

Drive Loyalty Membership Growth with...
Multiplayer Gamified Promotions

RYAN LOCK
EXACTPATH.COM.AU

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The Loyalty Challenge

The pipeline is ready, but the tap is dry.

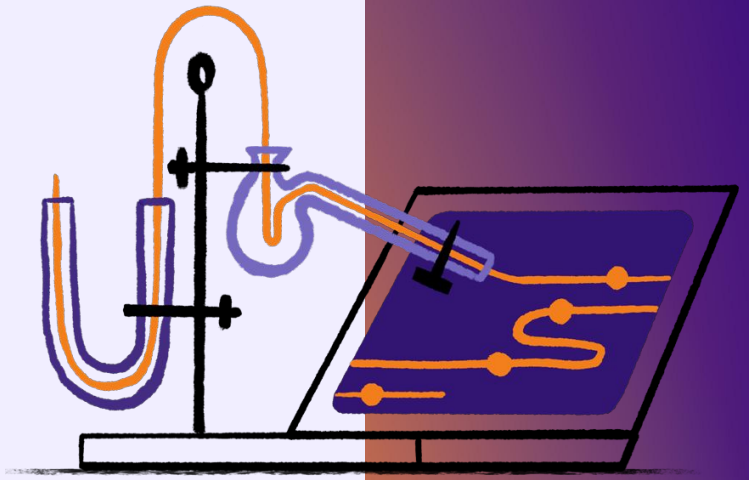
Significant investment goes into loyalty program tools, design, configuration, and development, but the entry point, a web form, remains **virtually invisible to users**.

How do we **10x that investment** by:

- **Gaining attention** for the loyalty program,
- **Incentivise** signing up.

And even moreso:

- **Go beyond single sign ups** by leveraging a customers' social network,
- Do this **consistently over time**.

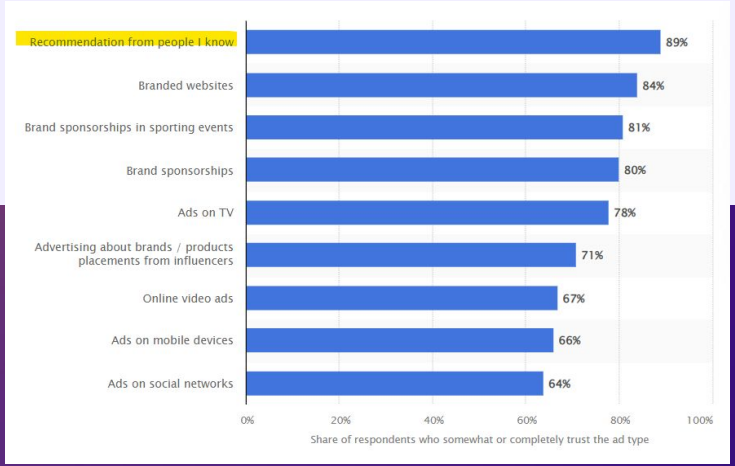


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Tap Into Friend Networks

The most trusted recommendation channel worldwide.

Cutting through the noise can be hard, but people **listen to their friends**.
So ask them to send an invite!



Most Trusted Advertising Channels Worldwide as of September 2021
https://www.statista.com/statistics/222698/consumer-trust-in-different-types-of-advertising

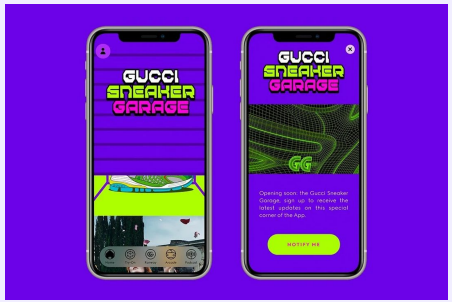
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Gamified Promo Competition

Examples of gamified promotions in-market.



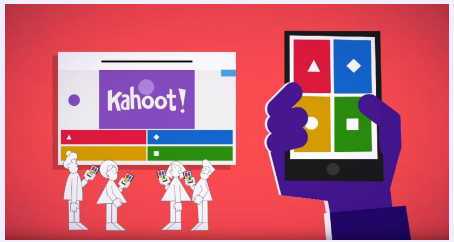






Retail gamified promotions

+



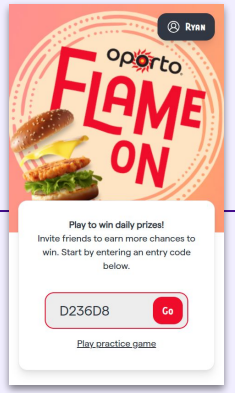
*Combined with a "first to market", low friction, **multiplayer game experience**. Made popular by games such as Kahoot and Jackbox Games.*

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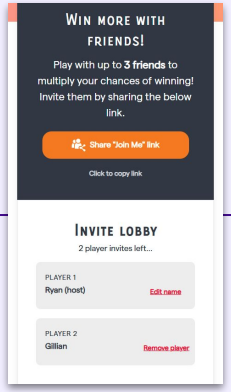
Multiplayer Competition Journey

Low friction , fun pipeline to grow loyalty membership.

