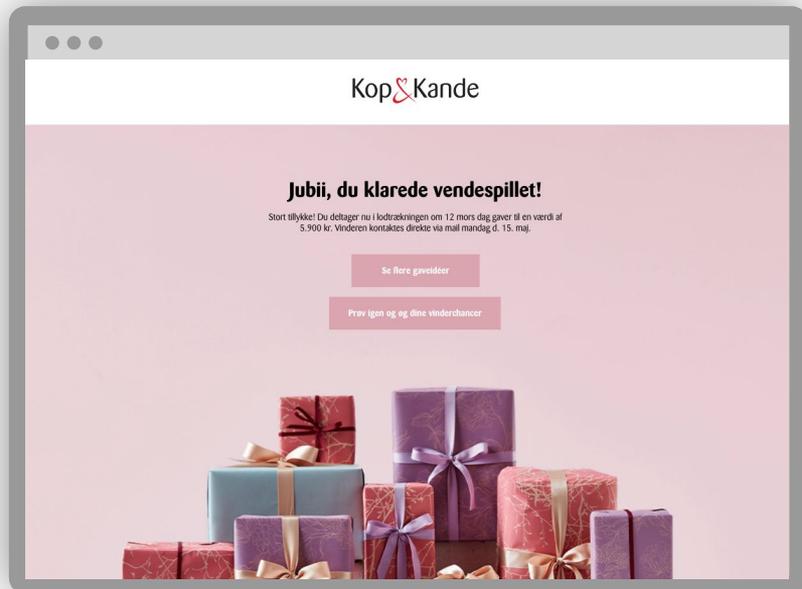
Background

Kop & Kande came up with the idea of winning gifts for your mother for a whole year, meaning that the winner would win 12 gifts that they could spoil their mother with, for each month of the year.

They partnered with Rosendahl, one of their suppliers, to supply the 12 different gifts. The game itself was a classic memory game, where participants had to find corresponding products/gift ideas.

Mother's Day campaign

Kop & Kande: Win 12 gifts for Mother's Day



Highlighted features:

- CTAs at the end:
 - “See more inspirations”
 - “Try again and increase your chances of winning”
- Showing gift inspirations behind the cards

Promotion

- Paid ads on both Instagram and Facebook
- Email marketing newsletter
- Featured on the front page of their website
- Qr-code in their physical magazine (distributed around the country)
- In-store promotion



Website banner



Qr-code in the magazine



Email newsletter



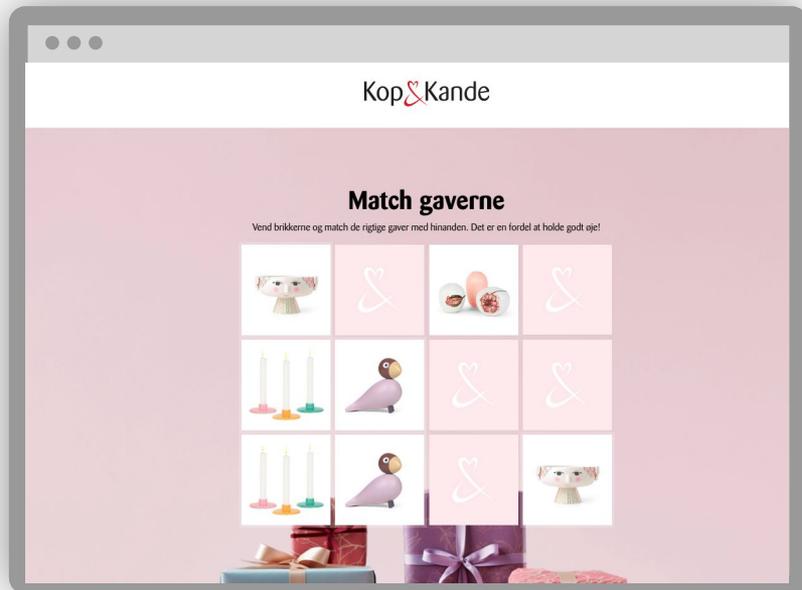
Facebook post



In-store streamer

Mother's Day campaign

Kop & Kande: Win 12 gifts for Mother's Day



Performance

- 2X more scans of the QR-core in their physical magazine compared to similar campaigns
- 79,000+ sessions
- 27,000+ unique registrations
- 8,65 is the average amount of times participants played the game
- 9200+ clicks to gift inspiration landing pages on Kop & Kande's website

