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FROM GAMIFICATION TO MONETIZATION

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

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qualifio

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

EL PAÍS · ARCHANT · ELLE · francetélévisions · eE El Economista · Europe 1 · Unidad Editorial · PARIS MATCH · Purch · RTL · 6 WEB · TF1

AGENCIES

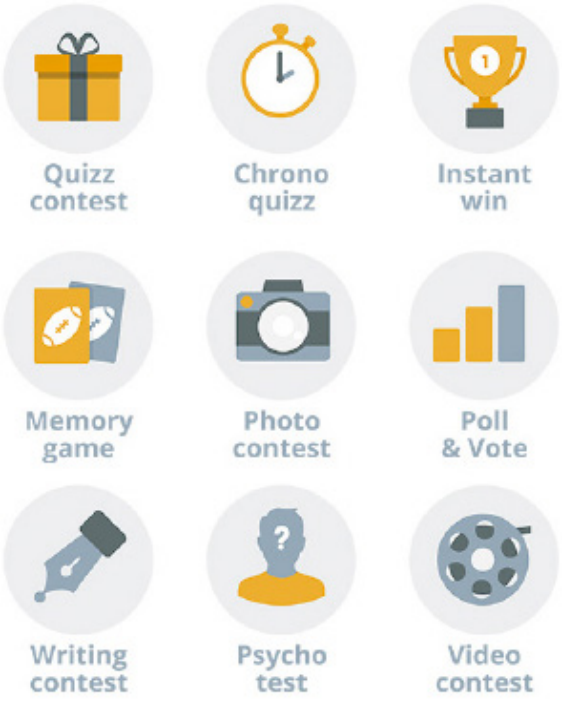
Clear Channel · DDB · DigitasLBi · HAVAS · Ogilvy · TBWA\

BRANDS

PEPSICO · Carrefour · DANONE · Disney · ING · MediaMarkt · L'ORÉAL

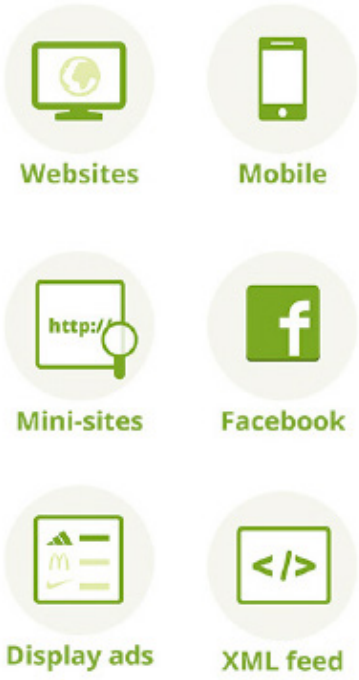
HOW DOES IT WORK?

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, retargetting)

