

Loyalty Handshake, October, Amsterdam

Where play means business

Gamification Strategies for Retention & Loyalty



playable



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About Playable

Where play means business

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, Amsterdam, Helsinki and London.

650+

brands are powered by
Playable globally

15

games

played every second
from the Playable
platform

99.4%

Customer support
satisfaction rating



playable

Proudly powering the playable marketing
of 650+ brands globally



RITUALS...



playable



Don't just take our word for it

“

"Playable and gamification for retail media"

Their work with retailers means they have a good understanding of product needs in data and scale where they continuously innovate. Customer service is superb.



Verified User in Retail
Enterprise



“

"User-Friendly Gamification with Unlimited Creative Freedom"

Playable is a powerful and user-friendly gamification platform that makes it easy to create engaging, interactive experiences. Whether you're a beginner or an expert, the platform offers the perfect balance between simplicity and creative freedom.

One of Playable's biggest strengths is its versatility.



Digital Marketing Specialist
Mid-Market



“

"The most in-depth gamification service"

Playable offers the most settings, ensuring you can tailor your game and flow to your needs.

Allowing customize any element with custom CSS is a huge benefit that I haven't seen in other alternatives.



CRM Specialist
Mid-Market



“

"Taking our marketing efforts to a new level"

Playable gives us a new dimension within our marketing mix. To use gamification as an integrated part of our campaigns - both online and offline - is essential for our future marketing efforts.

The Playable system is easy to use and have a lot of nice features, that allows us to customize our campaigns in a way we like and/or finds suitable to create involving campaigns for our customers.



CRM manager
Mid-Market



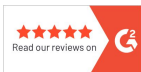
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"Powerful engagement engine"

One of the standout features of Playable is how it transforms ordinary content and campaigns into dynamic, interactive experiences that truly captivate audiences.

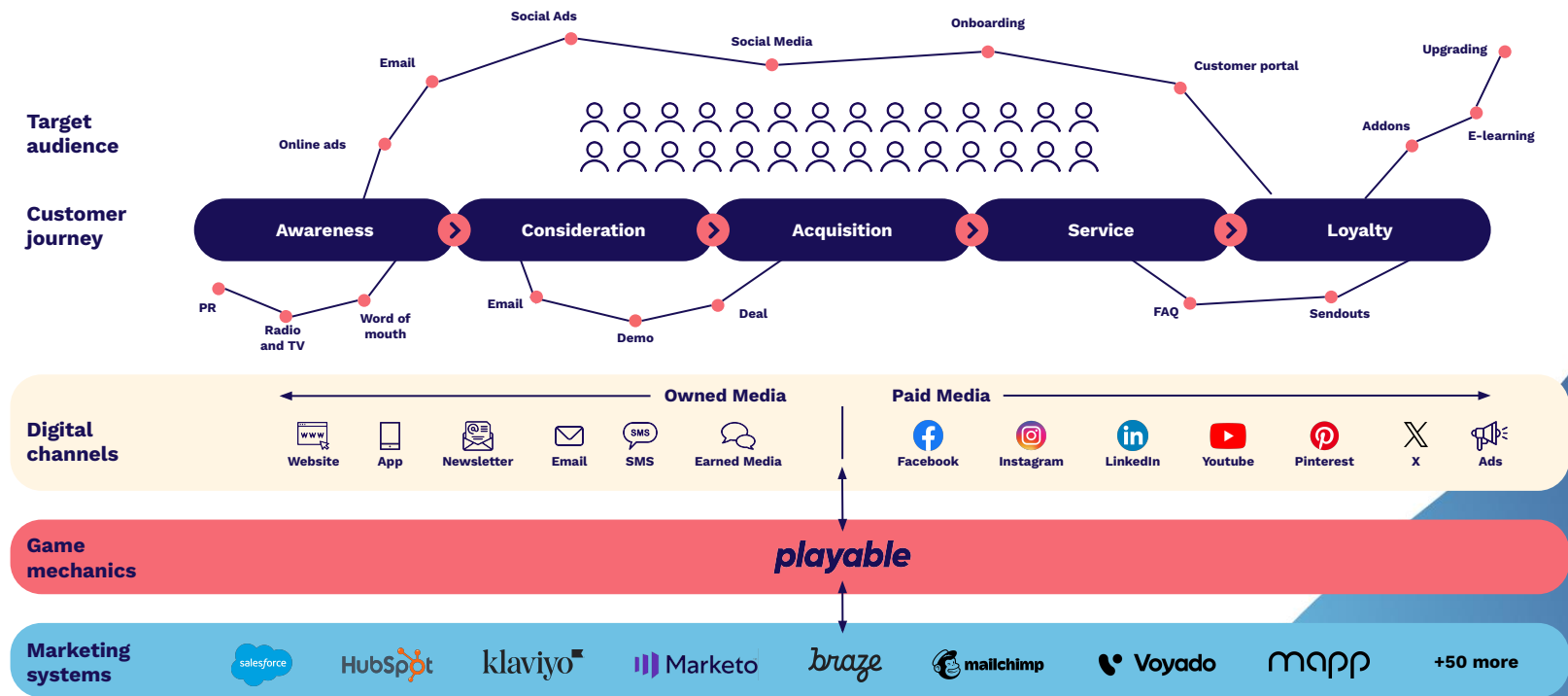


VP Products Publishers
Small-Business



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How Playable fuels effective marketing