Native advertising - Steff Houlberg @Bold.dk

The image shows a screenshot of the Bold.dk website interface. At the top, the 'bold' logo is on the left, and navigation links for 'Nyheder', 'Livescore', 'TV', 'Stillinger', 'Klubber', 'Snak', 'Play', and 'Bold+' are in the center. On the right, there are search and login options ('Log ind') and a 'Prøv Bold+' button.

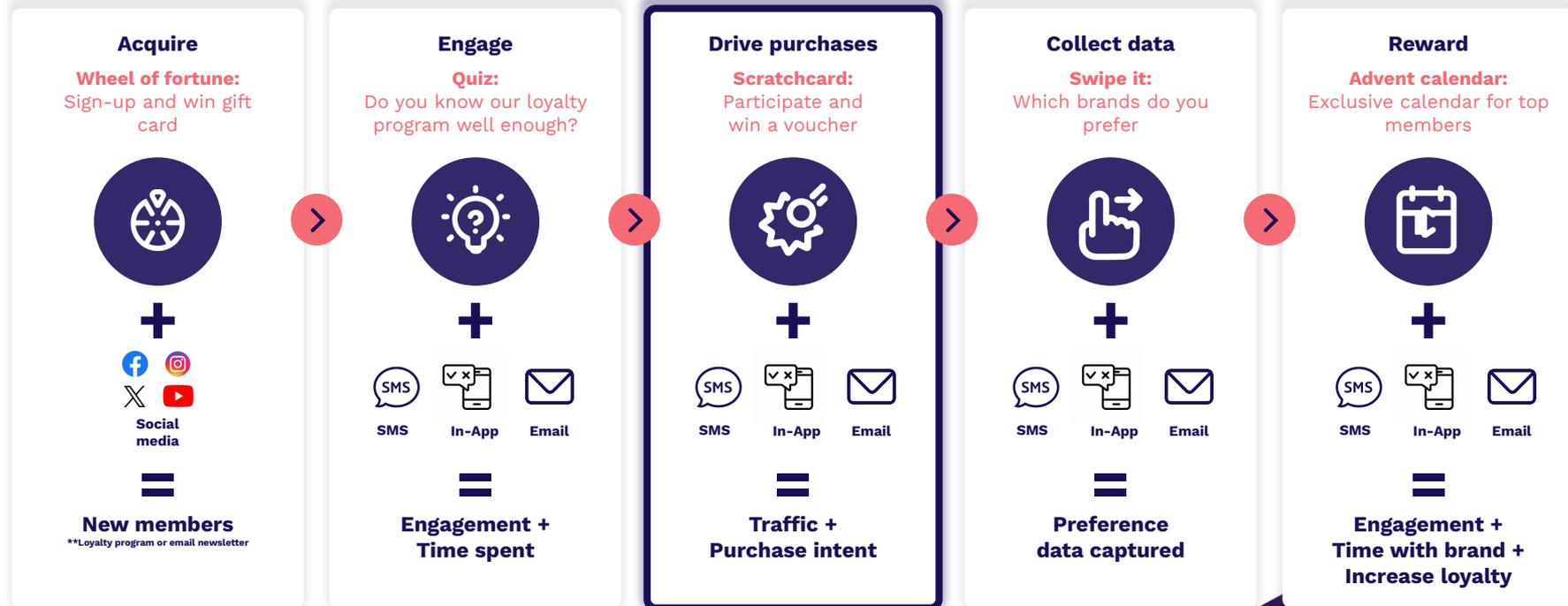
The main content area features a large banner for 'HOUSE OF THE DRAGON' with the text 'NY SÆSON I STREAM NU'. To the right of the banner is a large blue advertisement for HBO Max, stating 'Det er tid til at vælge side max' and 'TILMELD DIG NU' with a price of 'Fra 79 kr./måned'. Below this banner are several smaller content tiles:

