

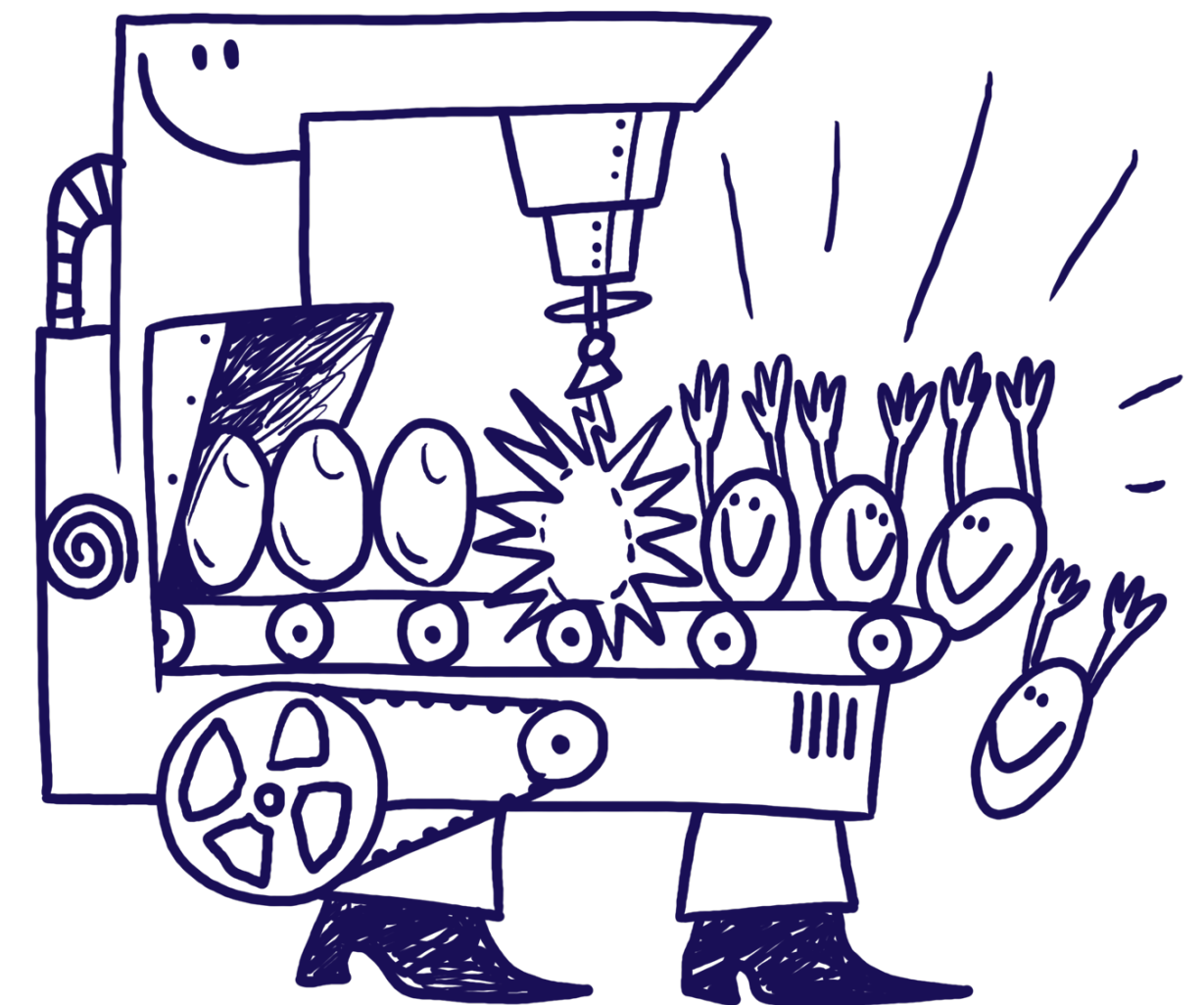
The logo features the word "playable" in a white, italicized, sans-serif font. It is centered within a composition of three overlapping organic shapes. The leftmost shape is a light pinkish-orange. The middle shape is a vibrant magenta. The rightmost shape is a dark, deep purple. The background is a smooth gradient from a pale yellow on the right to a light orange on the left.

