



CASE STUDY: EVENT GAMIFICATION

HOW CATERPILLAR INCREASED ENGAGEMENT AT CONEXPO

COMPELLING REASONS TO VISIT

Caterpillar's goal was to drive engagement at specific locations throughout their outdoor exhibit experience at ConExpo. They used Captello's Waypoints activation to power a Scavenger Hunt: **The Big Ticket Give Away**, with 8 stops that guests could visit to gain eligibility for prizes.

THE BIG TICKET GIVEAWAY

STEP 1

Get Started: Visit a checkpoint and scan your badge.

STEP 2

Visit 5 checkpoints to redeem your exclusive hat.

STEP 3

After completing 5 checkpoints, you'll be entered to win The Big Ticket Giveaway!

Visit 5 checkpoints and win an exclusive Cat hat while supplies last.

Win one of 5 exclusive Lego sets. Winners will be announced at the end of the show.

Take home the Grand Prize: a Cat 301.8 Mini Excavator with a CVA!

Station kiosks together with 174 representatives throughout the exhibit with Captello Lead Capture collected a total of **7,110 LEADS CAPTURED**



GETTING THE MOST OUT OF THE EVENT

Waypoint Engagement: Caterpillar waypoints compelled guests to make the most out of their event experience by visiting at least 5 of the nine stops.

HOW SCAVENGER HUNT STOPS WORK

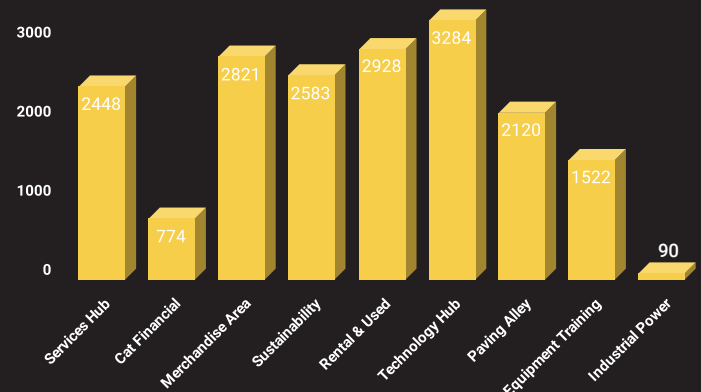


Ryan Schefke, CEO - Captello

Badge scanning kiosks positioned at all 8 stops, plus a merchandise waypoint, made it easy for guests to scan their badge and check-in at each station, resulting in:

5,850 BIG TICKET GIVEAWAY ENTRIES

SCAVENGER HUNT VISITS BY STOP



Live Analytics: Captello provided Caterpillar with real time information detailing activity at all 9 stations.

2,756 PRIZES DISTRIBUTED

Captello's flexible analytics engine presented custom reports with all the data points Caterpillar built into their custom lead capture forms for the event.

For information on activations for your next event:

captello.com/demo

