



## Game-Changing Engagement - The Power of Play in Advertising

## Who are Playable?

- 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+

Powering the playable marketing of 650+ brands globally.

15

game plays every second from our platform.

99.4%

Customer support satisfaction rating.



playable

# Who we work with

Proudly powering the playable marketing of 650+ brands globally



# The power of play in marketing

# The power of play

Play is the most ordinary human instinct – it's how we connect, learn and grow.

## Hardwired

To have fun, compete, be rewarded and feeling a sense of belonging.

## Dose

Play triggers our brains to release feel-good hormones, leaving a lasting impression.



## 1st screen attention

Minds enter an active and alert state, securing 1st screen focused attention like no other content format.

## Memorability

Games allow audiences to enter that world, enabling brands to be etched in our memories—a feat unmatched by any other marketing technique.

# Play & gamification = Playable marketing

Game mechanics are the building blocks for how players interact with a game.  
Marketing gamification adapts then to incentivise user behaviour in a marketing context.

## Compete

Desire to win over someone else.

## Challenge

A task set for the player that is nontrivial to accomplish, typically an obstacle to overcome.

## Mirroring

The opportunity to compare ourselves to others.



## Reward

Incentive, feedback, or even the challenge itself.

## Have Fun

To feel easy-going, lighthearted, and happy.

# How to use game mechanics in marketing?

## Marketing gamification in a nutshell

1. YOU AS A MARKETEEER



2. YOUR AUDIENCE WILL...



3. IMPACT TO YOUR BUSINESS

Utilize game mechanics

...to transform your content into a playable format.

Interact

Engage

Be more focused

...with your brand

Your audience will...

Remember your brand much better.

Learn and understand better the value you offer them.

Convert to the next phase in the customer journey with higher conversion rate.

# Game selection

## Luck games



Wheel of fortune



Scratchcard



Slot machine



Roll the dice



Lucky number



Rock paper scissors



Spin the bottle



Roulette



Banko

## Skill games



Drop game



Spot the difference



Shoot It



Hit the target



Snake



Sliding puzzle



Shell



Memory



Puzzle



Slice It



Tapping game



Bounce battle



Hit-a-mole



Sudoku

## Knowledge games



Quiz



Personality test



Advent calendar



Guess the picture



Prediction



Video quiz



Priority puzzle



Guess the word



Survey



Place the item



Swipe it



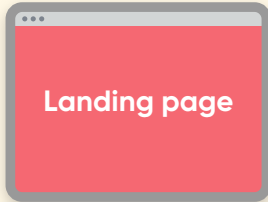
Poll



Product selector

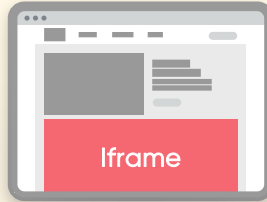


# Embed campaigns where and when you meet your audience



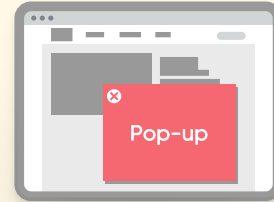
## Landing page

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



## Iframe

Embed gamification campaigns where it makes sense; a homepage, landing page or other webpage.



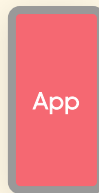
## Pop-up

Use the pop-up builder to easily integrate gamification campaigns on to a page to activate site visitors.



## Playable ads

Integrate interactivity as game campaigns into display ads, engaging users within the ad space.



## App

Integrate game campaigns in-app so they are displayed in that digital universe.

