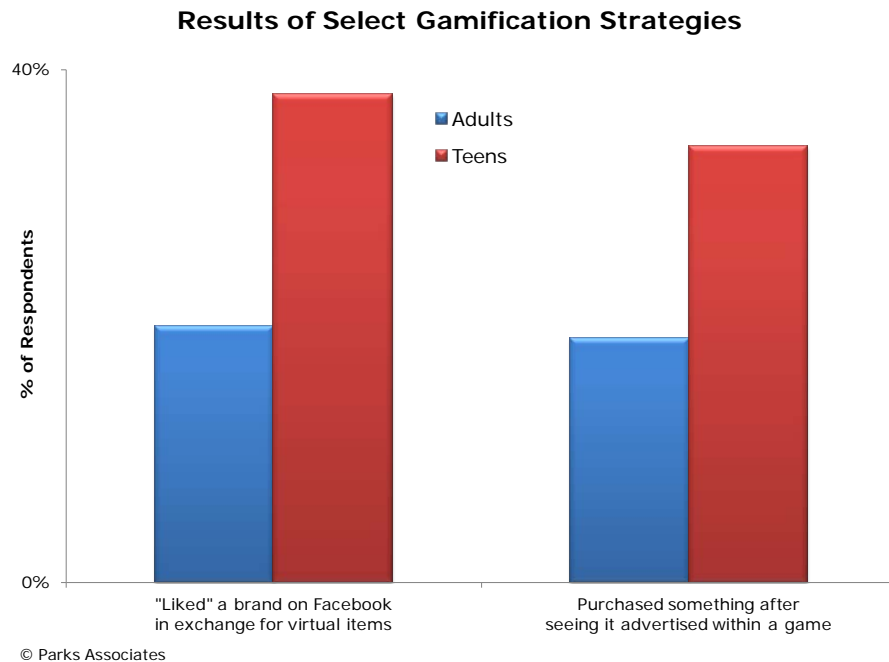


Synopsis **Effectiveness of Selected Gamification Strategies**

This industry report analyzes “gamification” and the use of this new approach to marketing by a variety of industries.

Gamification applies game mechanics to affect consumer loyalty and engagement, ultimately improving each as well as monetization and ARPU. *Gamification: Emerging Strategies and Tactics* highlights the best practices used in real-life cases. The report also details ways to avoid common errors in implementing gamification strategies.



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“Gamification has become extremely popular as multiple companies implement game-based marketing strategies,” said Pietro Macchiarella, Research Analyst. “Savvy companies have seen amazing results from the use of this emerging marketing approach. However, companies need to follow certain principles and best practices when using gamification to engage and motivate their customers.”

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