

GAMIFICATION UNLOCKED.

BACKGROUND.

The founding team at Gamifiera® has more than 40 years combined experience from E-commerce and omnichannel. Back in 2014, at Webhallen, the team was responsible for development, design, launch and management of the first gamified loyalty system for retailers in the world.

A system that is well known and seen as best practice across all retail in Sweden.

Gamifiera raised an investment by tech venture capitalist Wellstreet Partners back in 2019 and was selected to be a part of the Googles launchpad program in early 2020.



FOUNDERS.



Wilhelm Sporrang

Co-founder & CEO

CEO with more than 15 years experience of working in E-commerce and omnichannel. Operational and innovative leader with a proven track record of building brand and business growth. Initiated and launched the first true gamified loyalty program for retail back in 2004 as CEO at Webhallen.



Erik Estberg

Co-founder & COO

Experienced CFO with more than 15 years experience of working in E-commerce and Omnichannel. Skilled in Operational Business, Growth Strategy, Customer Experience, Analysis, Pricing Strategy and Management. Former employments at Webhallen, Klarna and Coca-Cola.



David Storm Lehrberg

Co-founder & CTO

Full stack developer with experience as head of software development at Webhallen. Developed and launched Webhallens responsive site in 2017.



Ludvig Ström

Co-founder & Head of Design

Innovative UX/designer with a +10 years experience from Omnichannel optimization and front end design. Former creative director at Webhallen and front man in all design related to Webhallen loyalty program that was launched in 2014.

RETAIL CHALLENGE.

Retail hygiene factors such as omnichannel, price-transparency and an intuitive/easily accessible customer experience is nothing less than a consumer requirement today.

Retailers still often only communicate and “engage” their consumers with impersonal re-targeting and the offering of cash back bonuses. However consumers no longer buy a product for its own sake, but for the feeling that brand conveys. From the retail perspective all presumptions in terms of assortment, product-price and delivery-options are more or less the same everywhere.

The consumer craves a personal and differentiated experience that is engaging and fun, not a 2% bonus.



THE TOOLS.

Gamifiera® offers an engagement-based innovative full-service solution to empower the consumers.

The Gamifiera® methodology has its roots in Gamification, and uses the same tools as, Communities, Forums, Games and Social media. The product, a loyalty- & engagement platform, includes the development, analysis and implementation of concept, design and functionality.

The functionality is delivered through and integrated with Gamifieras Cloud based SaaS-Platform which supplements or replaces existing Loyalty systems and Review-functions.

The Loyalty platform covers an Avatar configurator, Achievement logics, Review functionality, Levels, Admin tool, Insights and Community functionality.