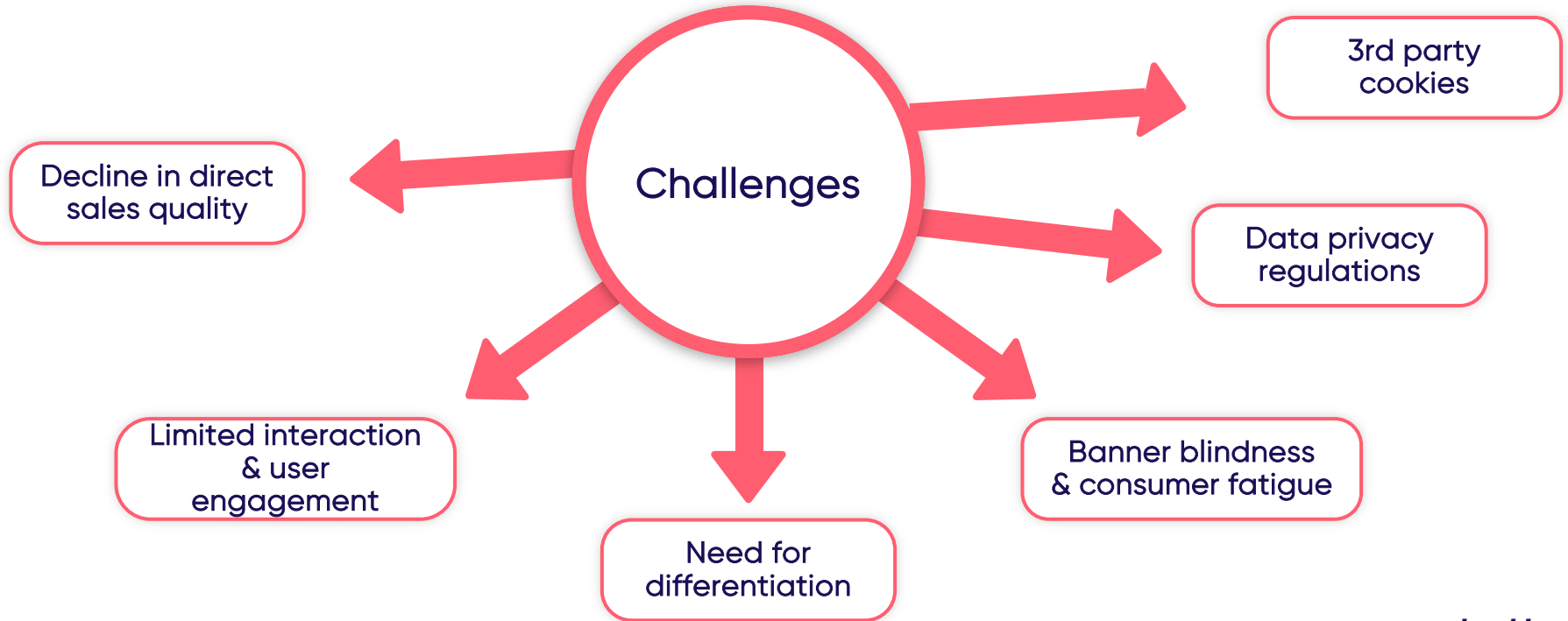


## QR-code

Integrate game campaigns in offline activities or OOH ads, to be scanned and connected to your digital properties.

The power of play in  
advertising.

# Today: key challenges facing publishers and advertisers

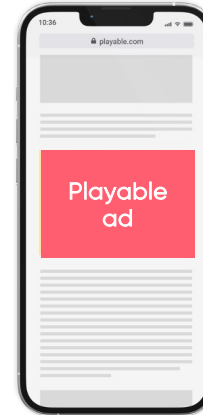


# Future: In-ad interactivity with playable ads



## Traditional ads

Static display ads, with no interactivity, moving content at most.



## Playable ads

Playable expands playable ads to all sectors, transforming display banners into dynamic, interactive spaces where users engage with gamified marketing campaigns, boosting engagement and brand memorability.

# Ad Experience & Tactics, Different Output & Opportunities ...With interactive banners?

## 1 Normal Ad



## 2 What happens?

Traffic  
Clicks



## 3 Output

3rd party ad  
preferences

Direct traffic  
(normal)



## 4 Opportunities

General statistics

CPM views/clicks

Retargeting

# Ad Experience & Tactics, Different Output & Opportunities ...With Playable?

## 1 Playable Ads



## 2 What happens?

Traffic  
Clicks  
Form/Registration  
Time spend in ad  
Experience

## 3 Output

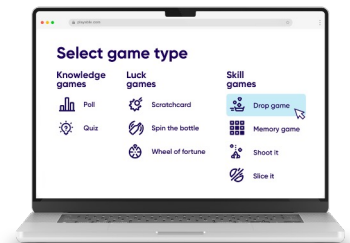
1st party data enrichment  
More clicks & Engagement  
Permissions (Co-created)  
Direct Traffic (engaged)  
More endpoints  
Enrich cookies