playable

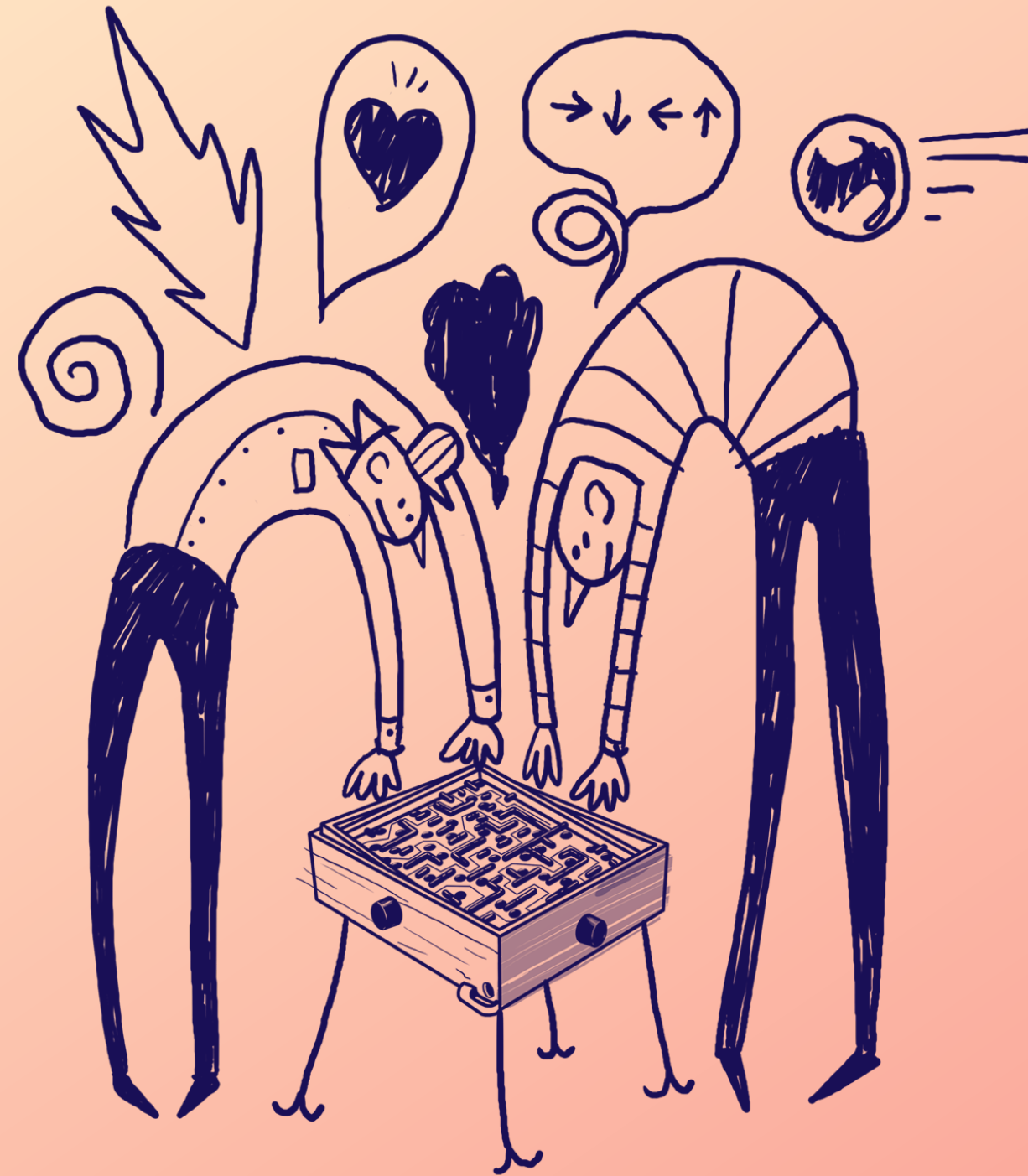
Engage your audience and improve conversion with playable content

– at a scale, speed and simplicity that you never thought possible

playable



playable



Who we are

- Playable marketing software
- Build own branded online marketing games
- Offering 30+ game concepts that can be tailored to any branding
- +110 colleagues in Amsterdam, London, Berlin, Aarhus, Copenhagen, Helsinki
- + 1 billion game plays, 125 millions unique players, 5 millions hours of engagement...