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

6. **Monetize** with advertisers and sponsors

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

FROM GAMIFICATION TO MONETIZATION

BRANDS & AGENCIES

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

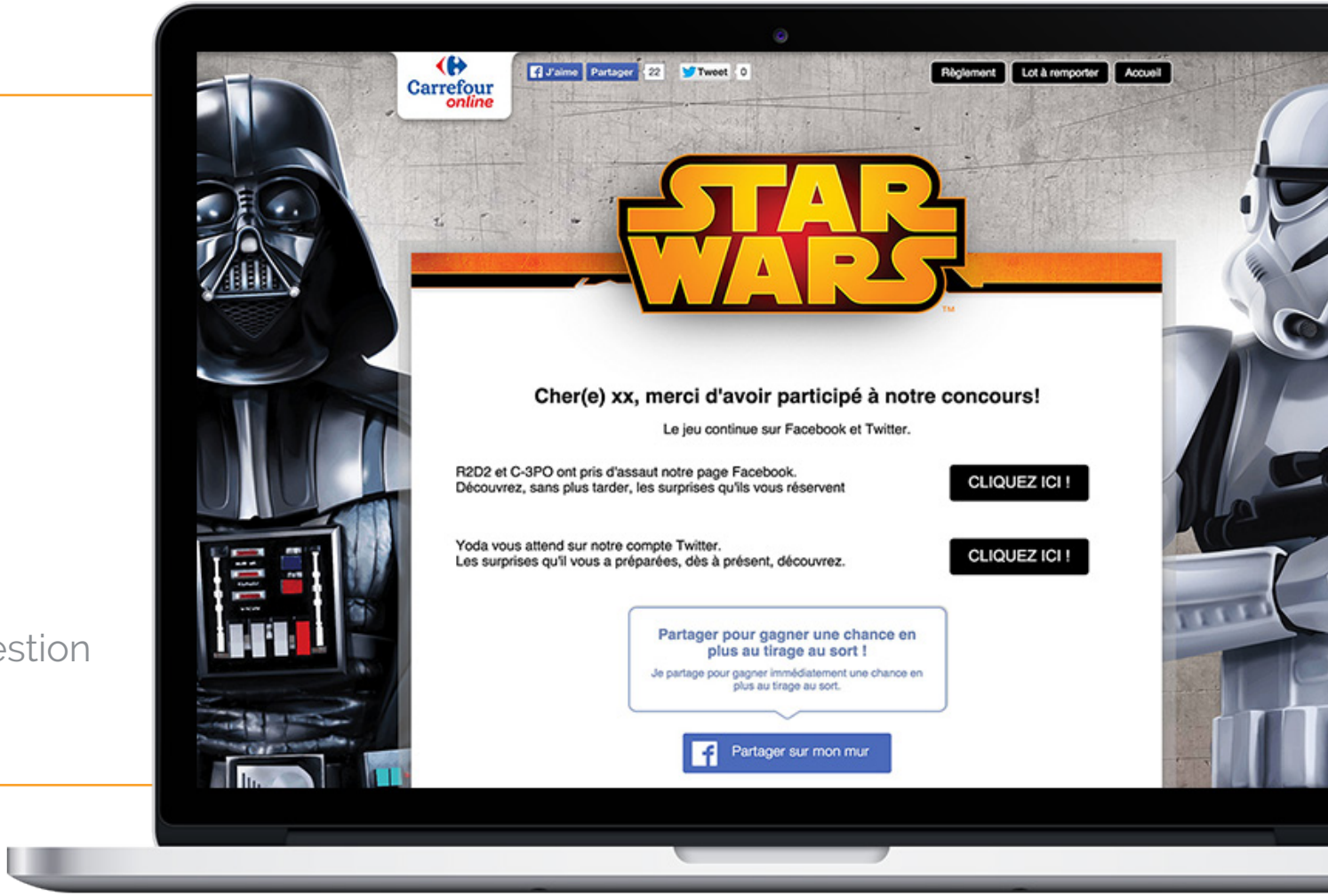
1. GET MORE TRAFFIC AT LOW COST THROUGH EFFICIENT VIRALITY MECHANISMS - HOW

1. VIRALITY INCENTIVES:

A. play again

B. earn extra points

C. extra tie-breaker question



Carrefour

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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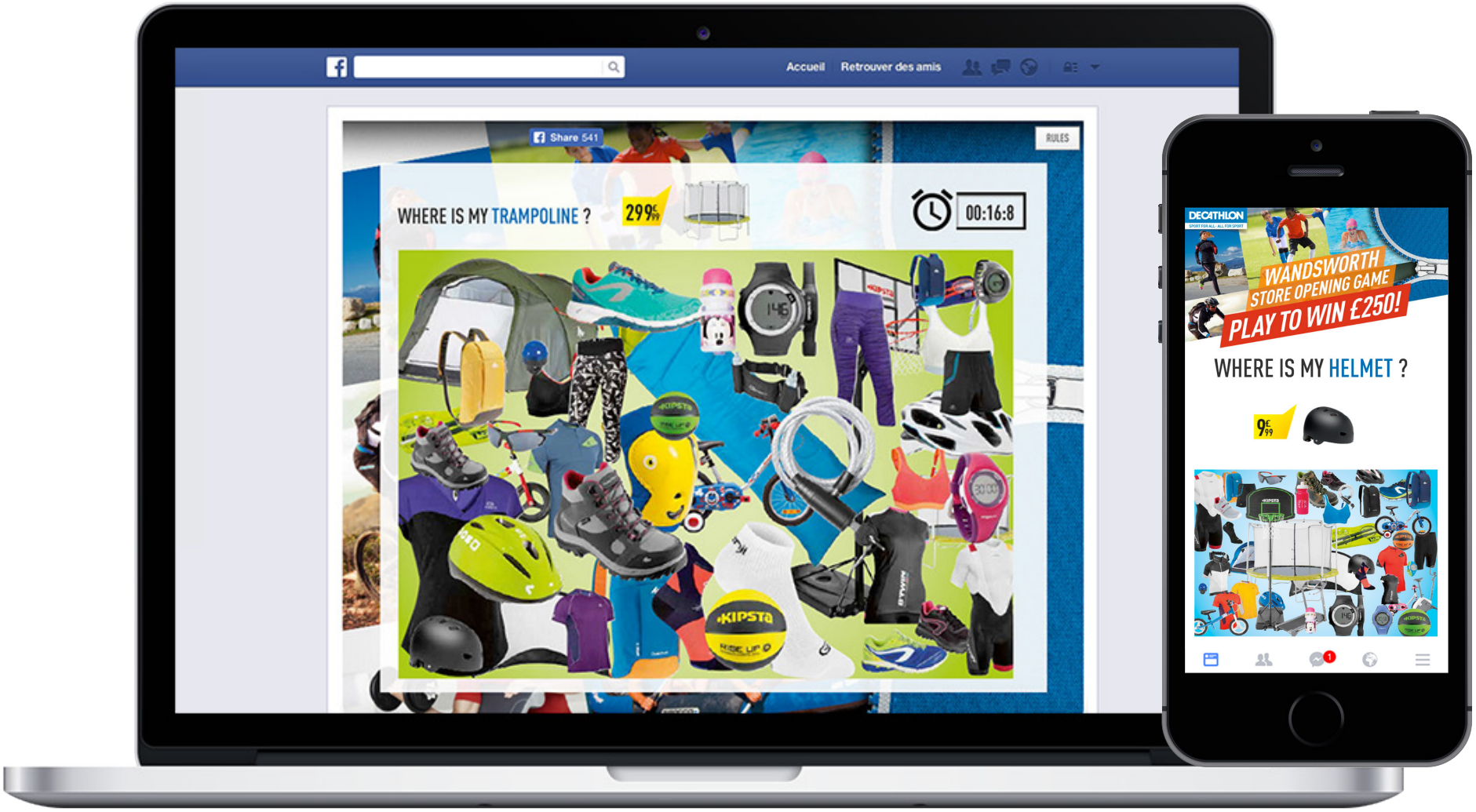

DECATHLON

2. PROMOTE YOUR PRODUCTS AND SERVICES

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Carrefour

EXAMPLE : KEY METRICS ON MEMORY GAMES

AVERAGE TIME SPENT:
37”