## 4 Opportunities

CPM views/clicks  
Revenue on sign-ups  
Longer page time  
Retargeting (more related)  
Optimized post reactions

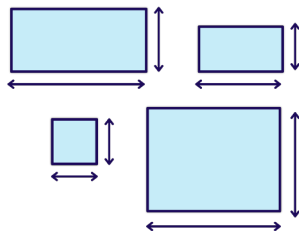
# Playable ads

## How it works



### Create your game

Build your game in the Playable platform



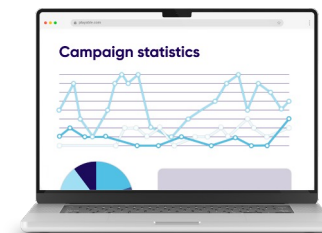
### Choose ad format

Select classic display or high-impact banners, and test.



### Launch ads

Download for ad server and launch.



### Track & evaluate

Measure full game funnel flow and ad engagement metrics

# Playable Ads



## Ekstra Bladet & Playable Ads med Sol & Strand



### Focus points:

- + Sign-ups
- + Want people to engage/click
- + More time with ad/audience
- + More seamless experience
- + Avg. more time spend on landing page
- + Avg. more time spend on result page

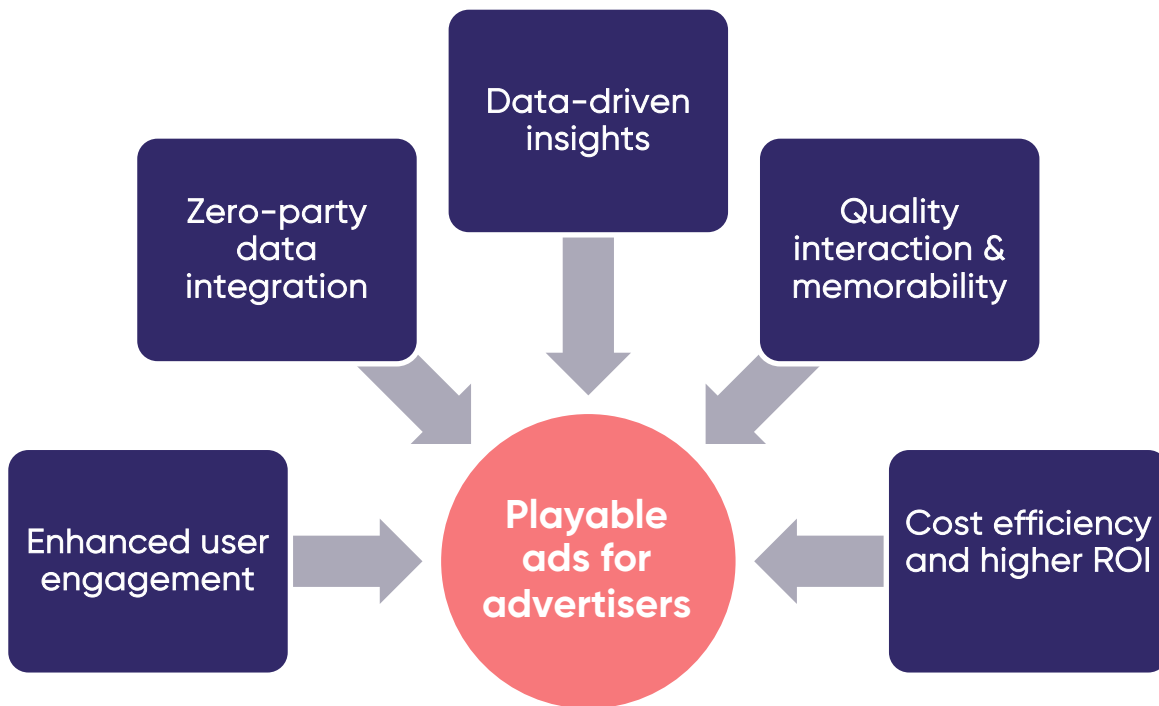
### Results:

Click Rate x 4 compared to normal click rate on ad banners



## Playable ads for **advertisers**

Maximize engagement, zero party data and ROAS with more meaningful experiences.