Get Entry Token



Go to comp page using mobile phone

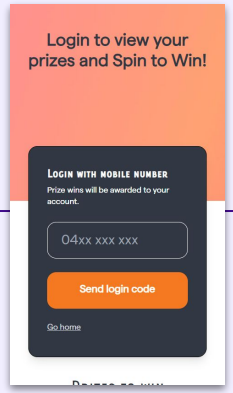


Invite friends to win more!

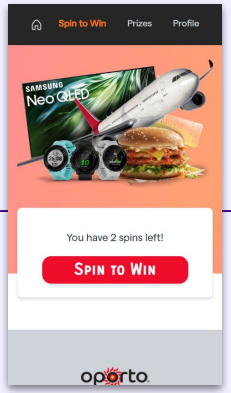
FIRST TO MARKET FEATURE



Play easy multiplayer game



Sign up to proceed



"Spin to Win!"

Loyalty Database

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Totally Customisable

Adaptable framework for branded experiences.

Brandable:

- Domain Name
- Promotional Images / Colours
- T&Cs and other legal text

Swappable:

- Gamified Challenge
- Prize Pool

Persistent:

- Customer Profiles
- Prize Wins

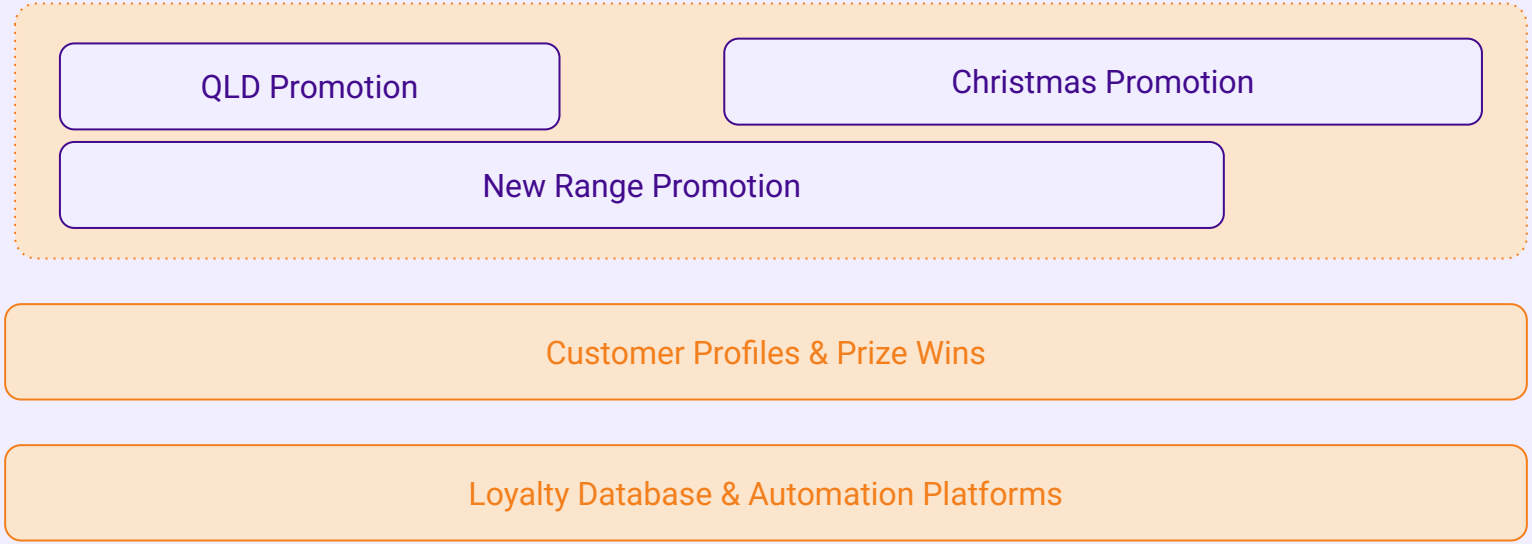


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Repeatable and Stackable Promotions

A new and ownable channel.

The app framework enables multiple promotions to run concurrently and sequentially, retaining Customer Profiles across promotions. Like McDonalds, **gamified marketing beats can be scheduled**.



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Under The Hood Features

A unique, first to market, promotional platform.

App
- Brandable
- Legal text configurable
- External links to company site

Promotions
- Practice games
- Share links
- Joinable lobby
- Wait room
- Host remove player button

Gamified
- Modular game experience
- Presence system
- Anti-cheat features
- Multiplayer combined score
- Multiplayer cross-game alerts

Entry Codes
- Redeemable codes
- Resumable codes
- Unique code generator

Prize Pools
- Configurable prize items and counts
  - Single use digital codes
  - Multiple use digital codes
  - Manual send prizes
- Configurable Prize item win ranking
- Configurable spin to win rate
- Dynamic daily prize batch system
- Distribute “filler” and “big win” prizes evenly

Account
- Edit user account
- Delete user account
- Prize win history
- Sync PII with external platforms

Sign up / in
- Mobile OTP sign in
- No passwords required
- Configurable loyalty sign up message
- Mobile, Phone and Firstname collection

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Demo Link

social.exactpath.com.au