Proudly powering 650 global brands

You'll be in good company

RITUALS...®



Costcutter[®]

NESTE



coop



Carlsberg
Group



Danske Bank



playable

A portrait of Johan Huizinga, a Dutch historian and cultural theorist, is shown in a dark blue, semi-transparent overlay on the left side of the image. The portrait is a close-up, showing his face and upper torso. He has short, light-colored hair and is wearing a dark suit jacket over a white shirt and a dark tie. The background of the portrait is a solid dark blue. The right side of the image is a solid light yellow color.

**"We play because
it is in our nature to do so"**

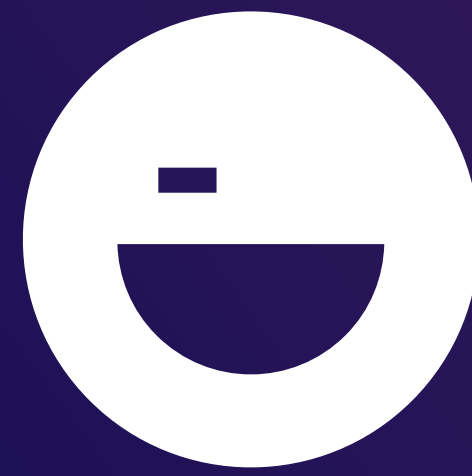
— Johan Huizinga
Dutch historian and cultural theorist, author *Homo Ludens* 1937

The 5

Game Mechanics



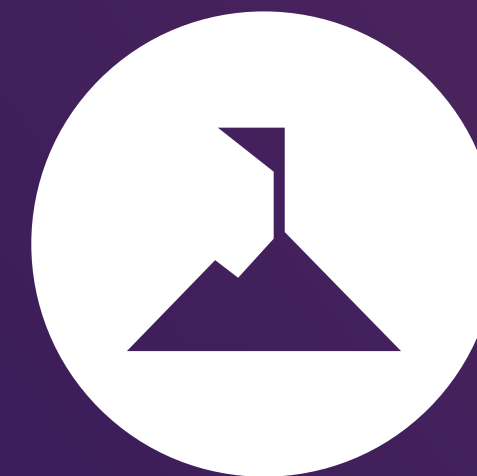
Compete



Have Fun



Mirroring



Challenge



Reward

How to use game mechanics in marketing?

Marketing gamification in a nutshell



Total game overview

A list of all Leadfamily's games in three categories

Luck games



Wheel Of Fortune



Scratchcard



Slot Machine



Roll The Dice



Product Selector



Rock Paper



Lucky Number



Spin The Bottle

Skill games



Drop Game



Spot The Difference



Shoot It



Poll



Swipe



Snake



Hit The Target



Memory



Sliding puzzle



Shell



Puzzle

Knowledge games



Quiz



Personality Test



Hide And Seek



Weekly Calendar



Guess The Picture



Prediction



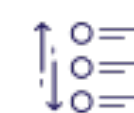
Video Quiz



Advent Calendar



Prio Puzzle



Priority Puzzle



Guess The Word



Survey



Level Quiz



Place The Item

Consumers are

56%

**more likely to click a
gamified ad***

***YouGov®**

Time Spent with Brand

The number of seconds each user spends in the campaign starting from first 'in-game action' until last flow page is reached.