- A football match tile with the headline 'Medie: Transformeret Süle har tabt 10 kilo' and a sub-headline 'FCM-skifte overrasker: Buksa kan blive Polens næstbedste angriber'.
- A sponsored content tile with the headline 'SPONSERET INDHOLD' and sub-headline 'Få dage tilbage: Prøv spillet og vind en 'hjemmebanefordel''.
- A 'Mest læste' section with three items: 'EM Frustreret Van Dijk: Siger alt at dommeren skyndte sig ind', 'COPA ARGENTINA Messi sendte Argentina i finalen', and 'COPA AMERICA Skandaløse scener: Darwin Nunez i slåskamp med fans'.

On the left and right sides of the main content area, there are vertical blue banners for 'HOUSE OF THE DRAGON' with the text 'NY SÆSON STREAM NU' and 'max TILMELD DIG NU'.

At the bottom right of the page, the 'playable' logo is visible.

Loyalty journey



Sales - First purchase

The screenshot displays the SORAOS website interface. At the top, there is a navigation bar with the SORAOS logo, a date indicator '3+1 PÄIVÄÄ', and various category links: Kosmetiikka, Koti, Naiset, Miehet, S-Etuotteet, Kauden suosikit, OUTLET, Brändit, and Inspiroidu. A shopping cart icon shows 0 items.

Below the navigation bar, a grid of four product cards is visible:

- OBH Nordica Classic Light vaaka**: Price 19,90. Button: Lisää ostoskoriin.
- Beurer GS14 lasivaaka**: Price 14,95. Status: Vain myymälässä. Button: Siirry tuotekortille.
- Omron BFS11 kehonkoostumusmittari**: Price 129,00 (original 119,00). Button: Lisää ostoskoriin.
- Clinique for Men Anti-Age Moisturizer...**: Price 50,00. Button: Lisää ostoskoriin.

Below the product grid, there are filter options: Rajaa: Väri, Brändi, Koko, Hinta. A 'Järjestä Uusimmat' dropdown is also present. A pagination indicator shows '1 / 534'.

A video player overlay is positioned in the bottom-left corner with the text: **Raaputa esiin huippupalkintoja verkkokauppaan!** Below this text is a 'Pelaa' button and a progress bar showing '00:00 / 00:28'.

At the bottom of the product grid, four items are shown with their prices and status:

- Talika Lipocils Liner nestemäinen eye...**: Price 28,90.
- NYX Professional Makeup Powder Puff L...**: Price 18,90. Status: Useita vaihtoehtoja.
- Reformi FemiSoyaPlus soijaruusunmaaj...**: Price 4,90. Status: Vain myymälässä.
- DIOR J'adore In Joy EdT tuoksu 50 ml**: Price 91,00.

On the right side of the page, there are icons for 'Ohjeet', 'Ota yhteyttä', and 'Chat'.

Arla

Spiltype: Roll the Dice

Period: December

Target: LeadGen + Awareness (products)

Marketing: QR code, Paid SoMe, Email marketing, website

Performance:

- Sessions: +200.000
- Registrations: +105.000
- Unique Registrations: +12.000
- Average Game Repetition: 9 !
- Conversion Rate: 60%
- +71.000 participants came from QR code!



