



FROM GAMIFICATION TO MONETIZATION

Tips & Cases on how interactive campaigns & games can increase your revenue

THE LEADING ENGAGEMENT & DATA COLLECTION PLATFORM

Qualifio is used daily by 400 media, brands and agencies in Europe to engage, segment and monetize their digital audiences (web, mobile, social)

Qualifio allows its users to easily create 40+ innovative, interactive applications (animated games quizzes, contests, polls, tests, votings, photos & videos galleries, animated games,...).

Qualifio can be used without any IT or CSS knowledge.



CUSTOMERS



MEDIA



AGENCIES



BRANDS



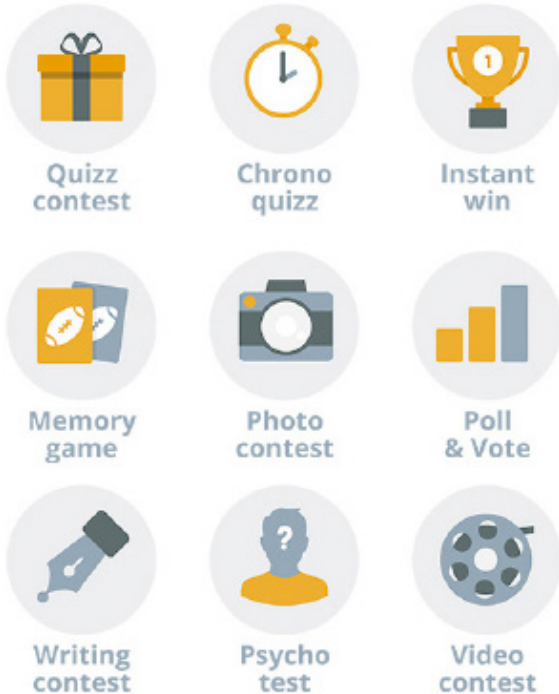
EL PAÍS ARCHANT ELLE
francetélévisions eE el Economista Europe 1
Unidad Editorial PARIS MATCH Purch
RTL 6 WEB TFI

Clear Channel DDB
DigitasLBi HAVAS
Ogilvy TBWA

PEPSICO Carrefour DANONE
Disney ING
McDonald's MediaMarkt L'ORÉAL

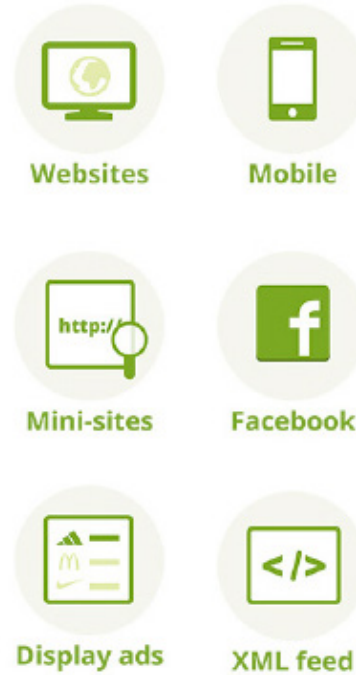
HOW DOES IT WORK?