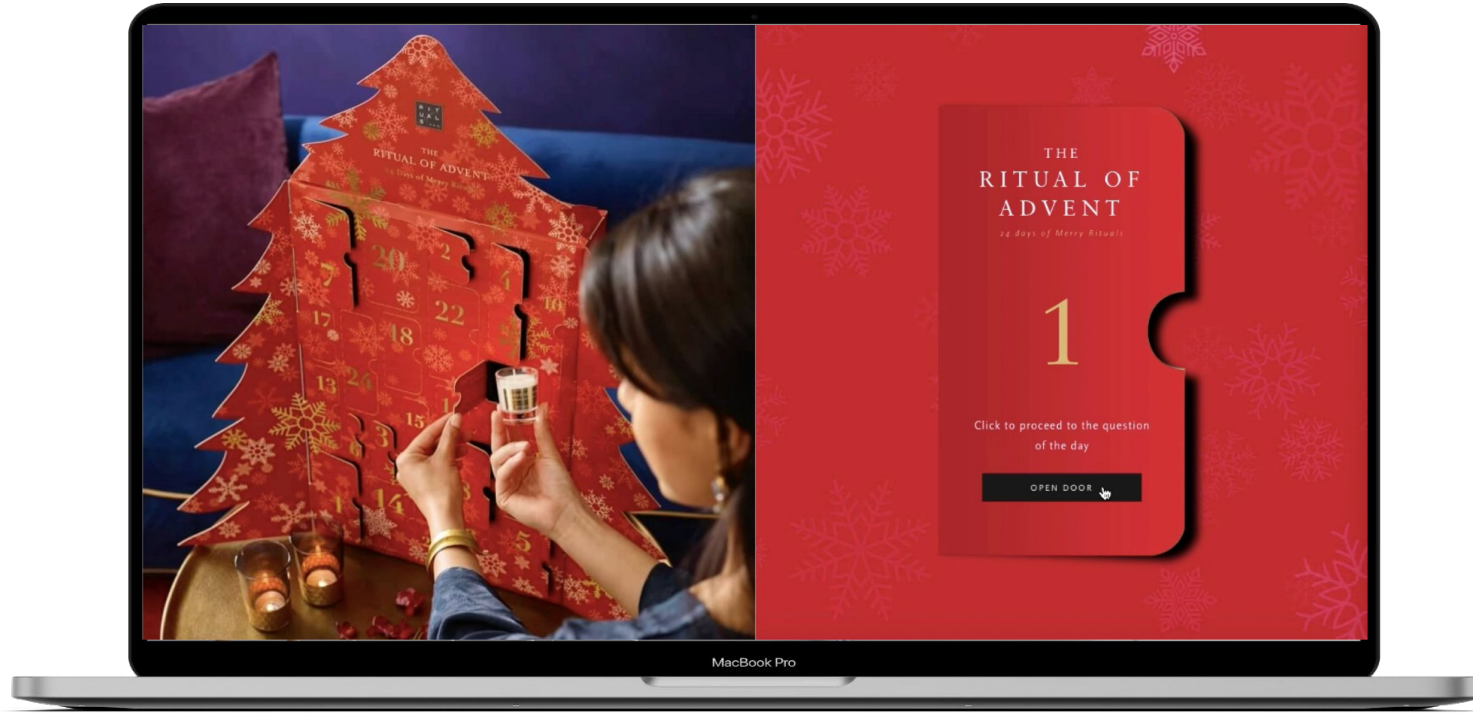


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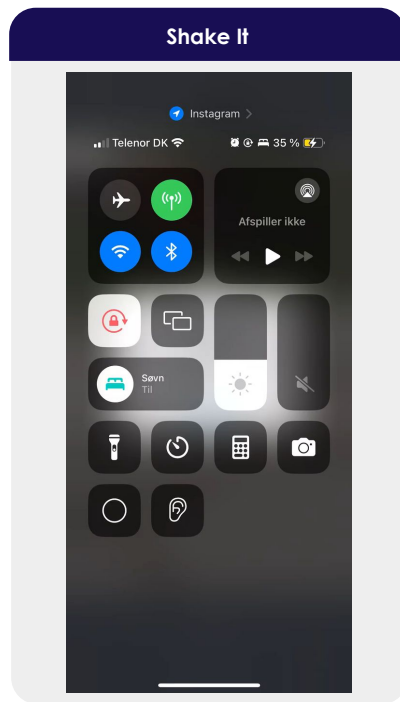
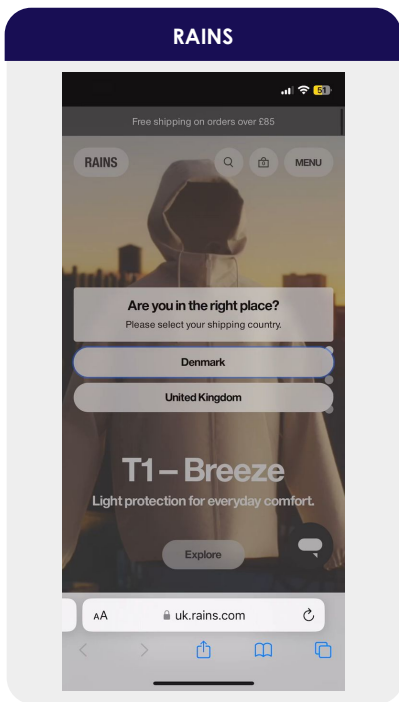
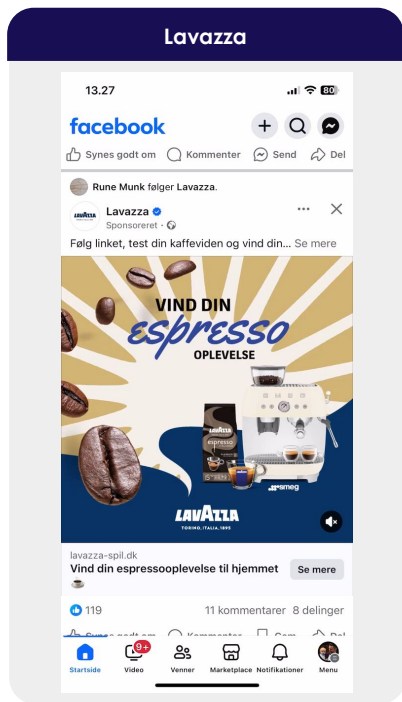
Question