Retailer - Bookstore chain

Suomalainen Kirjakauppa

Game Type: Memory game

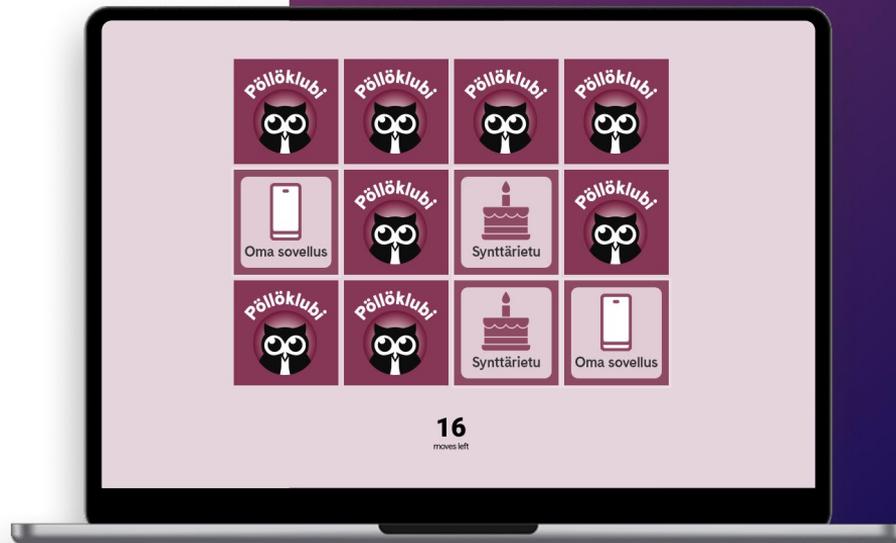
Suomalainen Kirjakauppa is one of the **largest bookstore chain in Finland**. They offer not only books but also a wide selection of hobby supplies, office equipment, board games, and more, both in their physical stores and online.

To engage their audience, they launched a fun and simple memory game. **As participants played, they also discovered all the great benefits of being an Owl Club member, Suomalainen's own loyalty program.**

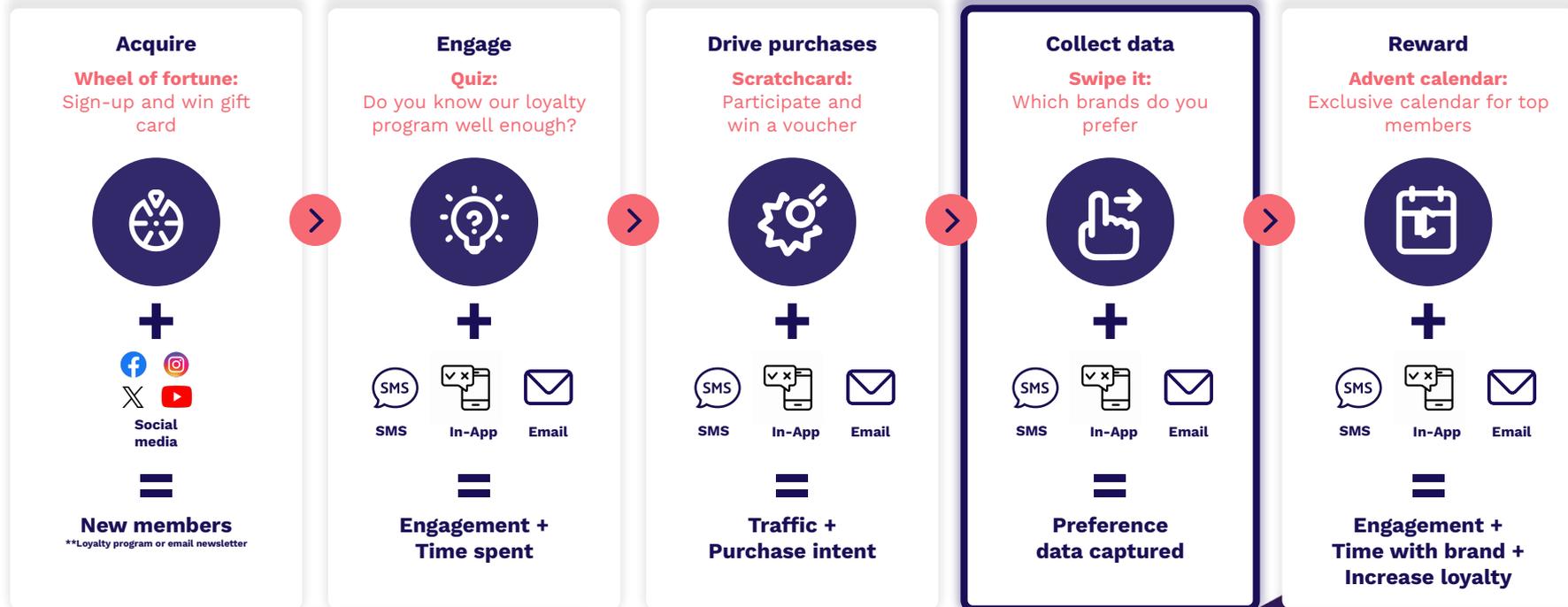
CTA: The final CTA also aimed to encourage purchases:

“This week, we are celebrating Owl Club Days in our stores and online! As a loyal customer, you will receive a €10 discount for every €50 purchase!”

Target: Customer Loyalty + Drive purchases



Loyalty journey



Travel & Tourism

TravelEssence (Little America)

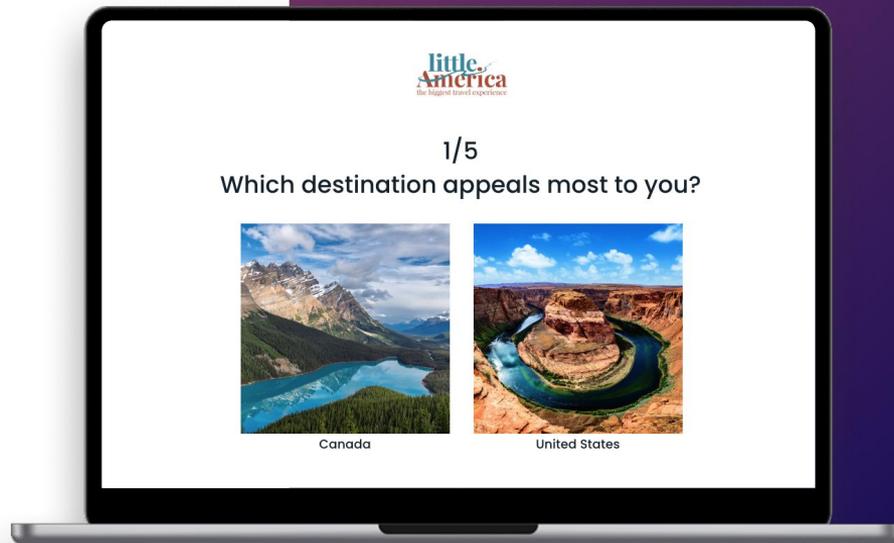
Game Type: Personality Test

Little American ran a 5-question personality test to help users discover their travel style. After completing it, participants received a sample trip by email and were entered to win a tailor-made holiday to the **USA or Canada for two, worth £8,500.**