AVERAGE CLICKS:
29

AVERAGE OPT-INS:
27%

3. INCREASE YOUR FOOT TRAFFIC AND SALES

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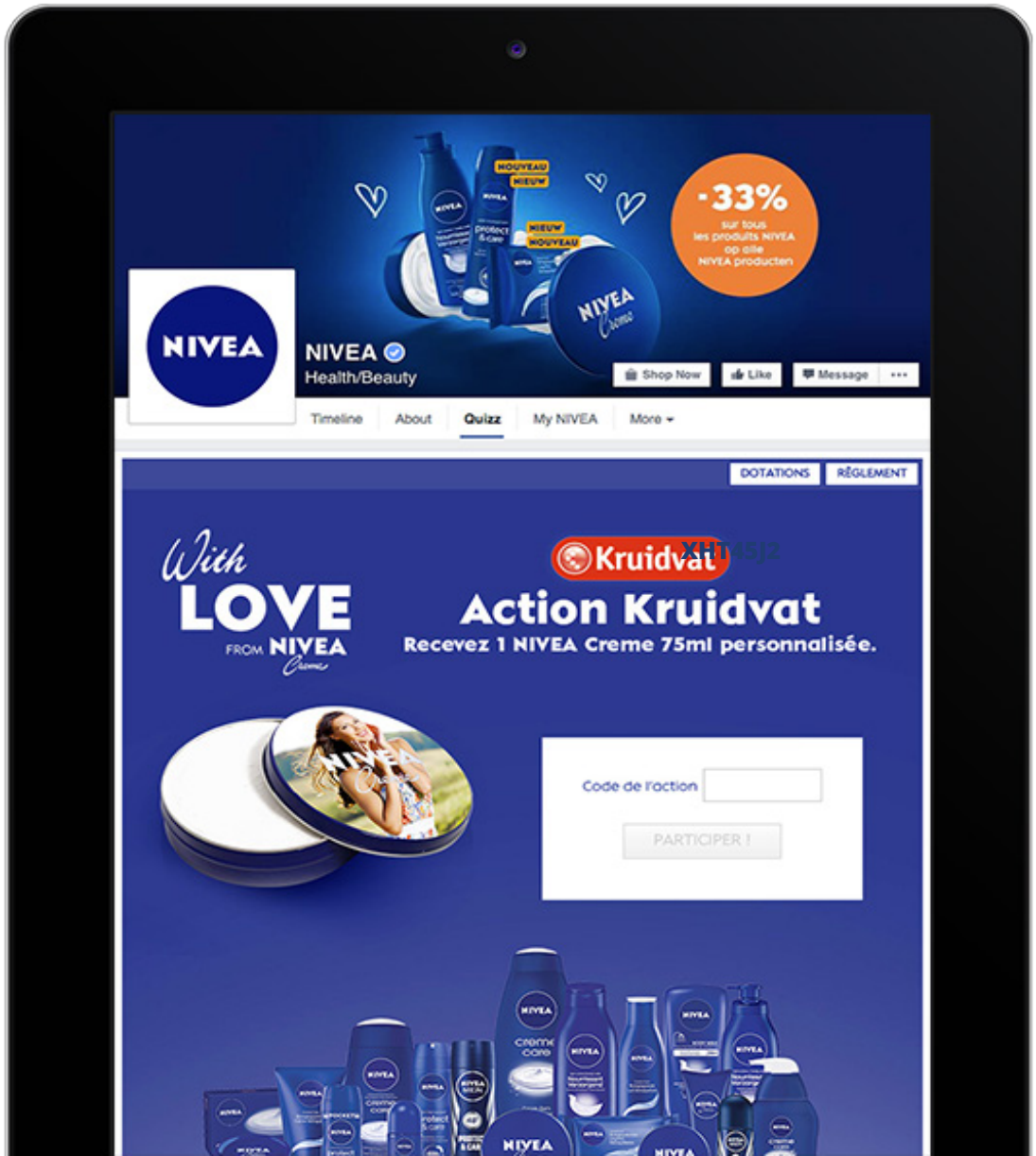
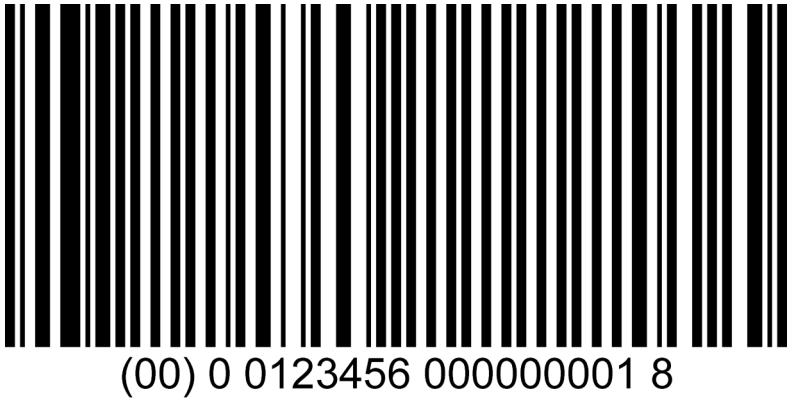