Have you interacted with gamification this year?

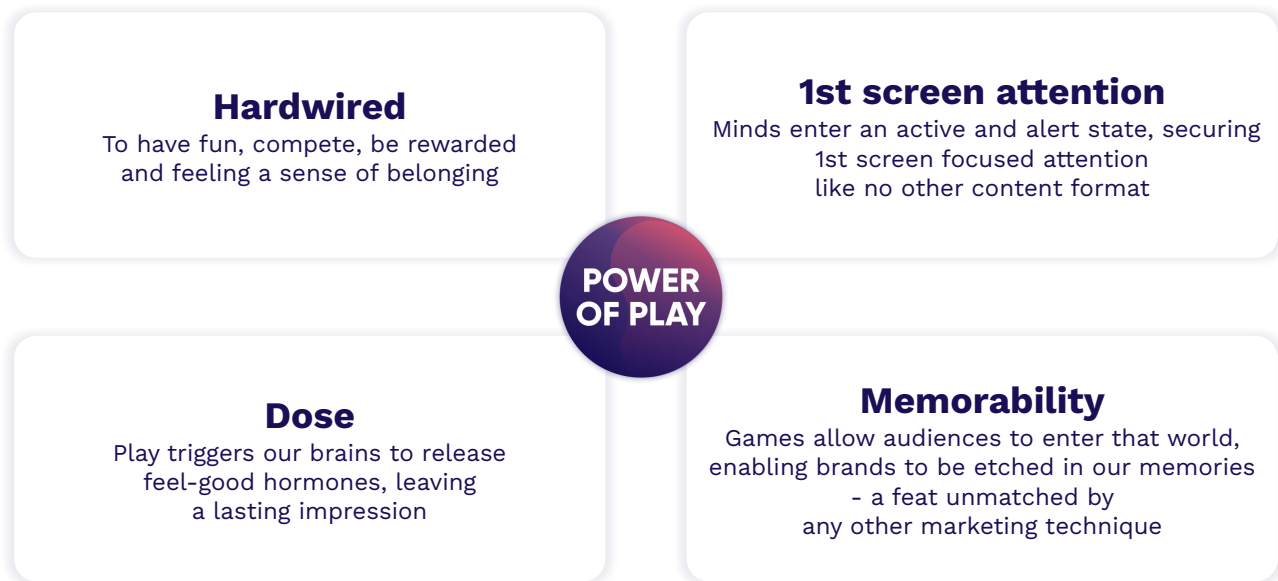
Gamification comes in many forms...



Gamification comes in many forms...



The power of play



Play & gamification = Playable marketing

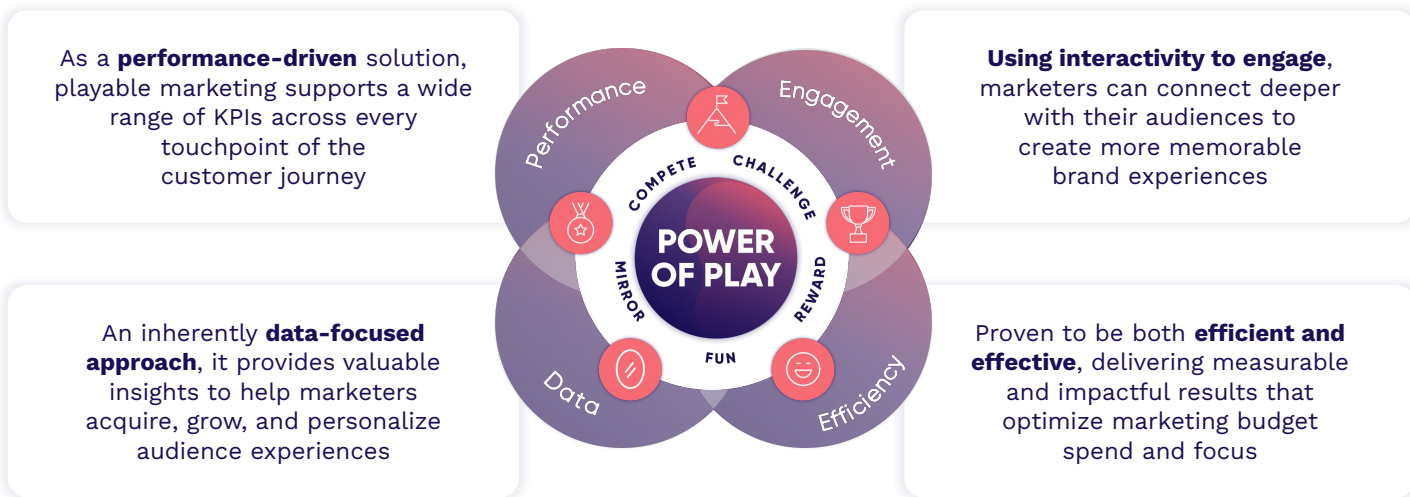
Game mechanics are the building blocks for how players interact with a game.