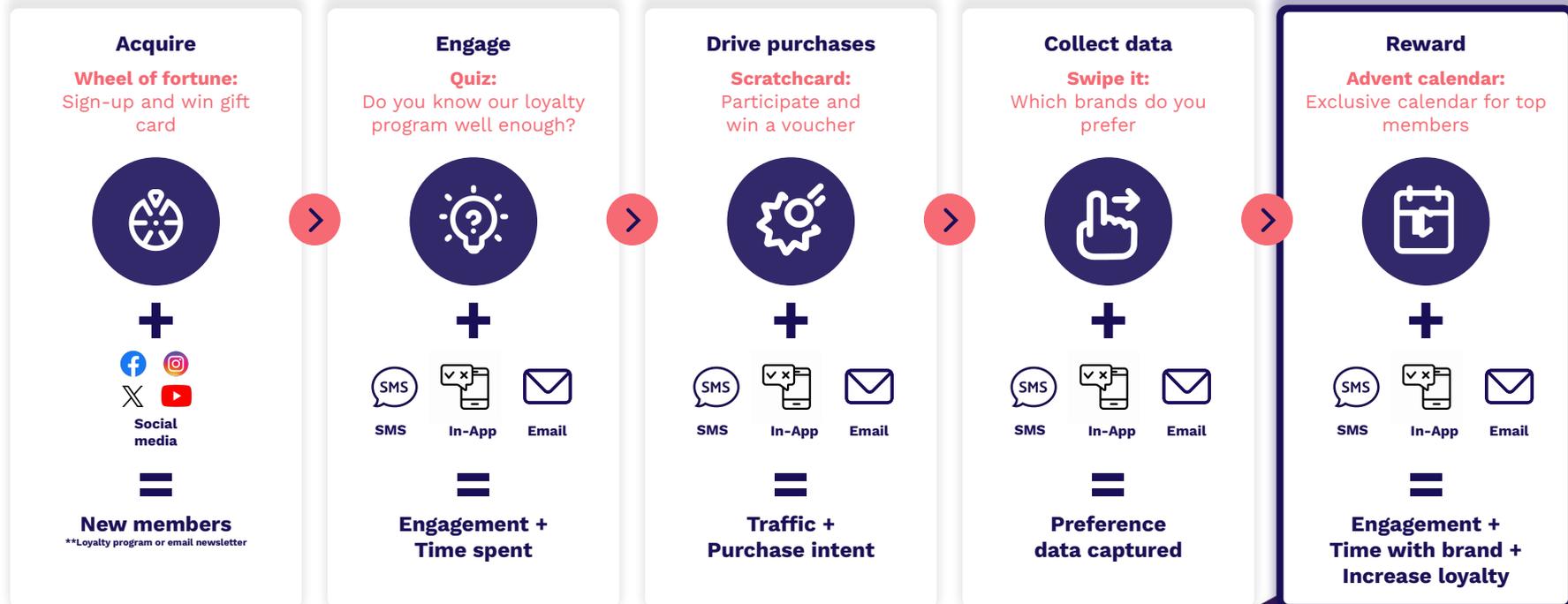
Why it's a good campaign:

It's engaging, easy to enter, and gives immediate value. Plus, the answers collected from the quiz help Little American send more **targeted travel offers** in the future.

Target: Data enrichment



Loyalty journey



Søstrene Grene Case example



Anna og Clara byder Dem velkommen til Søstrene Grene's julekalender.

Her kan De hver dag frem til d. 24. december deltage i konkurrencen om at vinde en julegave til hjemlig hygge og forkælelse.

De skal blot være rigtig på spørgsmålet bag dagens låge.

Vinderen udtrækkes umiddelbart efter d. 24. december og får direkte besked per e-mail.

Åbn lågen for at bevare dagens spørgsmål og deltage i Konkurrencen.



SØSTRENE GRENE CHRISTMAS CALENDAR 2023

- SE, NL, FR, DE, UK & DK



Results from the danish campaign

44.585



Subscribers updated signed up
or updated permission

4226

Hours played with this campaign
within December (49494 minutes)

30.544



Are still subscribers today

3,3 kr.

Cost per subscriber



15%

Has bought products online

850kr

The average order value
of these purchases



3,8 mio DKK

Total revenue generated by
from the campaign

Sports

Brighton & Hove Albion

Game Type: Tap-to-reveal games

Every year, Brighton & Hove Albion host **Open Training, a special event at their stadium** designed specifically for junior fans who are season ticket holders or members.

