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CASE STUDIES

Using Gamification to Increase Engagement

USE CASE 1: Improved Contact Data & Repeat Engagement



- 1: **The world's first and largest specialized staffing firm; a member of the S&P 500 index.**
- 2: Deployed games at digital marketing events to increase engagement and collect contact data throughout the COVID-19 pandemic.
- 3: Games increased average engagement by **2.26x (126%)**, more than doubling typical interaction.
- 4: Audience engagement returned more than double on average with company's brand.
- 5: Company reported that games created more meaningful interaction with their brand.
- 6: **Games drove 330% more leads** to the company's virtual booth compared to their average number of attendees in virtual environments.
- 7: Company was able to collect better data through smart lead capture forms, as the event organizer provided limited contact info on attendees.

USE CASE 2: Multi-Channel Digital Marketing with Gamification



- 1: **Household brand and global chocolate pioneer.**
- 2: Company looking for new ways to engage their audience and frankly, sell more chocolate.
- 3: Marketing department developed Smores campaign to use with gamification.
- 4: Captello landing page showcased Smores "stack" of premium chocolate, graham crackers, and marshmallows. Delicious chocolates were highlighted as the centerpiece using Captello's "image hotspot" feature.
- 5: Company used a suite of games including Sliding Puzzle with Smores images, Whack-A-Smores, Jigsaw Puzzle, and Smores Memory Match.
- 6: Smores "arcade" rolled out across various digital marketing campaigns.
- 7: Games fostered ideation within the company and the rollout of new, innovative campaigns.
- 8: Games increased audience engagement and drove social media engagement, increasing follows, likes, and shares.
- 9: Campaign was shared on social media over 10,000 times and **increased company's landing page traffic by 10x** compared to average results from blogs, social media, and email campaigns. Sales spiked for chocolates positioned on the landing page and made available for purchase.

USE CASE 3: Refreshed Digital Campaigns & 500% More Leads



- 1: **Travel agency that has been transforming the travel industry since 1996.**
- 2: Despite travel industry declines due to the pandemic, gamification has allowed the company to launch several interactive digital campaigns.
- 3: **Campaigns netted 500% more leads** compared to the company's standard lead generation from email and social media campaigns.
- 4: Campaign overview: Company embedded game visuals in email campaigns. Email drove audiences to a landing page where a game was embedded as a call to action. Contact information was collected prior to game play.
- 5: Conversion ratio measuring **leads to closed deals increased by 5.86X** as games created a more engaging experience.
- 6: Data was more valuable and actionable because the agency was able to collect key travel data such as next trip, cruise preferences, preferred destinations and more.
- 7: Better data resulted in more relevant follow up with higher close rates.

USE CASE 4: Created Unique Experiences



- 1: **Large financial institution in business for six decades with \$1.4B in managed assets.**
- 2: Company used a variation of Whack-A-Mole to create Whack-A-Dinosaur, which kept dinosaurs from eating all the cash.
- 3: Games built brand awareness through this unique experience, which was delivered with a multi-channel marketing approach.
- 4: Company sent physical mailers with custom branded QR code provided by Captello. Recipients could scan QR code to play game on their personal device.
- 5: Email campaigns drove traffic to the online gaming experience.
- 6: Branches displayed branded QR code in lobbies. The contactless experience allowed customers to scan QR code and engage.
- 7: Viral experience **increased branch foot traffic by 48%** during campaign duration, and **boosted social media following by 34%**.