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



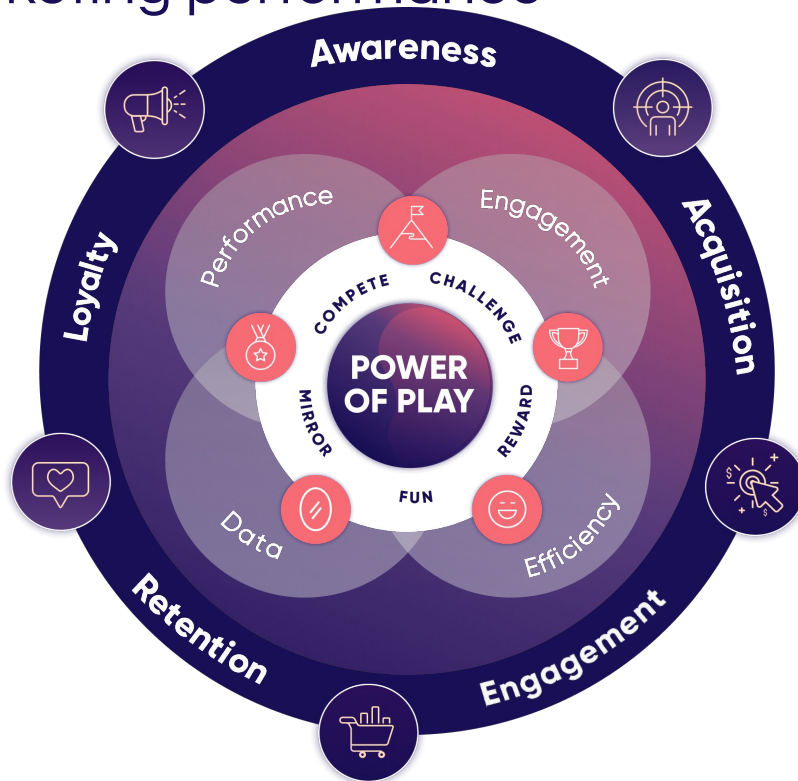
Play & gamification = Playable marketing

Inspiring meaningful relationships.



Unparalleled marketing performance

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



Turning moments into minutes

Why gamification works

47
seconds

Average screen-based
focus time

8.25
seconds

Average human attention
span in 2026

74
seconds

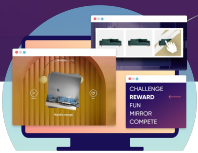


Average time spent with
a playable campaign

40x



More attention than
standard digital content!



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

40+ no-code marketing gamification concepts – ready to customize, launch and play.

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



Score a Goal



Slice It



Tapping game



Sudoku



Bounce battle



Hit-a-mole



Rush runner



Gravity dodger



Match Matrix

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

Luck games

Give your audience a chance to win & create instant excitement.



Wheel of fortune



Scratchcard



Slot machine



Roll the dice



Lucky number



Rock paper scissors



Spin the bottle



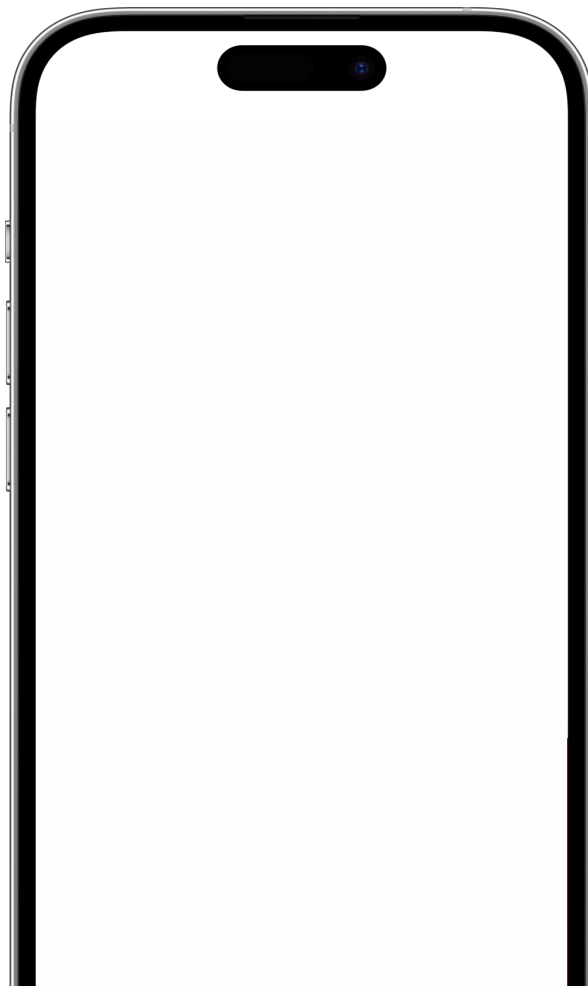
Roulette



Banko



Tap to reveal



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Skill games

Reward focus and competition with memorable interaction.