CREATE INTERACTIONS

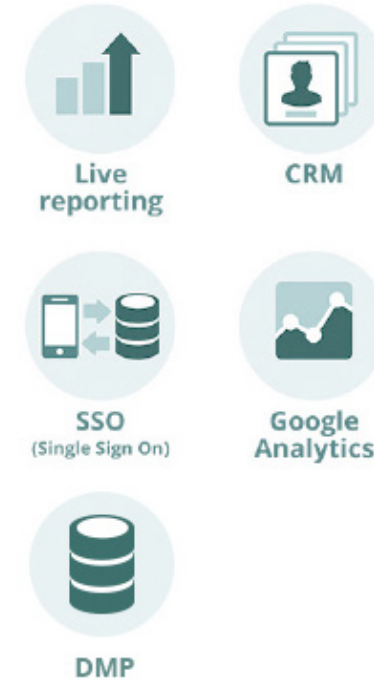


and many more

PUBLISH ON MULTIPLE CHANNELS



MEASURE RESULTS COLLECT PROFILES



HOW GAMIFICATION LEADS TO MONETIZATION



1. **Get more traffic** at low cost through efficient virality mechanisms



2. Promote your **products and services** in a fun way



3. Increase **foot traffic** to your stores



4. Segment your **audience** (CRM, DMP, retargeting)



5. Get **opt-ins** and convert them into **subscribers and clients**



6. **Monetize** with advertisers and sponsors



7. Increase your **audience** and **display revenue**

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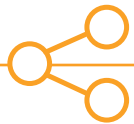