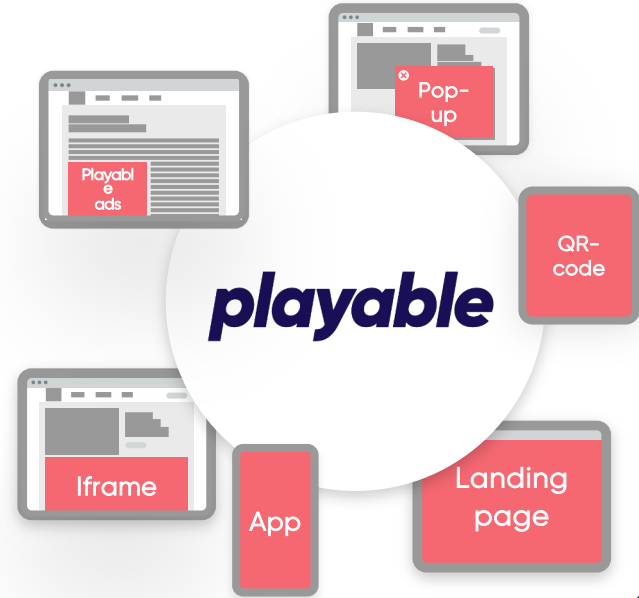
# Playable ads for **advertisers**

## Own Games

Games onsite, landing pages etc. to promote services, drive engagement and sign-up permissions & customers