Drop game



Spot the difference



Shoot it



Hit the target



Snake



Sliding puzzle



Shell



Memory



Puzzle



Score a Goal



Slice It



Tapping game



Sudoku



Bounce battle



Hit-a-mole



Rush runner



Gravity dodger



Match Matrix



playable

Knowledge games

Challenge their minds, spark curiosity
& gain valuable insight.



Quiz



Personality
test



Advent
calendar



Guess the
picture



Prediction



Video quiz



Priority puzzle



Guess the word



Survey



Place the item



Swipe it



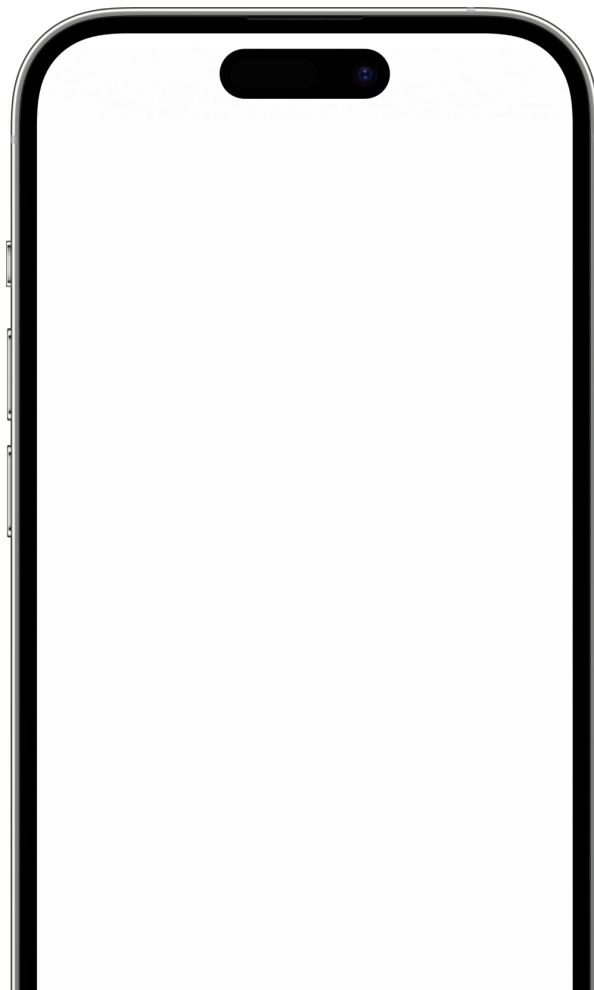
Poll



Product selector

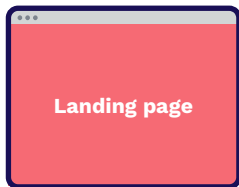


Word riddle

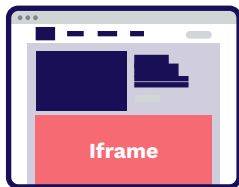


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Embedding campaigns where and when it makes sense



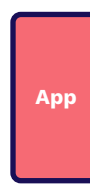
Create a landing page in the Playable platform that will add to the digital universe of your brand.



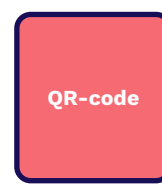
Embed gamification campaigns where it makes sense, whether that's a homepage, landing page or other web page.



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.

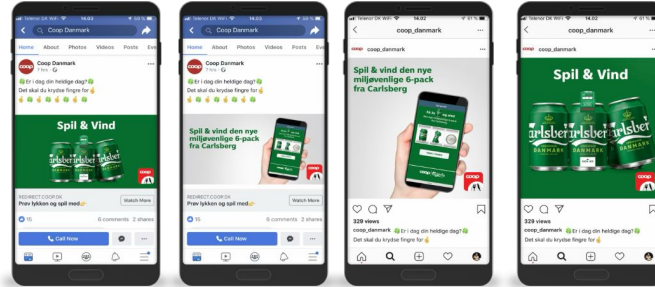


Integrate game campaigns in your offline activities or OOH advertisement just scan the code and connect your offline ad to digital universe.



Let's jump into a real
example...

The effect of daily games in app



Purpose

- To flood the new app with **traffic and memberships**.
- To **influence customer behaviours** and **sustain brand engagement**

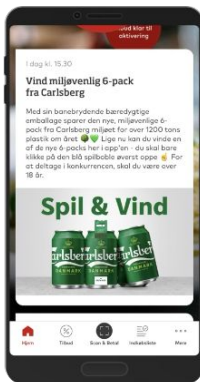
Insights

In the month of December alone, the app saw:

- **300,000 downloads** as a result of the games
- Over **10,000,000 participation's** overall

The effect of daily games in app

Push notification promoting a new game in the app



New video feature



OK, lets play!