65 secs

Average Time Spent across all campaigns based on + 1 billion game plays, 125 millions unique players

Unique Registration Rate

The ratio between unique registered emails (IDs) and total sessions for a campaign

52%

Average Unique Registration Rate across all campaigns based on + 1 billion game plays, 125 millions unique players

Create a positive cycle of activation & engagement

DRIVE TRAFFIC



Higher CTR
Lower CPC



POS / offline
activation

+56%

Engage
Activate
Convert



Communicate
Entertain
Educate

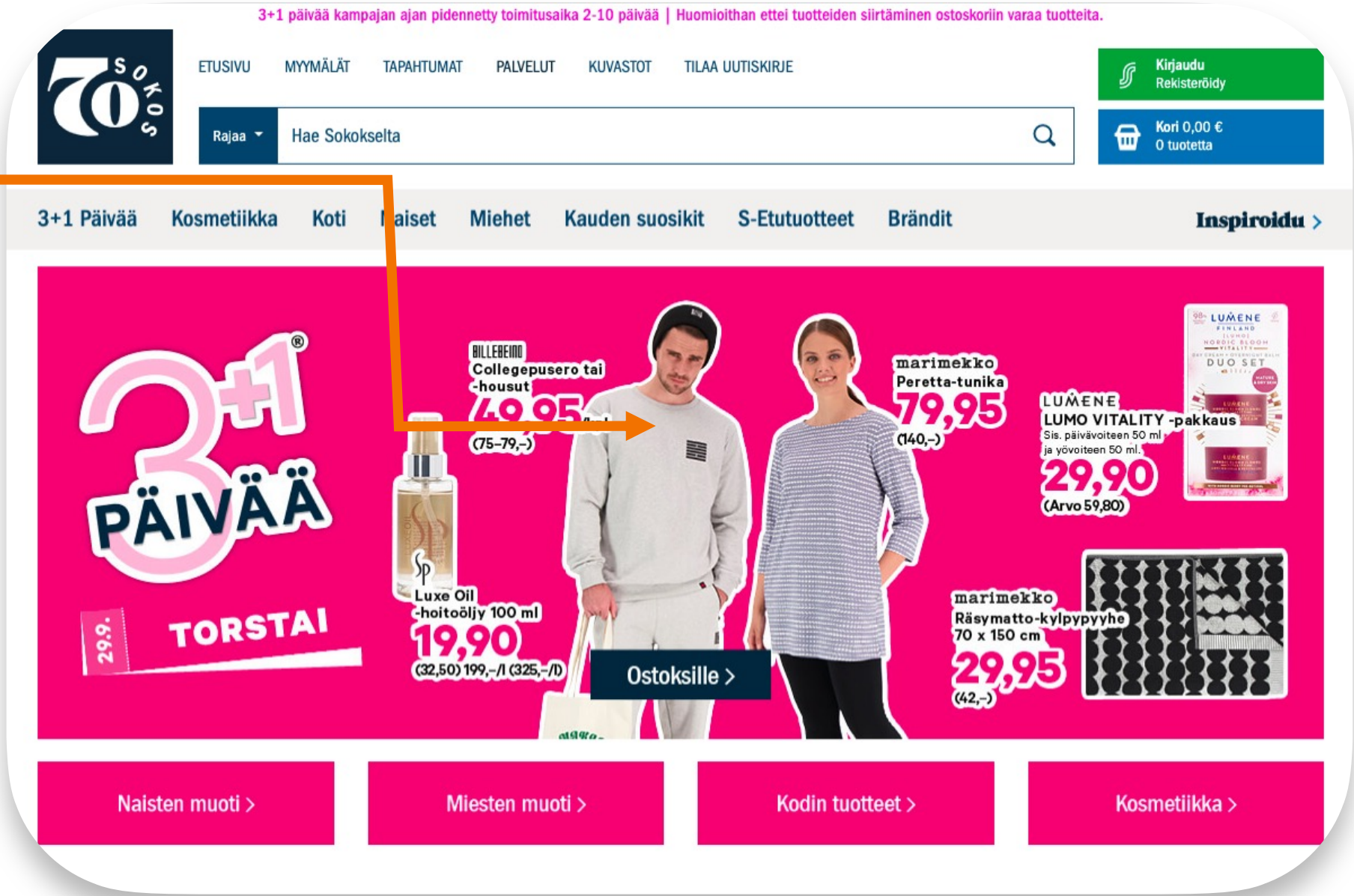
Average
52%
unique
reg. rate

COLLECT DATA



Email addresses / leads
Segmentation
Audience insights

ENGAGE, ACTIVATE & DRIVE CONVERSIONS



RETARGET



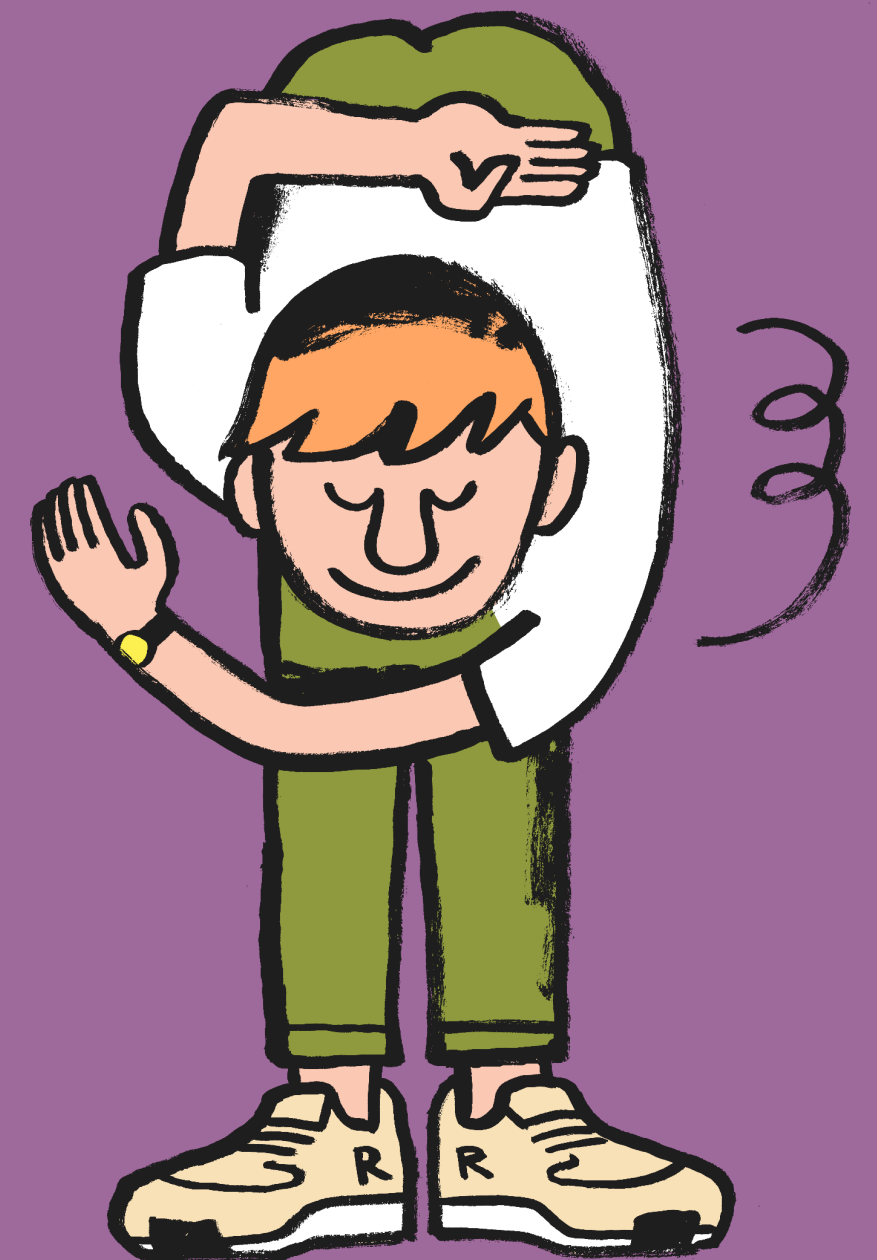
Improved targeting
Personalized ads
Higher CTR
Lower CPC

Higher open rates
Personalized content

Oomph!