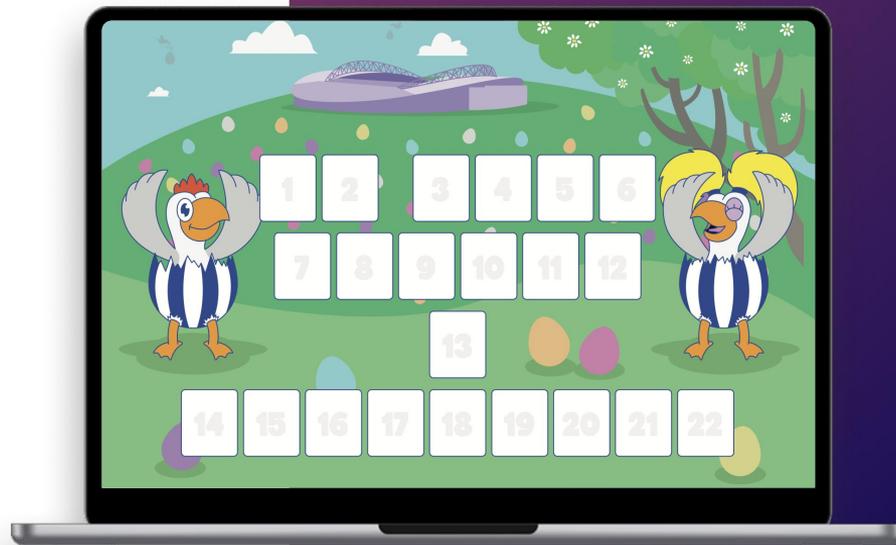
This year, they added an **engaging on-site egg hunt** featuring 22 eggs, each hiding a true or false trivia question using our tap-to-reveal game. Participants who answered correctly received a letter, and together the 22 letters formed a sentence that could be submitted for a chance to win prizes.

Prizes: Many different prizes such as:

- A mascot package
- An entry to a pre-match singing session
- Tickets to their WSL game at Amex
- Signed shirts

Target: Customer Loyalty

Marketing: On-site promotion using QR-Codes at the event



Let's have a closer look at their on-site promotion



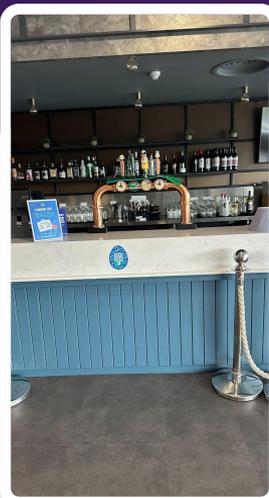
**ALBION
EGG
HUNT**

Around the West Stand, you'll find 22 other Easter Eggs with QR codes to scan.

Behind each egg is a true or false question about either a men's or women's first team player.

Answer correctly and you'll be given a letter! Collect all 22 letters to complete the phrase and be in with a chance to win some big prizes!

Up for grabs is a mascot package, entry to a pre-match signing session, tickets to our WSL game at the Amex, signed shirts & gift cards!



Once you've completed the Easter egg hunt, scan here to enter the phrase and be in with a chance to win!



#4

How to get started?

Final words

Customer loyalty best practices

Define your goals

Brands that set clear objectives for their loyalty programs see better engagement and ROI.

New members? Engaging members? Driving purchases? Encouraging WOM?

Understand your customers

Successful brands use gamification to learn about their audience.

Favorite products? Style? Pain points? Phone number? Job?

Identify what is relevant for you to know?

Create an emotional connection

Customers stay loyal to brands that make them feel valued beyond transactions.

Be genuine. Do not ONLY create campaigns to drive sales

Reward loyalty

Companies that actively reward repeat customers see higher lifetime value and retention rates.

Do not ONLY reward spending.. Reward engagement, reward time-spent!

Offer a variety of rewards

Not all customers are motivated by the same rewards. Providing a mix of discounts, experiences, and exclusive perks keeps engagement high.

Discounts, free items, etc, are not the only way to go!

Final words

Customer loyalty best practices

Personalize customer experience

Brands that personalize rewards see a higher success rate in their loyalty programs.

If you collect data points, make sure you are using them. Invest in personalization!

Promote your loyalty program

Even the best-designed program won't drive results without proper promotion.

Of course, using games to promote your loyalty program is a great way. Games are proven to maximize information retention.

Ask customers for feedback

Top-performing loyalty programs continuously evolve based on real customer insights. Brands that gather feedback through surveys, engagement tracking, and direct interactions refine their programs to keep customers interested.

You can also do survey using the Playable platform ;)

Think strategy, not single tactics

Successful brands take gamification beyond just about adding fun elements to their promotion. They consider it a strategic long-term tool that enhances customer relationships and drives loyalty.

*We showed you different **examples** across various industries.*

*Yet, I can't highlight enough that to win the **loyalty game**, you have to think strategically first.*

#5

Platform intro 12.15 - 1. sal