The customer decides what shop to collect the prize

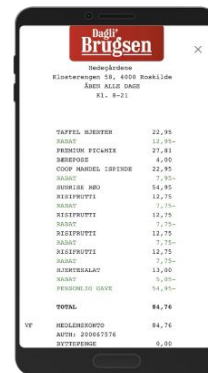


I WON!



Coop promote the prize

The blue bubble shows the customer has a prize to collect



Automatically the prize is removed from the receipt in the POS system

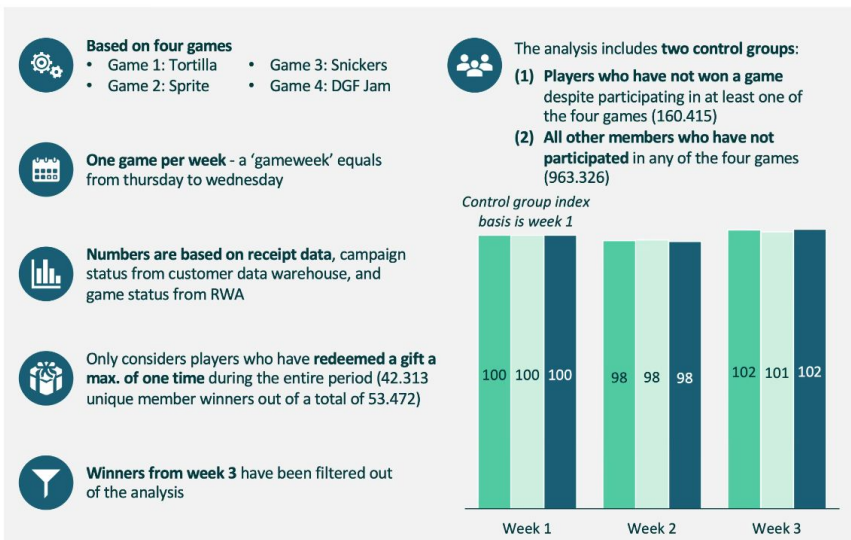
300,000 unique game sessions per day with users spending 60-90 seconds per campaign

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The effect of daily games in app

Game winners visit on average the stores ~0.7 times more per week

Methodology and control groups of the gamification analysis

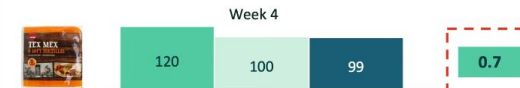


Note: Winners are measured as consumers picking up their winnings from the prior week; Exchange rate EUR / DKK is 7.45

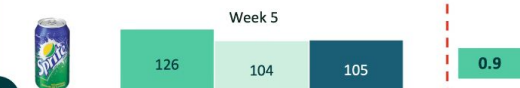
1) Measured as number of receipts for goods sold.

Development after games¹⁾, week 4-8, index

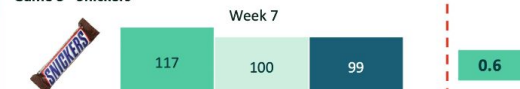
Game 1 - Tortilla



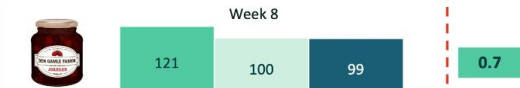
Game 2 - Sprite



Game 3 - Snickers



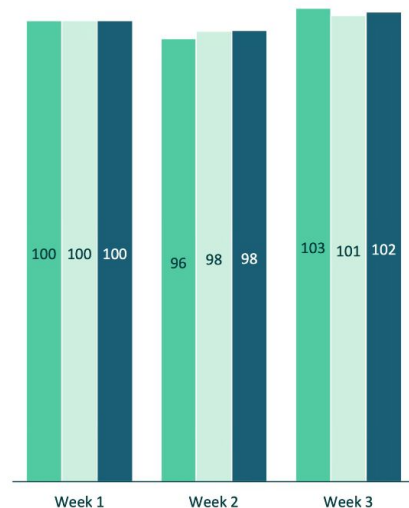
Game 4 - Jam



The effect of daily games in app

Game winners have on average an approx. EUR ~10 higher spend

Control group spend before games, index



Effect by running games measured in increase average spend, EUR

	Development after games (index)	No. of awarded gifts (#)	Total additional spend from games (EURk)	Effect per gift awarded (EUR)
 Week 4	116 100 99	11,348	94	8
 Week 5	128 111 110	8,265	5	10
 Week 7	123 106 98	6,279	72	11
 Week 8	118 100 99	16,421	179	11

Average increased spend is EUR ~10

Legend: Winner (dark green), Control group I: Participant (light green), Control group II: Didn't play (dark blue), Increased avg. spend, EUR (red dashed box)

Note: Winners are measured as consumers picking up their winnings from the prior week; Exchange rate EUR / DKK is 7.45



Let's welcome Laura from
Co-op!

playable

**GAMIFICATION IS MORE
THAN JUST PLAY.**

**IT DRIVES MEANINGFUL VALUE ACROSS THE
ENTIRE LOYALTY EXPERIENCE.**



**IN 2025, OUR MEMBERS
PLAYED FOR A TOTAL OF
23,670 HOURS.**

THAT'S 2.7 YEARS OF ENGAGEMENT.