Oomi x Playable

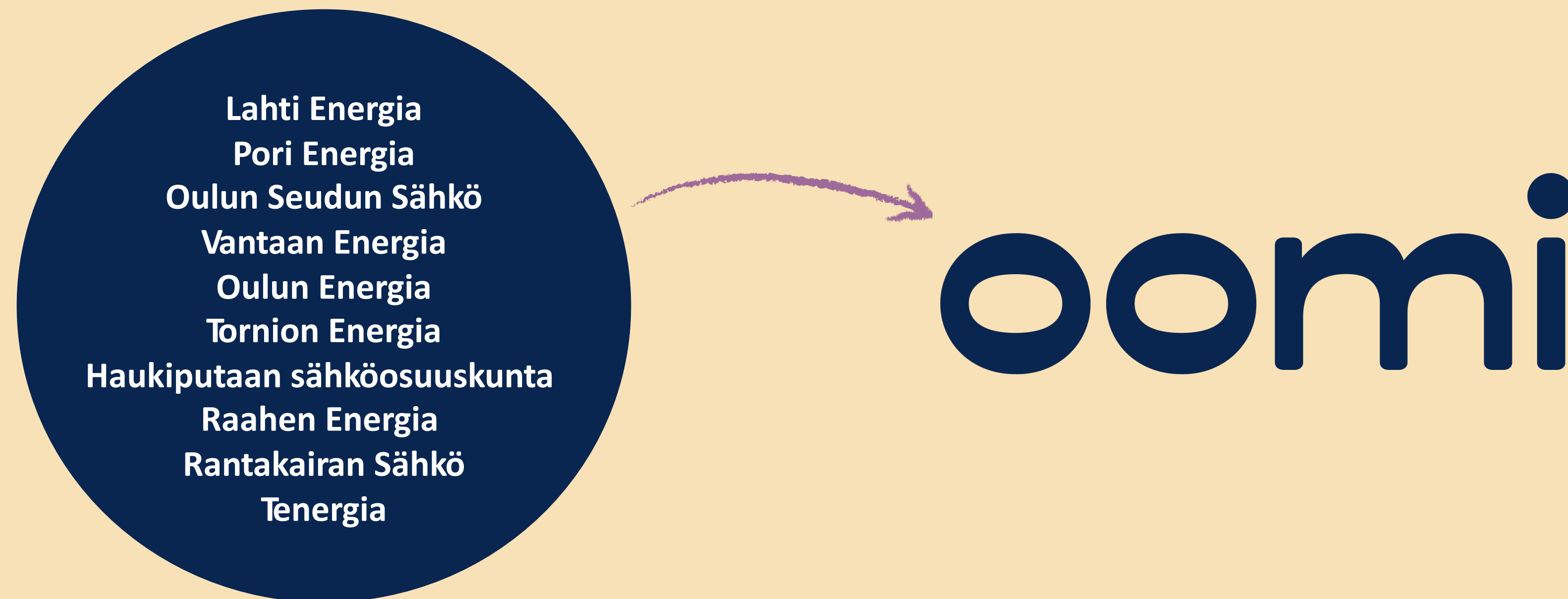
13.10.2022



Oomi Energia

Oomi Energia on yksi Suomen suurimmista sähkönmyyntiyhtiöistä. Oomilla on noin 420 000 asiakasta

Haluamme helpottaa asiakkaidemme arkea myös muilla tuotteilla ja palveluilla



6

Oomi Kesäheila

Halusimme tehdä kampanjan, joka toimii kesän yli ja luoda brändin ympärille tarinaa pelillistämisen avulla