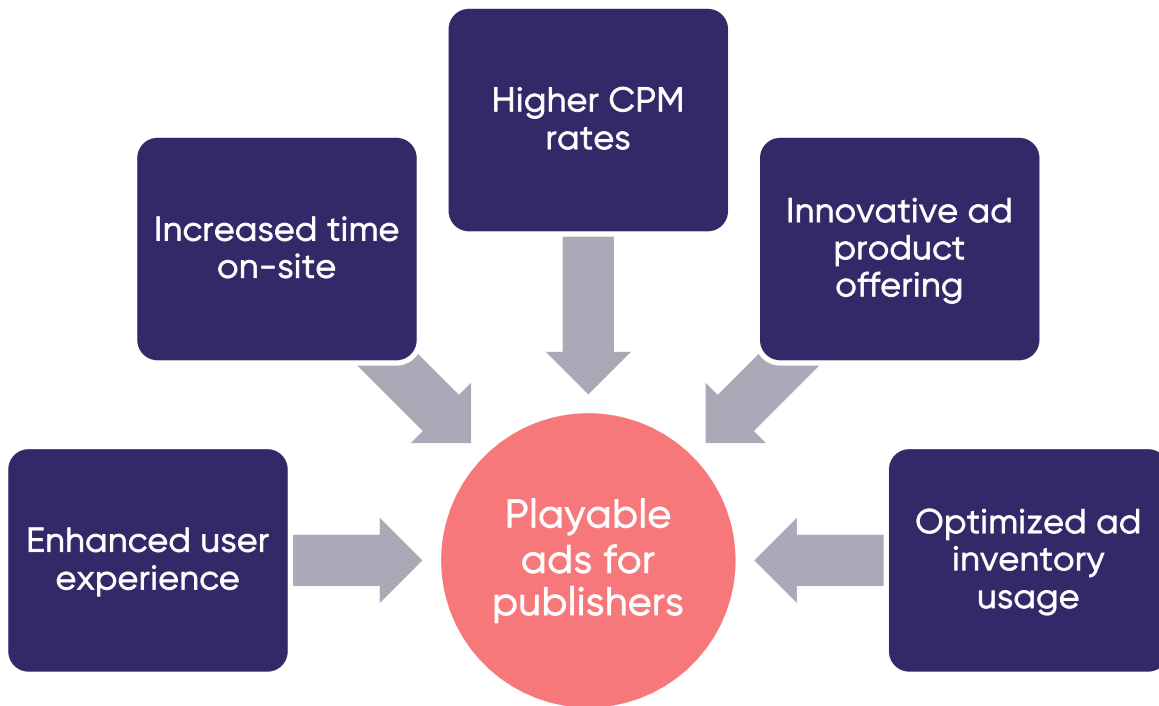
## Ad Games

Games in ads, direct banners as well as programmatic banners



# Playable ads for publishers

Maximise user experience, ad revenues and effective inventory growth with interactivity.



# Playable ads for publishers

## Sponsored Games

Co-branded games on isolated landing pages

## Own Games

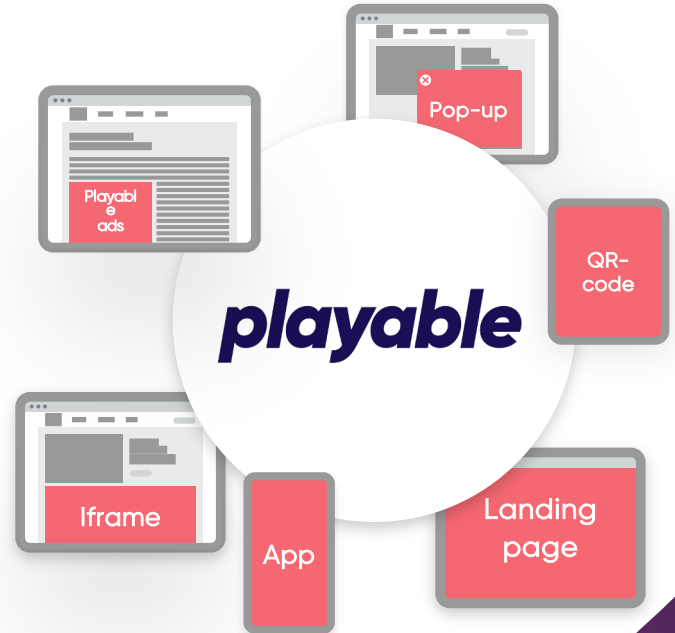
Games on site/ landing pages to promote services, drive engagement and sign-up permissions & customers

## Native

iframe games on page

## Ad Games

Games in ads, direct banners as well as programmatic banners



# Børsen & Accenture, Playable Ad Quiz part 1.

1.246

Total Impressions

8,1%

...of everyone that loads the  
"banner" clicks on "Start Quiz"  
(Click-Rate from article to quiz)

01:41

Time spent per visit  
(101 sec)