3. GENERATE FOOT TRAFFIC: HOW DOES IT WORK ?

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

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-I	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	tqsdtq@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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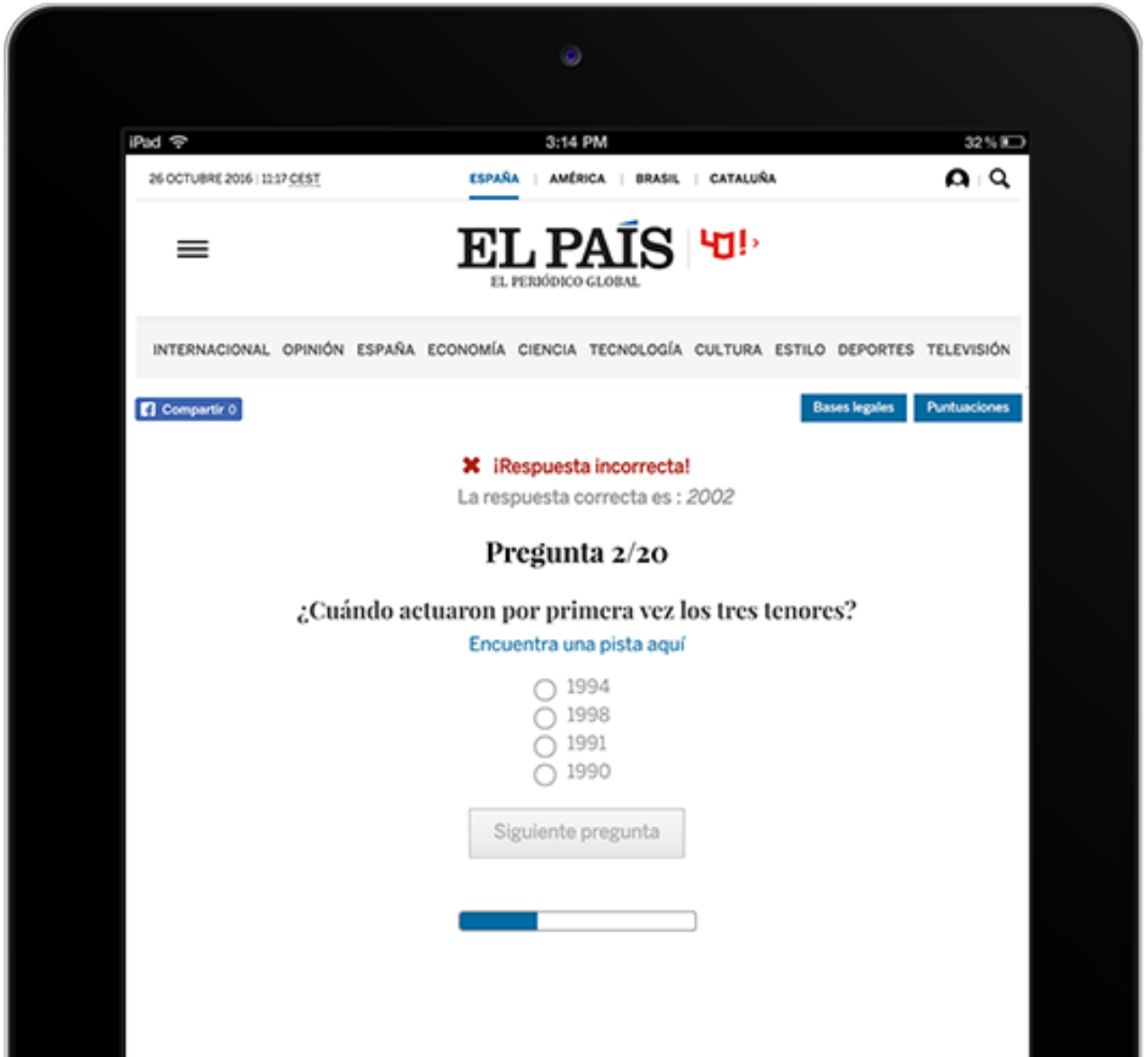
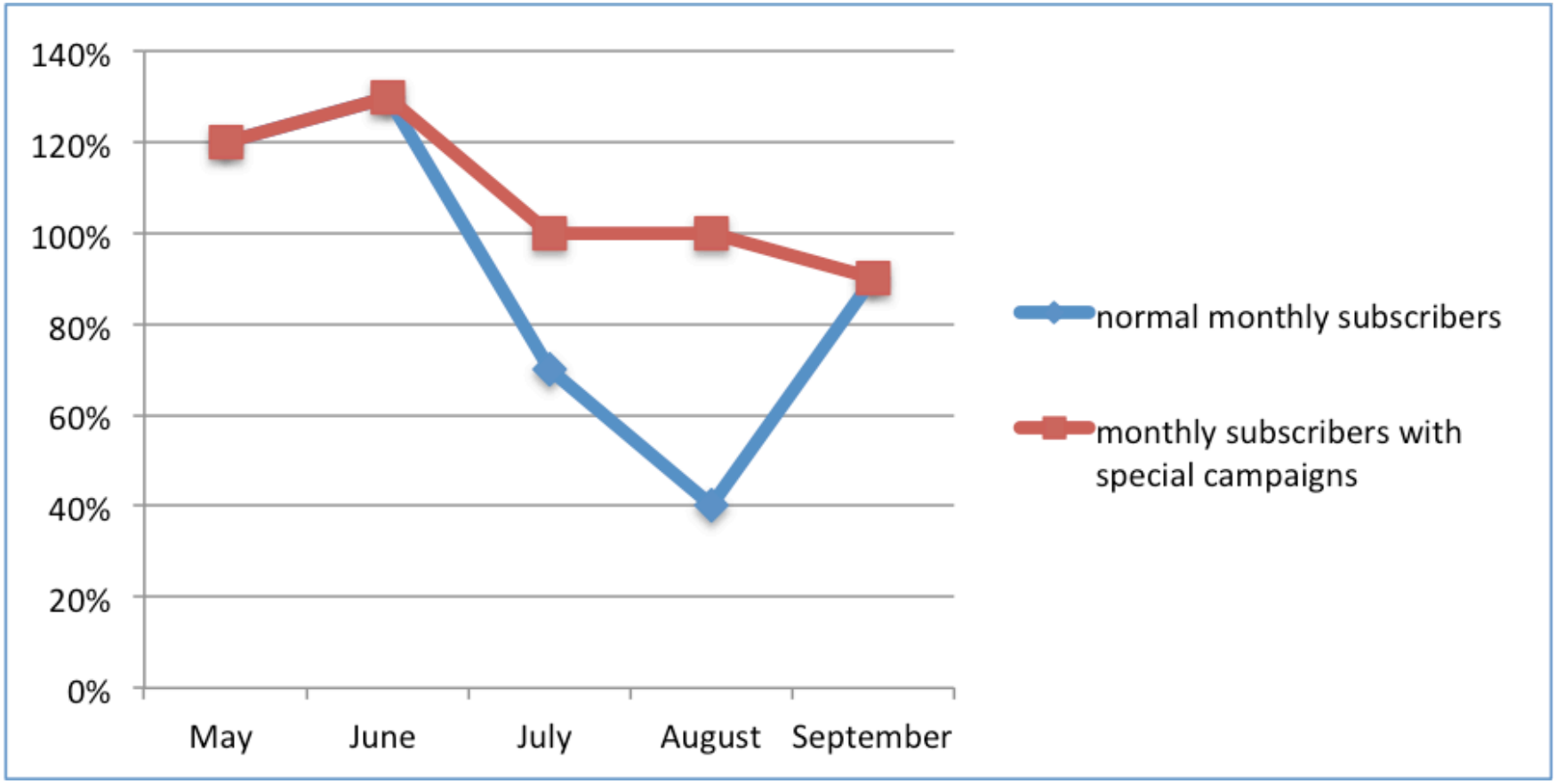
PUBLISHERS

5. GET OPT-INS AND CONVERT THEM INTO SUBSCRIBERS



EL PAÍS

IMPACT TRIVIA ON NEW REGISTRATIONS



6. MONETIZE WITH ADVERTISERS

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Carrefour

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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

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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