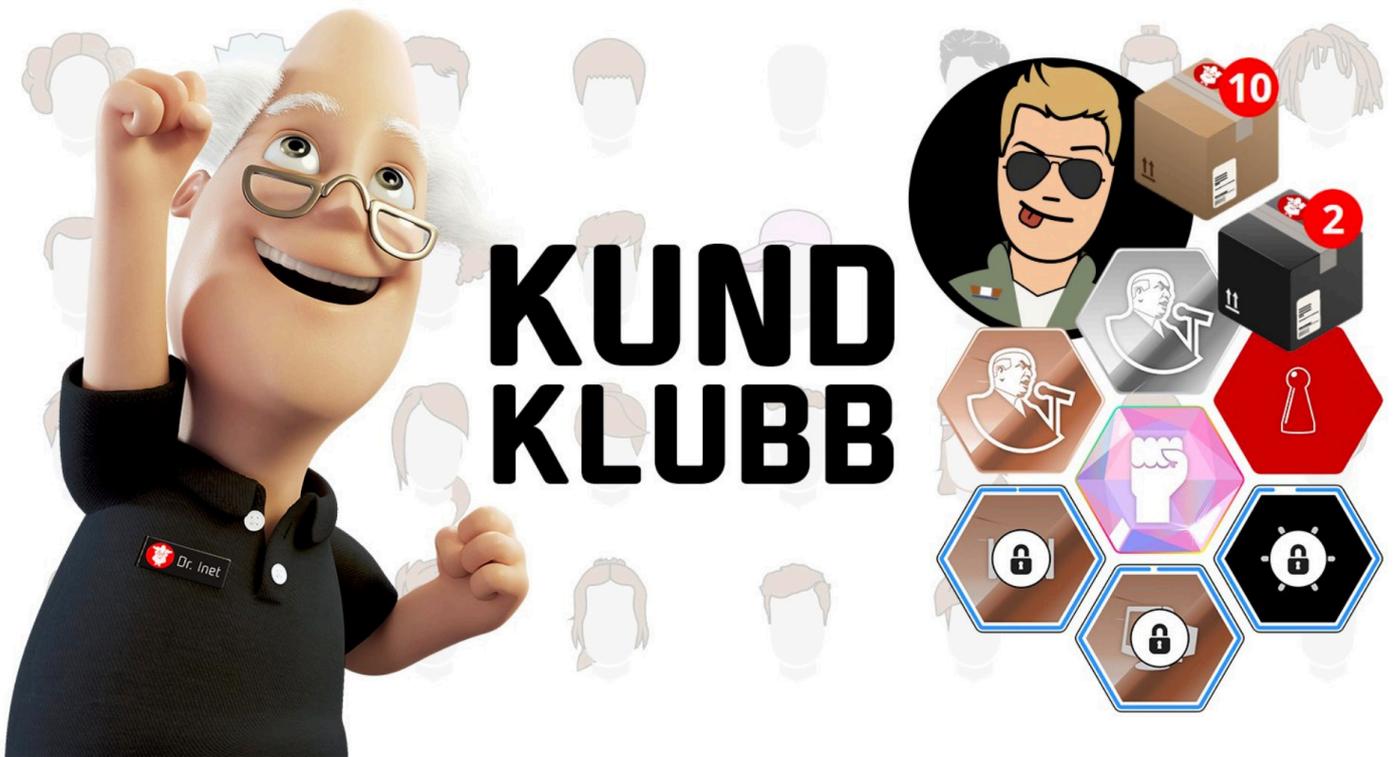
The key benefits of working with these tools are related to important and measurable KPI:s such as retention, conversion, stickiness and content creation as well as more soft targets such as creating a personal and vivid customer experience on your website.

The overall end product stimulates the entire customer journey from consideration, awareness to transaction and becoming an ambassador for your business. These tools are very strong and disruptive in terms of engaging customers.

CASE STUDY.

Inet is a Swedish e-tailer with an annual turnover of 1 billion SEK. Inet is renowned for their customer care and have received the awards “Sweclockers - Best computer store” and “Prisjakt - e-tailer of the year” more than nine times.

Inet launched their new membership functionality in June 2020 powered by Gamifiera®.



EMOTIONAL DRIVERS.

In gamification theory there are eight different kinds of drivers to address emotional needs. The Gamifera® tools target customer engagement by focusing on these emotional needs rather than rational needs.

While rational needs might make us choose the closest and most accessible grocery store, emotional needs make us come back regularly and spend hours on games and social media.



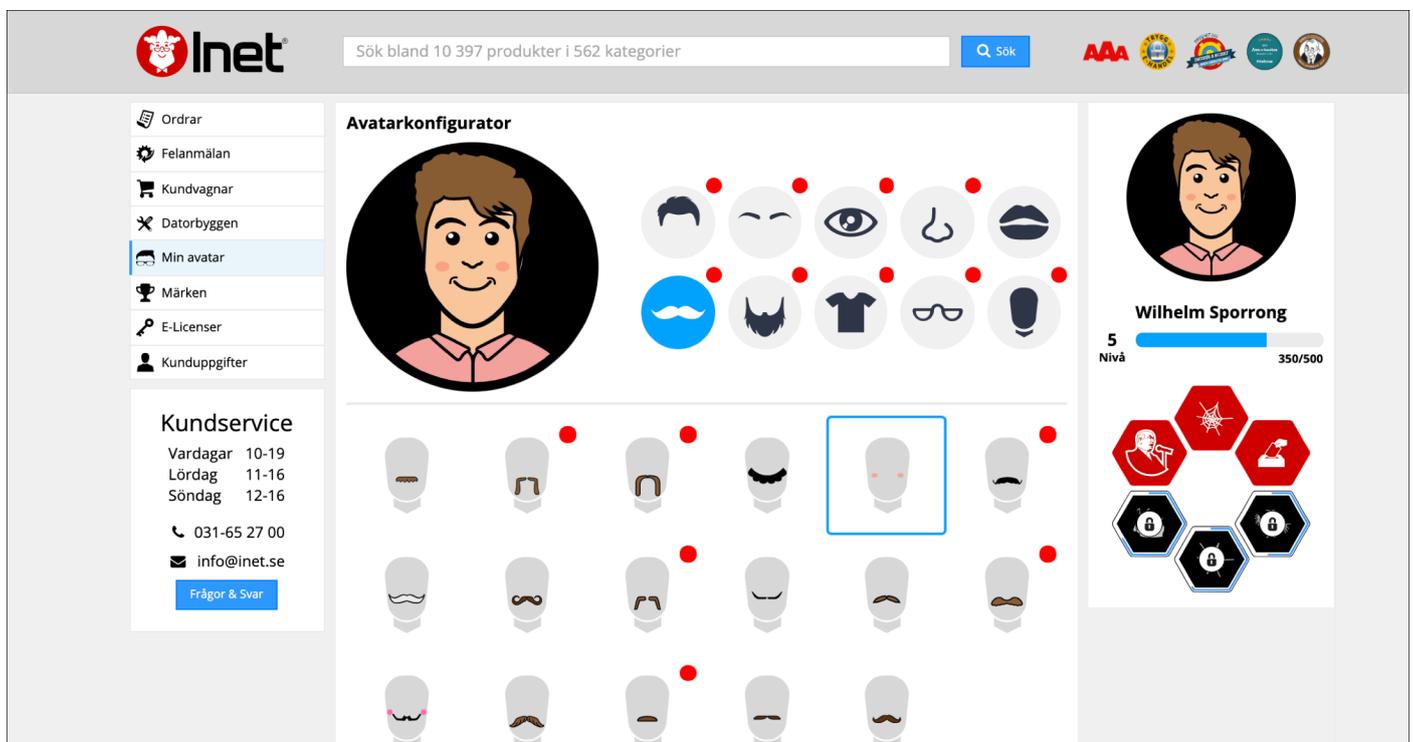
MEANING.