BRANDS & AGENCIES

1. GET MORE TRAFFIC AT LOW COST THROUGH EFFICIENT VIRALITY MECHANISMS



1. GET MORE TRAFFIC AT LOW COST THROUGH EFFICIENT VIRALITY MECHANISMS - HOW

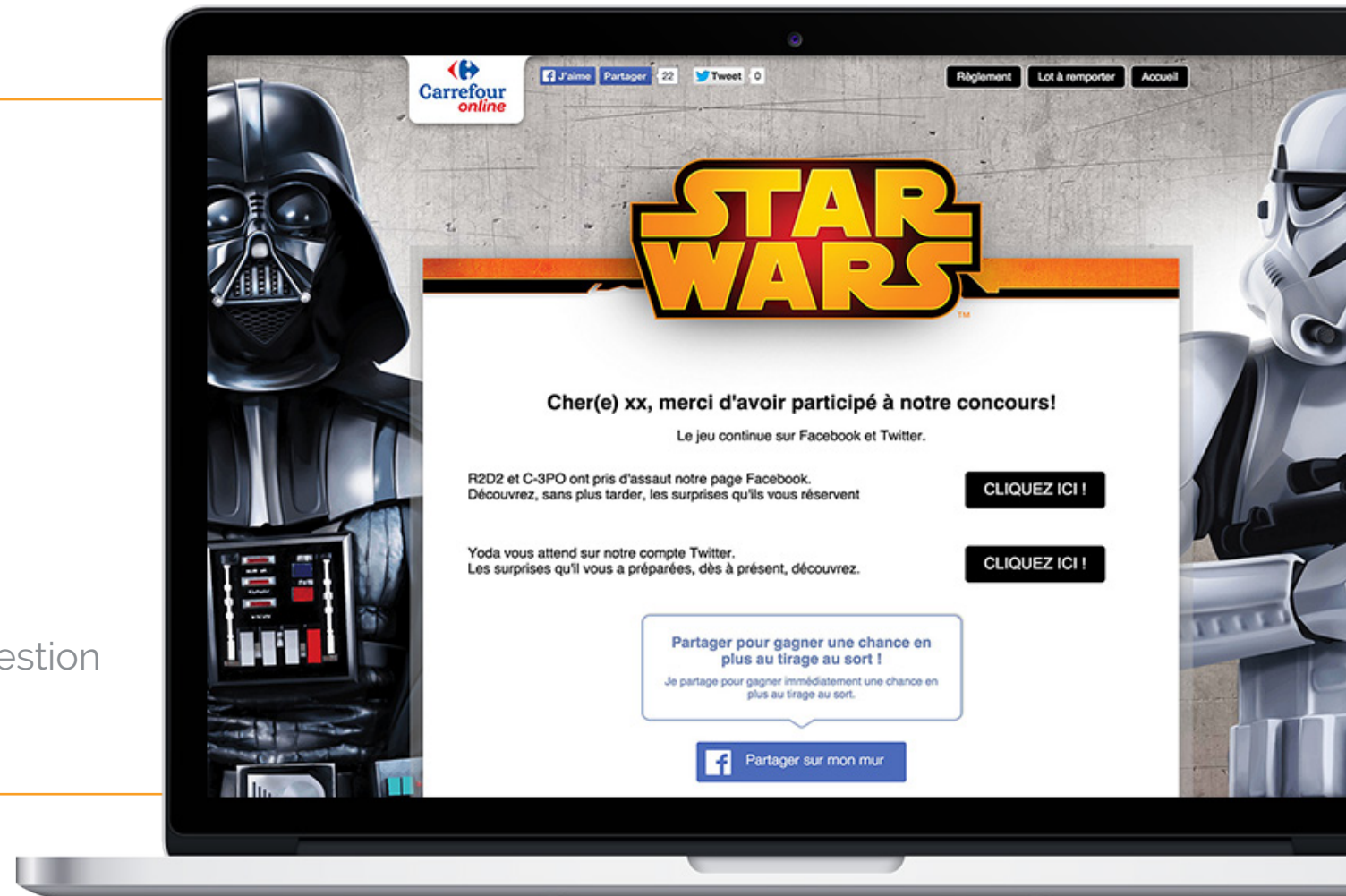


1. VIRALITY INCENTIVES:

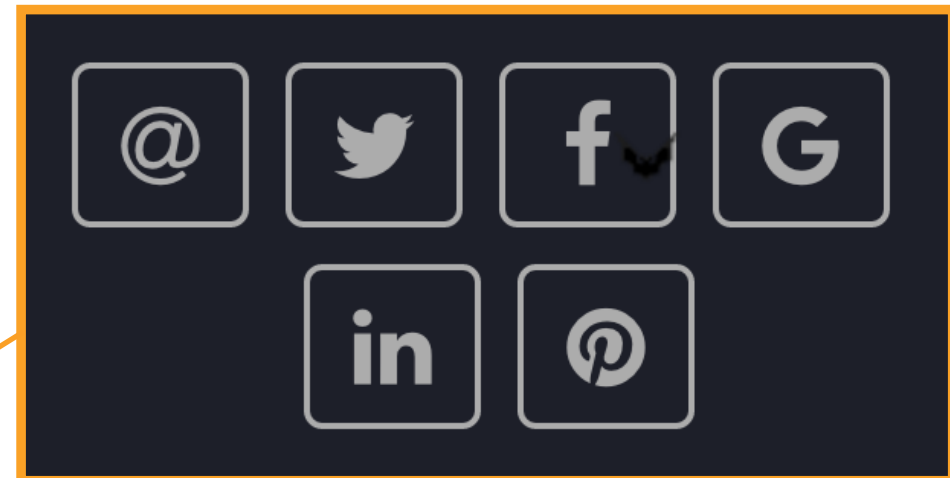
A. play again

B. earn extra points

C. extra tie-breaker question



1. GET MORE TRAFFIC AT LOW COST THROUGH EFFICIENT VIRALITY MECHANISMS



1. GET MORE TRAFFIC AT LOW COST THROUGH EFFICIENT VIRALITY MECHANISMS - HOW



2. PROPOSE HIGHLY VIRAL FORMATS, LIKE:

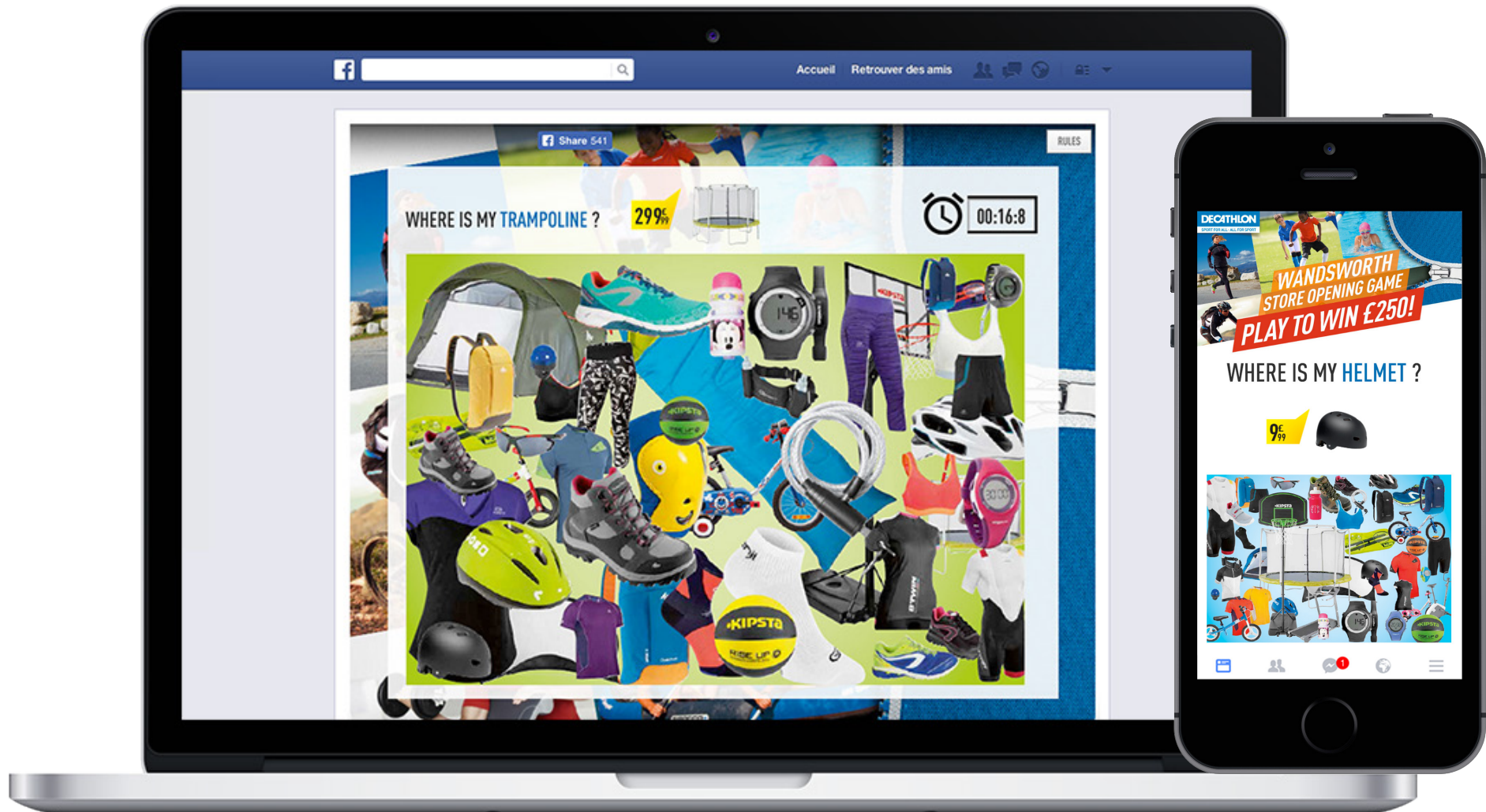
- A. user generated formats
- B. ...with photo editor
(ex. Halloween)
- C. predictions of matches or elections



2. PROMOTE YOUR PRODUCTS AND SERVICES



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EXAMPLE : KEY METRICS ON MEMORY GAMES



AVERAGE TIME
SPENT:
37"



AVERAGE
CLICKS:
29



AVERAGE
OPT-INS:
27%

3. INCREASE YOUR FOOT TRAFFIC AND SALES

GRAND JEU TOP CHEF 

À GAGNER **PIERRE AUGÉ** & **10 INVITATIONS POUR 2**
S'INVITE CHEZ VOUS ET **DANS UN DES RESTAURANTS**
CUISINE POUR 10 PERSONNES **DES TOP|CHEF**