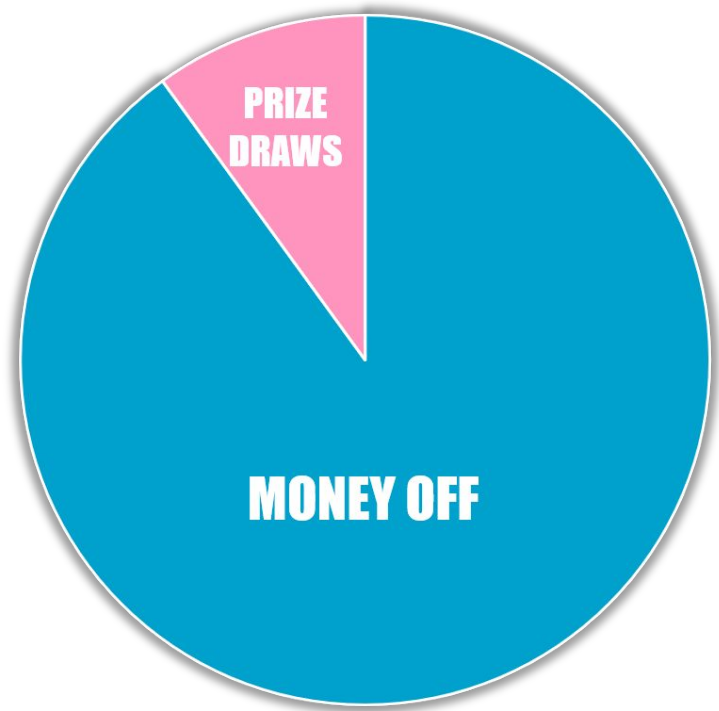


33 GAMES



DRIVING ECONOMIC VALUE

REDEMPTION DRIVES MEMBERS TO STORE



**REDEMPTION
DRIVES MEMBERS
TO STORE
MORE FREQUENTLY**



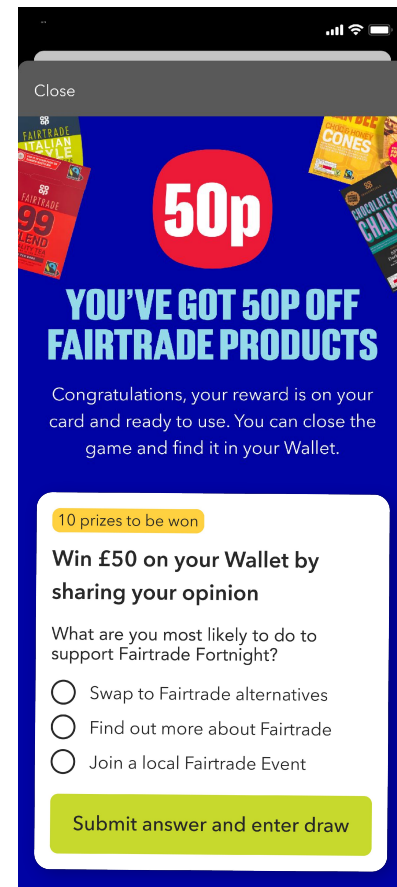
**SOMETIMES MEMBERS
ARE DRIVEN TO STORE
TOO FREQUENTLY!**





**DRIVING VALUE IN
OTHER AREAS**

GAMES CONTRIBUTE TO SOCIAL VALUE



2:33

Hint: Every member has one when it comes to shaping our Co-op

V O I C E



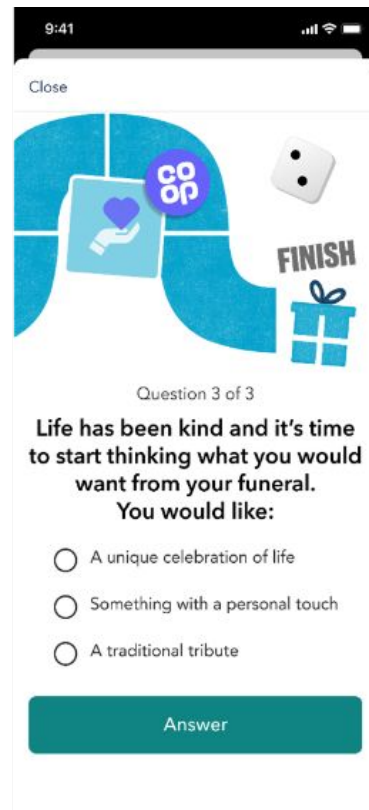
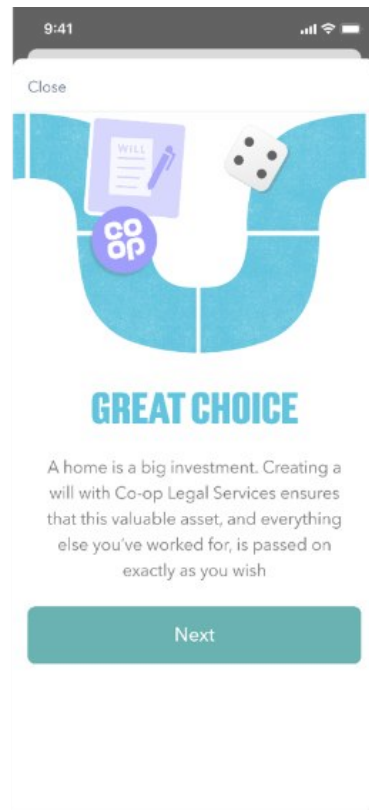
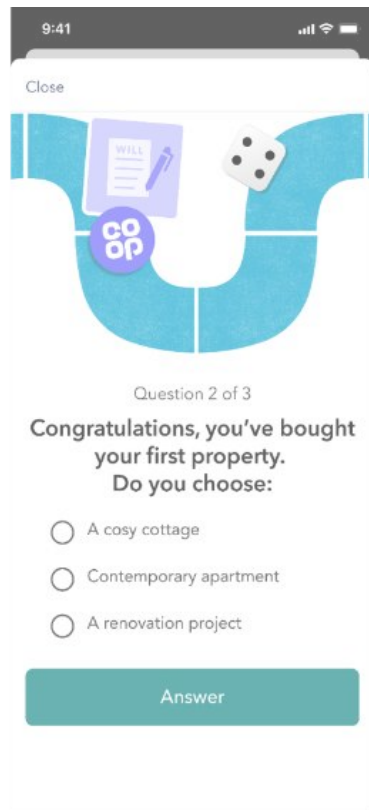
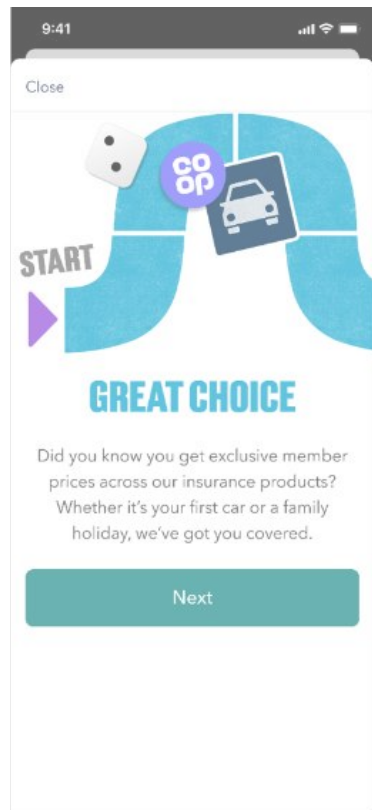
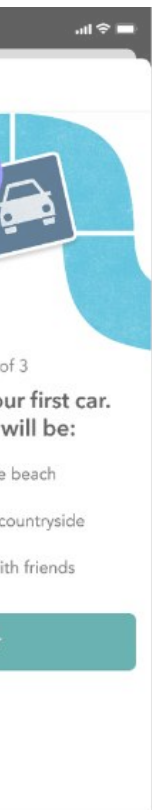


+48%

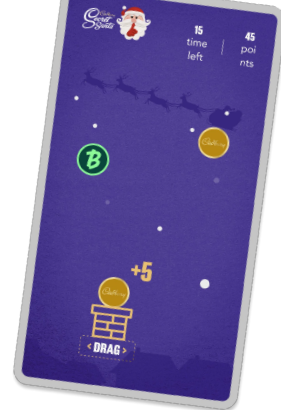
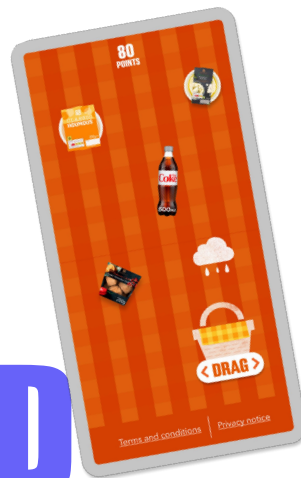




DRIVING VALUE ACROSS FORMATS



2x FULLY BRANDED 1x CO BRANDED



GAMES CAN BE APPLIED TO A RANGE OF FORMATS

FIND THE EGGS

Play our Easter game, exclusive to our member email readers, for your chance to win.

We've added 5 extra Easter eggs into our Easter range. Find them all within 15 seconds for an entry into our prize draw to win **£100 on your membership card**.

Start game

Skip game and enter prize draw

FIND THE EGGS

We've added some extra eggs into our Easter range, but they're not chocolate ones! Tap or click on all 5 before the time runs out to be in with a chance of winning.

9
seconds left



FIND THE EGGS

TRY AGAIN

You ran out of time to find the eggs.

Play again

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[Privacy notice](#)



YOU'RE IN THE DRAW

You've now been entered into our Easter prize draw for a chance to win **£100 on your membership card**.

Winners will be contacted soon.



The hunt is over

Shop our Easter range now at your local Co-op.

Shop Easter

YOU'RE ALREADY ENTERED

You've already been entered into the draw. But don't worry, you'll be contacted soon if you're the winner.



The hunt is over

Shop our Easter range now at your local Co-op.

Shop Easter



GAMIFICATION IS MORE THAN JUST PLAY. IT DRIVES MEANINGFUL VALUE ACROSS THE ENTIRE LOYALTY EXPERIENCE.

- 1) Delivers commercial impact
- 2) Contributes to value beyond commercials
- 3) Creates value across a range of touchpoints