Encourage your customers to interact within the world of your brand identity and empower the population of your own brand citizens. Inspire long term engagement and create a feeling of being part of something bigger.



OWNERSHIP.

AVATAR CONFIGURATOR



The avatar configurator lets your customers become personal with you and with each other on their own terms and within your brand identity. All social media, all games and all messaging services use Avatars. And they use them for a good reason: It makes communication interesting, personal and engaging.

OWNERSHIP.

MEMBER PROFILE PAGE

Ownership is a deeply rooted emotional need in all humans. The need to create a collection, make it grow and increase its value is as strong in real life as it is in games and social media. The customer profile-/ member page is the natural hub for communication with your customers and for their personal collection and progress.

BEFORE.

Sök bland 10 511 produkter i 565 kategorier

Aktiva ordrar (2 st)
Här ser du dina ordrar som vi jobbar med eller precis har skickat till dig. När en order är skickad kan du även se var den befinner sig genom att klicka på Spåra. Klicka på (+ Expandera alla) eller (- Visa produkter) för att se produkterna på ordern. Du kan även ta bort din order genom att klicka på papperskorgen så länge vi inte har börjat plocka eller har skickat din order.

Expandera alla	Datum	Status	Ordernr	Leveranssätt	Spåra paket	Ordervärde	Ta bort
> Visa produkter	2020-05-02	Release 19 jun 2020	9427652	Hämtas Sveavägen		649 kr	
> Visa produkter	2020-04-24	Förhandsbokning	9406061	Hämtas Sveavägen		9 990 kr	

Summa aktiva köp: 10 639 kr

Tidigare ordrar (2 st)
Här kan du se äldre ordrar, vad de innehåller, skriva ut kvittokopior och spåra eventuella produkterna på ordern.

Expandera alla	Datum	Ordernr	Fakturan
> Visa produkter	2020-04-29	9421854	514681
> Visa produkter	2019-09-25	8943567	469290

Sök

Mina Achievements (31 st) Senast uppläst

- Spindeln i nätet**
Novis - 50 IP
Fått 1 upvote på recension eller hype
- Recensent**
Skicklig - 300 IP
Recenserat 10 produkter
- Pionjär**
Skicklig - 300 IP
Skrivit den första recensionen för 10 produkter
- Beta-testare**
Erfaren - 200 IP
Lämnat feedback på beta-version av nytt medlemsystem
- Inet-kund 2 år**
Utmanare - 100 IP
Aktiv Inet-kund 2 år
- Solitt**
Novis - 50 IP
Köpt SSD för 1000 kr