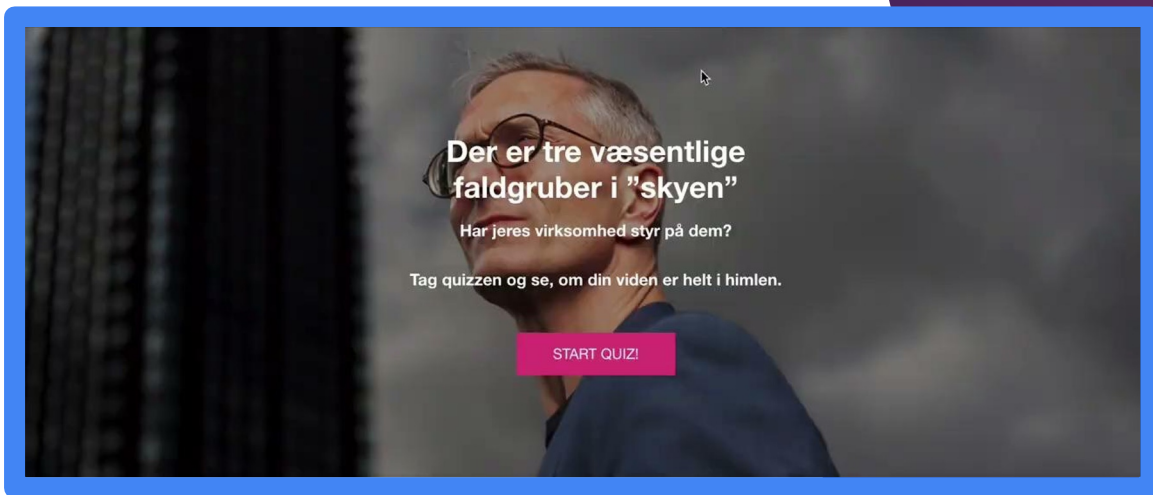
53%

CTR

Rate of visits clicking through  
from quiz to Accenture website

83%

Completion rate  
Rate of visits finalizing  
game/Quiz



# Børsen & Accenture, Playable Ad Quiz part 2.

933

Total Impressions

4,6%

...of everyone that loads the  
"banner" clicks on "Start Quiz"  
(Click-Rate from article to quiz)

54 sec

Time spent per visit

51%

CTR

Rate of visits clicking through  
from quiz to Accenture website

53,5%

Completion rate

Rate of visits finalizing  
game/Quiz



# Playable Ads



## Ekstra Bladet & Playable Ads

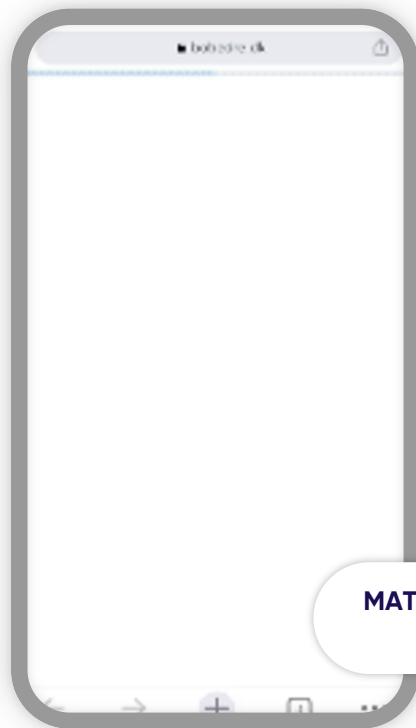
Focus points:

- + More time with ad/audience
- + More seamless experience
- + Avg. more time spend on landing page
- + Avg. more time spend on result page

Campaign (WoF) running live in a banner ad.

Participants plays directly in the banner.

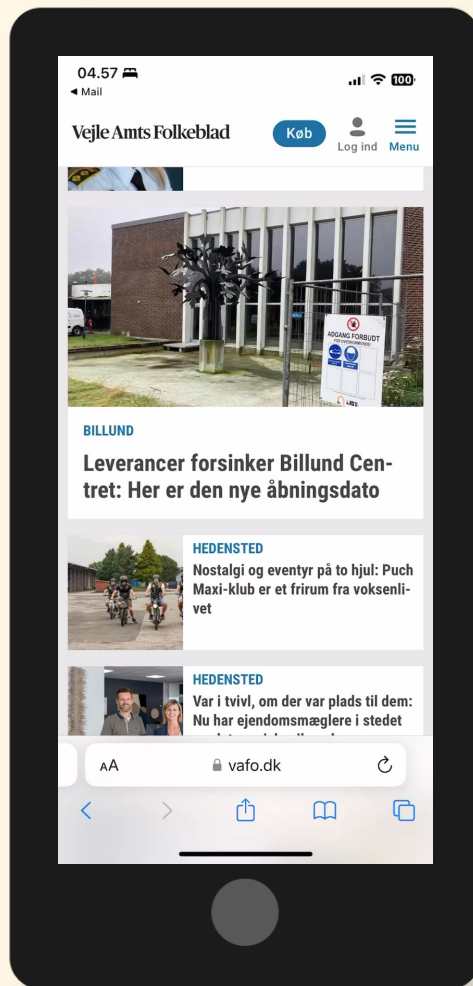
In this example registration is taken out on another landing page, could as well have been done within the game ad as well.



**MATAS, Playable Ads, Mobile**



# FRIE // Unicorn



# Let's Play

Iske kiinni klikkeihin, liideihin ja myynteihin ja voita leffaliput!



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