[VOIR LE RÉGLEMENT](#)

POUR JOUER, JE SAISIS :

LE CODE BARRES 

PACK 6 X 1 LITRE PERRIER FINES BULLES
SAISISSEZ SANS ESPACE LE CODE BARRES CI-DESSOUS

CODE:

[JE VALIDE](#)

MacBook



3. INCREASE YOUR FOOT TRAFFIC AND SALES

NIVEA Health/Beauty

-33% sur tous les produits NIVEA ou sur NIVEA producten

Shop Now Like Message

Timeline About **Quiz** My NIVEA More

DOTATIONS RÈGLEMENT

With
LOVE
FROM **NIVEA**
Creme

Kruidvat

Action Kruidvat
Recevez 1 NIVEA Creme 75ml personnalisée.

Code de Faction

PARTICIPER !

NIVEA

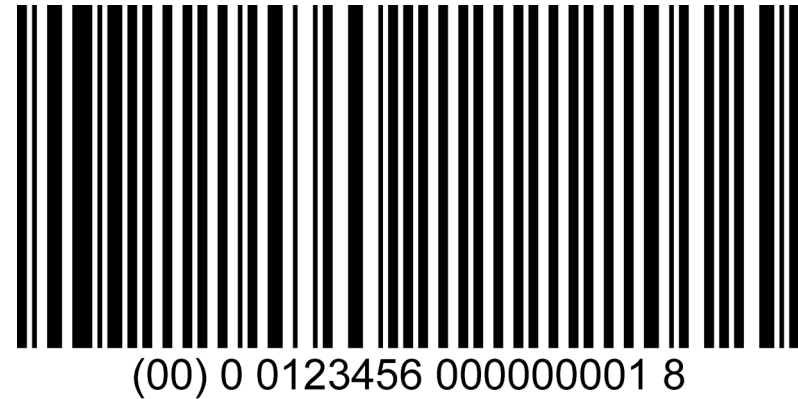
3. GENERATE FOOT TRAFFIC: HOW DOES IT WORK ?

ASK FOR A UNIQUE CODE TO ENTER THE GAME

- Each code can only be used once
- Import your own codes or let Qualifio generate them

AT THE END OF A PARTICIPATION :

- Give away a unique discount code
- Give away a barcode coupon
- Distribute an invitation



EXAMPLE : KEY METRICS ON UNIQUE CODES



%

REDEMPTION
RATIO:
17 %



AVERAGE
OPT-INS:
32%

4. SEGMENT YOUR VISITORS & CUSTOMERS

The image shows a laptop and a smartphone displaying a Facebook post for the 'Opening Decathlon Gent' event. The laptop screen shows the full post, including the event details, a search bar, and a grid of sports images. The smartphone screen shows a zoomed-in view of the post's content, including the event details and a list of sports to choose from.

#OPENINGGENT
WEDSTRIJD DECATHLON GENT
JIJ BEPAALT JE CADEAU, IEDEEREEN WINT!

26/09
**OPENING
DECATHLON
GENT**
MEER DAN 75 SPORTEN
ONDER 1 DAK

ZOEK HIER DE NAAM OF DE VOORNAAM VAN JE VRIEND >>

1 | 3 | 4 | 5 | 51 |

FC SMETLEDE

IK STEM

KIES JE FAVORIETE SPORT
BINNEN JE GEMAKTE SPORTTAK KAN JE 1 CADEAU WINNEN, AFHANKELIJK VAN HET AANTAL LIKES DAT JE VERZAMELT.

- 1 - Upload je sportieve selfie.
- 2 - Deel deze met je vrienden.
- 3 - Verzamel zoveel mogelijk likes.
- 4 - Hoe meer likes, hoe mooier je cadeau.

