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GAMIFY LOYALTY

**HOW TO PERSONALIZE LIKE
YOUR BRAND DEPENDS ON IT**

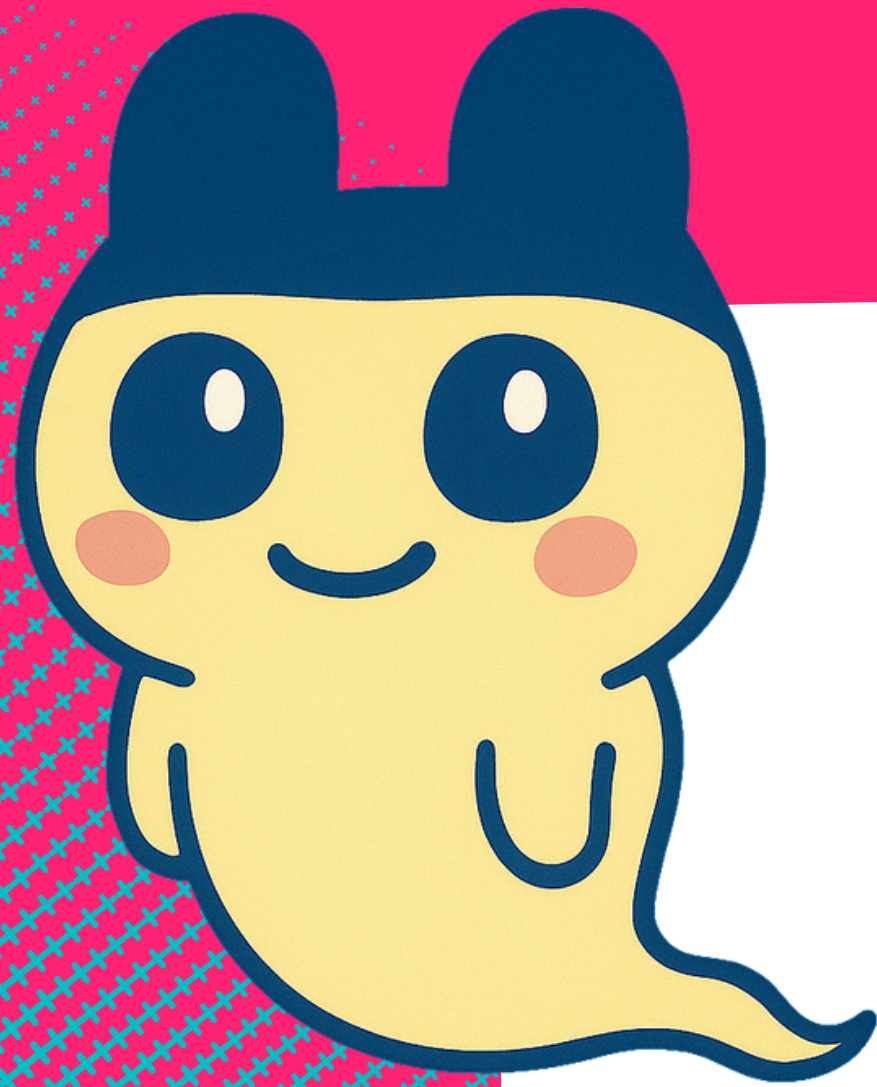
Presented by Tim Hartley @ Webbula



YOUR CUSTOMERS ARE **NOT** TAMAGOTCHIS

- 1) Tamagotchis send direct signals every time it needs something
- 2) Regaining customer trust is more difficult than a reset button
- 3) Your customers are way cuter UwU





**WHY IS
NURTURING
~~TAMAGOTCHIS~~
CUSTOMERS SO
DIFFICULT?**



HAPPINESS IS
MULTIFACETED



CUSTOMERS HAVE
MORE CHOICES THAN EVER



MARKETERS HAVE
MORE SIGNALS THAN EVER



CUSTOMER TO TAMAGOTCHI OVERLAP

NURTURE



PLAY



EXPLORE



EVOLVE





NURTURE:
**THE DIFFERENCE BETWEEN A
MEAL AND A SNACK IS
QUANTITY + TIMING
(AND SOMETIMES PLACE)**



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START FEEDING YOUR TAMAGOTCHIS

- **Struggling with** sold-out stock or event tickets that end up on the secondary market and out of reach for your fans?
- **Looking for** a way to take promotions from generic to surprise & delight?
- **Ready to** push engagement beyond likes and follows?