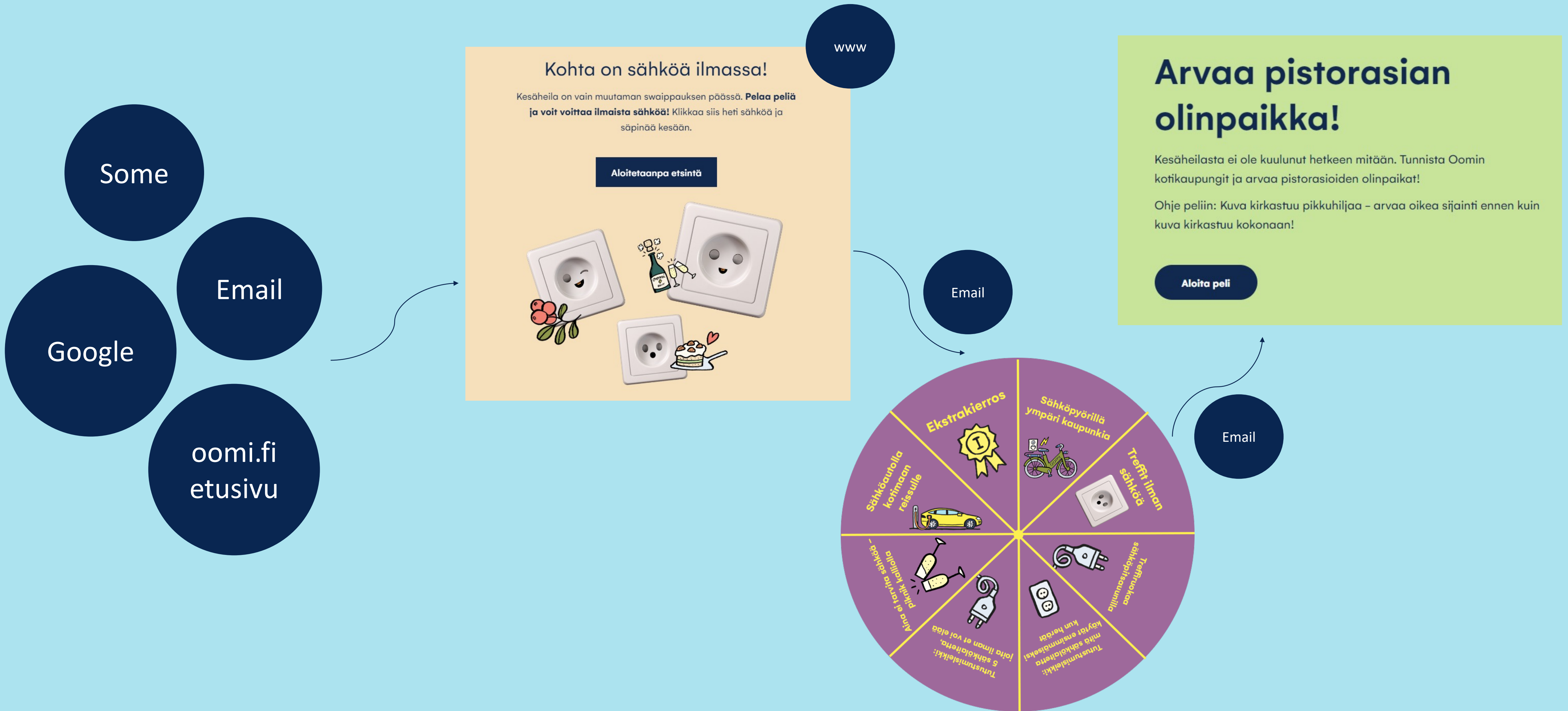
Kampanjan suunnittelu ja pelien rakennus in-house

Suunnittelun taustalla hyödynnetty segmentointia

Tavoitteena lisätä brändin parissa vietettyä aikaa ja kerätä markkinointilupia



Kampanjan suunnittelu



Ensimmäinen peli



2 milj.
näyttökertaa

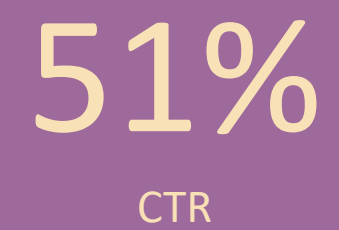


42%
pelaajista antoi
markkinointiluvan



14%
kasvu markkinointirekisterissä

www



43%

Jatkoi pelaamista



- www

Kokemuksia pelillistämisestä

Sisältömuoto, joka soveltuu monenlaisiin markkinoinnin ja viestinnän tarpeisiin ostopolun eri vaiheissa

- Brändin vahvistaminen
- Markkinointirekisterin kasvattaminen
- Asiakkaan opettaminen
- Tuotteiden ja palveluiden tunnettuuden kasvattaminen

Osa markkinoinnin kokonaisuutta

Hyvin suunnitellun pelin voi rakentaa nopeastikin

Annetaan pelata ensin, sitten pyydetään markkinointilupa

22%

Korkeampi konversioaste

11%

Korkeampi tilauksen arvo