BOVENDIEN WORDT DE DRAPPIJSTE OF DE MEEST ORIGINELE SPORTIEVE SELFIE BELONGD
MET EEN WAARDEBON VAN 500 €
(DIT WORDT VERHAALD DOOR DE JURY 'DECATHLON GENT').

4. SEGMENT CUSTOMERS - HOW?



Create fun and viral interactivities on your site, mobile or Facebook pages
(Anonymous or with identification)

Generate high volume of participants

Push answers details or demographics into your CRM and DMP

Use segments in retargetting
(E-mail, Facebook custom audience, Criteo, DoubleClick...)

Game Id	What type of sport?	Where do you want to play?	what is the budget you could put in sport?	Why do you want to do sport?	Name	Firstname	E-mail	Group	Browser	Version	Device	IP
67B03440-F955-f	1 vs 1	outdoor	more or less 100 €	To meet people	Jones	Cédric	jonescedric@yahoo.com	(A)	Chrome	53	Desktop	81244143123
6678D5A7-B5D0-	individual	both	less than 100 €	to do some exercice	Smith	Brice	smithbrice@yahoo.com	(B)	Chrome	53	Desktop	81244143123
6781B159-D4DE-	1 vs 1	both	more or less 100 €	To meet people	etst	test	tqsdq@sdfsdf.com	(A)	Chrome	53	Desktop	81244143123
681F0A05-E8FB-	individual	outdoor	more than 100 €	to do some exercice	Brown	Lucie	brownlucie@yahoo.com	(B)	Chrome	53	Desktop	81244143123
681A3E42-CFD5-	individual	outdoor	more than 100 €	to do some exercice	Jones	Cédric	jonescedric@yahoo.com	(B)	Chrome	53	Desktop	81244143123

4. SEGMENT CUSTOMERS - HOW?



ANONYMOUS
GAMES



DMP, DSP, SSP,
RETARGETING...



GAMES WITH
IDENTIFICATION
(FORM, FACEBOOK CONNECT,
SINGLE SIGN ON)