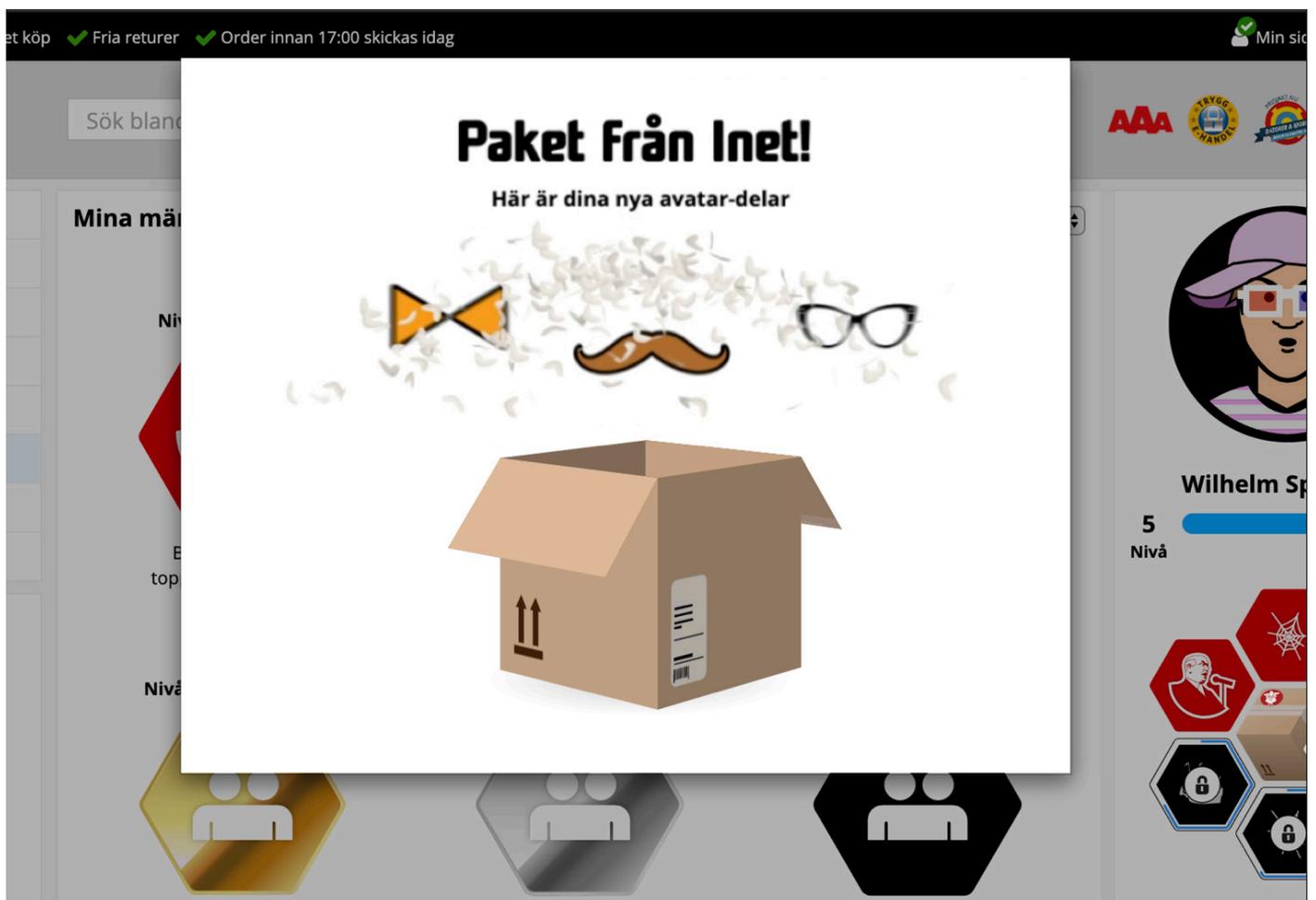
Wilhelm Sporrang
9 Nivå 350/900

AFTER.

A traditional member page is limited to order details. The Gamifiera® member page is a personal space for every customer where they progress, collect, achieve and get surprised by unpredictable events. It is a space to come back to often and spend time on, using the same drivers as all social media and games. These drivers are unparalleled for customer retention optimisation.