CRM, E-MAILING,
MARKETING
AUTOMATION TOOLS,
FACEBOOK CUSTOM
AUDIENCE

EXAMPLE : KEY METRICS ON SEGMENTATION



EMAIL
OPENINGS 2X
40%*



CTR INCREASE
UP TO 2X
6%*



UP TO 250%
INCREASE IN
CONVERSION**

* marketingsherpa.com

** HotelTonight

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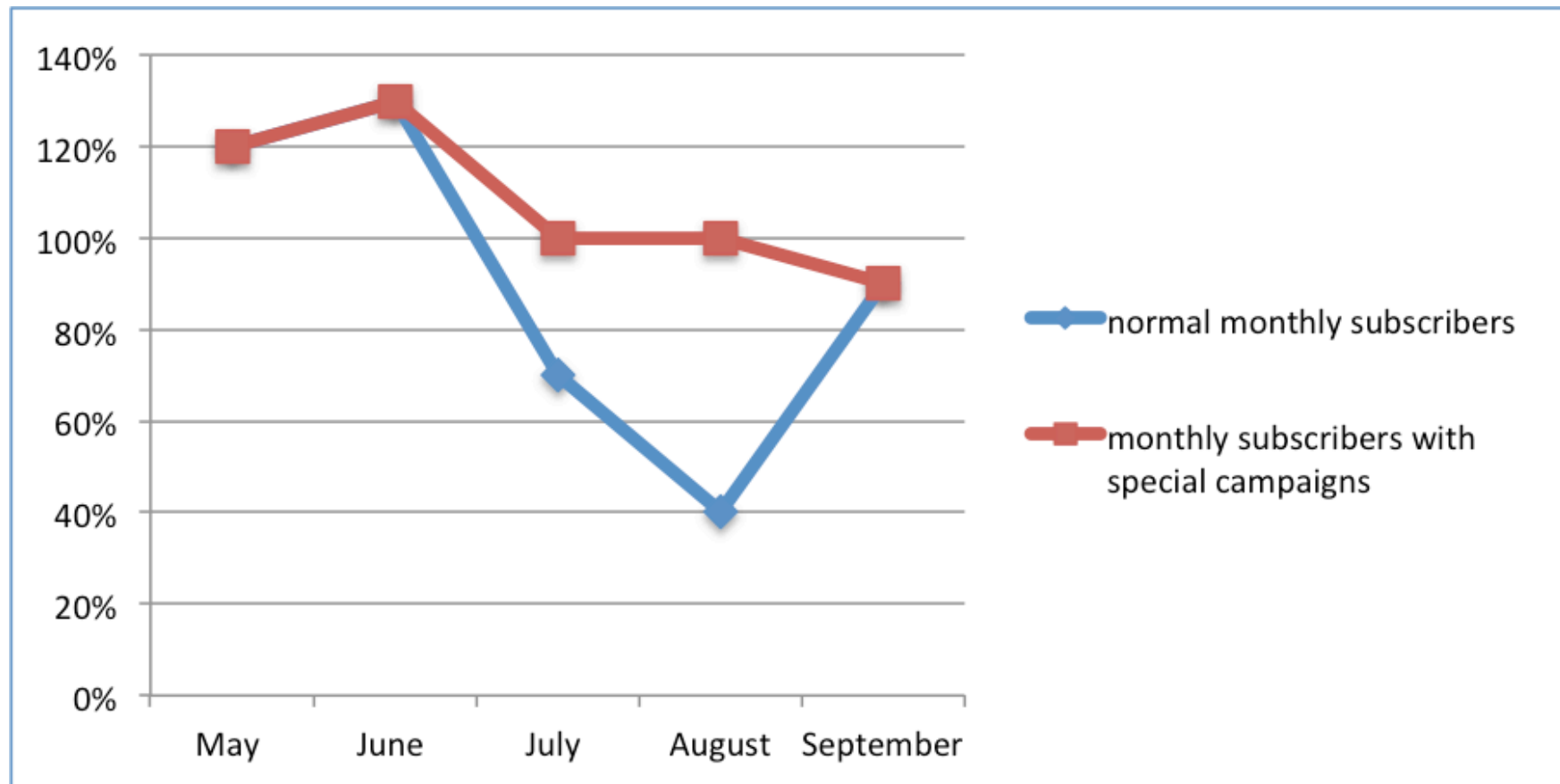