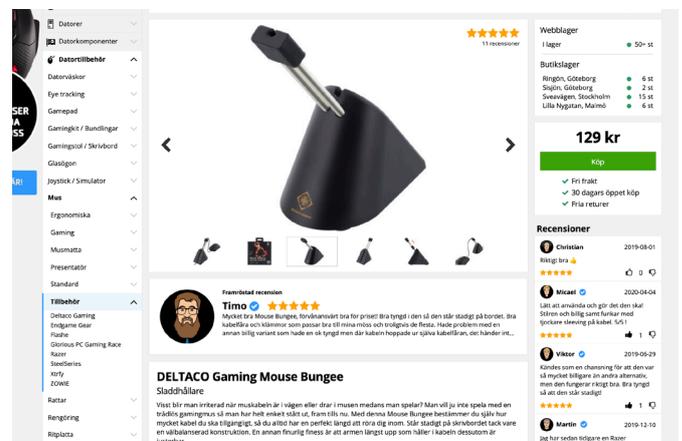
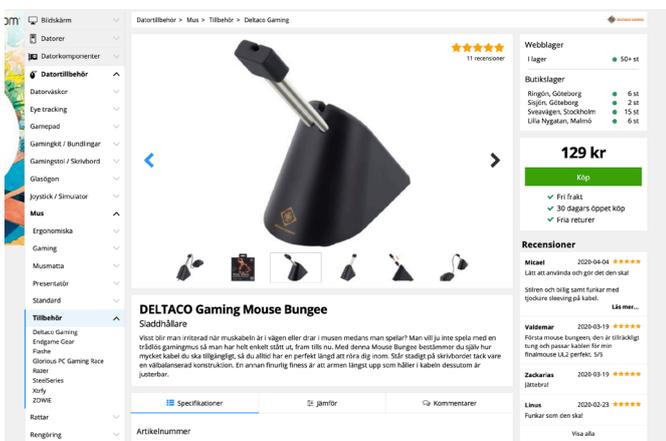
UNPREDICTABILITY.

Reoccurring, regular and unpredictable events on the profile page makes it interesting to come back often. By implementing elements of surprise you will increase customer retention and stickiness on your website.



EMPOWERMENT.

Empowerment is to acknowledge your customers. Reward them with feedback on their creativity to create your own influencers/ambassadors.



BEFORE.

AFTER.

Put top rated reviewers in focus on product pages. It empowers your best customers and adds quality for everyone. You will increase the production of user generated content dramatically, with great effects on quality, SEO and conversion.

Recensioner

★★★★★

Kobo Libra H20 Vit



Andreas ✓ 2020-06-07

Jag har haft den några dagar, tror att jag aldrig läst så här mycket tidigare som de senaste dagarna. Helt klart mitt bästa köp

[Läs mer](#)

★★★★☆

Xiaomi Mi Powerbank 10000 mAh 2S Svart



Linus 2020-06-07

Bra byggkvalitet, snabb laddning och snygg produkt. Enda tråkiga är att den laddas med micro-usb och inte USB-C

[Läs mer](#)

★★★★★

NZXT Kraken X63 280mm



jesper 2020-06-07

extremt bra kylare! höll min i7 9700k 5Ghz under 70 grader under load. Rgb:n är magisk och man kan sitta och titta på

[Läs mer](#)

★★★★★

ZOWIE 25" XL2546S 240 Hz e-Sports Monitor



Leo 2020-06-07

Sjukt jävla bra +++

[Läs mer](#)

[Visa alla](#)

SOCIAL INFLUENCE.

Social influence is related to all social elements that motivates people. Leader boards was implemented to let customers compete and compare their accomplishment with each other.

Topplista

Här listar vi de kunder som nått högst på olika områden av kundklubben. Vem har mest IP? På den här sidan tar du reda på det. Fler topplistor kommer inom kort.

Du kan också jämföra dina egna resultat med toppkunderna här.

Position	Namn	Mest IP
	 Karl-Emil	37700
	 Jens	30300
	 Rick	29400
4	 John	24350
5	 Carl	23850
6	 Jonathan	22950
7	 Tobias	22900
8	 Robbin	22550
9	 Eric	22500
4144	 Wilhelm	7650



Wilhelm Sporrong

12 Nivå 1050/1200

Senaste aktivitet



Antal achievements



RESULTS.

Using tools that address emotional drivers has a long range of positive effects as result. This is indisputable.

Our tools has so far, for instance, proven an increase in user generated content by 845%, a 75 times higher amount of customers that interact with membership functionality (+7500%!) and an overall increase in review coverage by 50%, just after 2 months, on high running products. The long term effects on your brand, conversion and customer retention will be huge.

+845%

User generated content
production

+50%

Average number of re-
views on high running
products

8.2Mn

Achievements
Unlocked

800K

Interactions
(Achievements and orders excluded)