PUBLISHERS

5. GET OPT-INS AND CONVERT THEM INTO SUBSCRIBERS



IMPACT TRIVIA ON NEW REGISTRATIONS



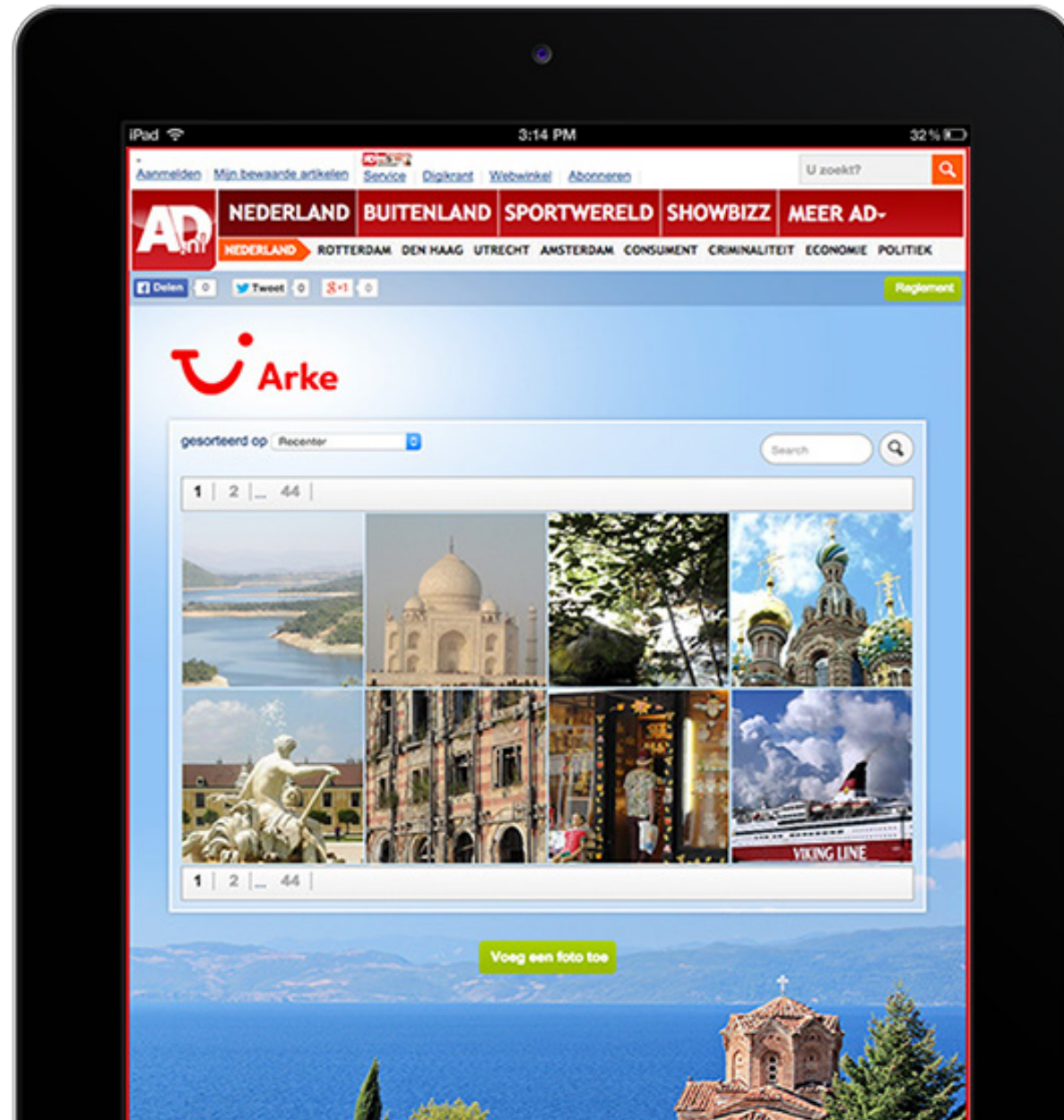
6. MONETIZE WITH ADVERTISERS



6. MONETIZE WITH ADVERTISERS



6. MONETIZE WITH ADVERTISERS



6. MONETIZE WITH ADVERTISERS: RESULTS



EXTRA REVENUES,
COMPLEMENTARY TO
DISPLAY CAMPAIGNS



VISIBLE BY ALL
VISITORS,
NOT AFFECTED BY
ADBLOCKERS



POSITIVE IMAGE TO
READERS, CAMPAIGNS
ARE NOT CONSIDERED
AS ADS
(= INTERACTIVE NATIVE
FORMATS)

7. INCREASE YOUR AUDIENCE AND DISPLAY REVENUE



7. INCREASE YOUR AUDIENCE AND DISPLAY REVENUE



7. INCREASE YOUR AUDIENCE : RESULTS

INCREASE PAGE VIEWS



INCREASE AD IMPRESSIONS



INCREASE REVENUE!

CONCRETE EXAMPLE



Viral quiz with 20 questions

30.000 games played

Total of 600.000 additional page views

Average CPM: 2,5€

= 1.500 € revenue

THREE TAKEAWAYS:



1.

MAKE IT VIRAL

through features such as extra points for sharing and by the type of campaign



2.

LET YOUR CLIENTS

HAVE FUN

while you promote your products



3.

SEGMENT

prepare your games in a way that you can segment profiles afterwards