SPORTS CASE STUDY: ERIE MOON MAMMOTHS

- Protecting fan access over secondary markets
- Average ticket price: \$20
- Secondary ticket price range: \$114 - \$3,433
- Solutions
 - eIDV - electronic ID Verification
 - Fan Verification
 - Restricted Presales for Fans only



\$3,334

\$20



STEAL THEIR PLAYBOOK

- Reward brand affinity with loyalty
- Leverage customer & product lifecycle data
- Use data to track lifecycles for tickets (and other premium goods with secondary markets)
- Ensure your loyalty programs are tracking data points to identify your ideal consumers in the primary sale offer phase





PLAY: IN THIS (ATTENTION) ECONOMY?!



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PRICING IS IMPORTANT - BUT IT'S NOT JUST ABOUT THE MONEY

DISCOUNTS ARE:

- Expected
- Generic
- Lack the “Surprise & Delight” factor



RETAIL CASE STUDY:

COSTA COFFEE

- Does your data show your customers love games AND the environment?
- Be like Costa Coffee and structure your loyalty program to give extra rewards to eco-conscious customers.
- **+6 million members** collecting “beans” across all points of sale since revamping loyalty program in 2021

Get your
free drink faster

Buy 5 drinks to get 1 free. Each time you use a reusable cup in store, you'll get an extra bean.

COSTA
COFFEE



STEAL THEIR PLAYBOOK

- Connect rewards to something unique - like values
- Offer account-creation incentives to track customer preferences and act on them
- Birthday reward emails are an ideal way to test your personalization strategy because they also have a surprise & delight effect.
- Use gamified surveys to learn about customers' favorite types of rewards



EXPLORE:
LET CURIOSITY
LEAD TO
LOYALTY



89% OF CONSUMERS WOULD RATHER CHOOSE THEIR OWN REWARDS THAN RECEIVE GENERIC PERKS



4y ago

I'm not loyal to any program, because none of them are loyal to their customers - they revise their rules, devalue their points/miles or make some other negative change whenever they want, often without notice. Plus, there are pros and cons to all programs - if I'm locked into one, I can't take advantage of another.



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Reply

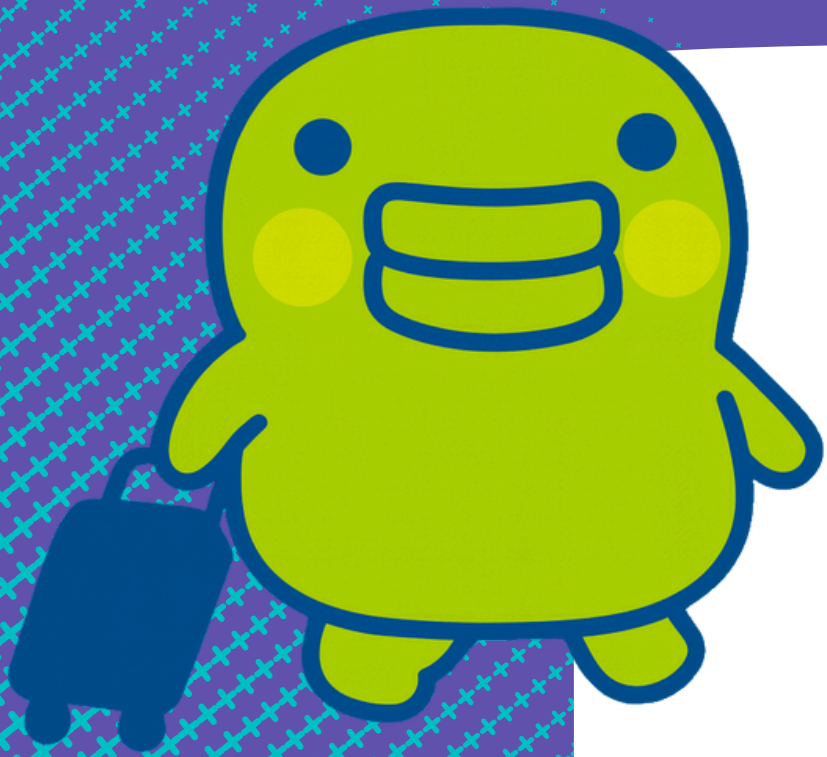


Award



Share





HOSPITALITY CASE STUDY:

EXPEDIA ONE KEY

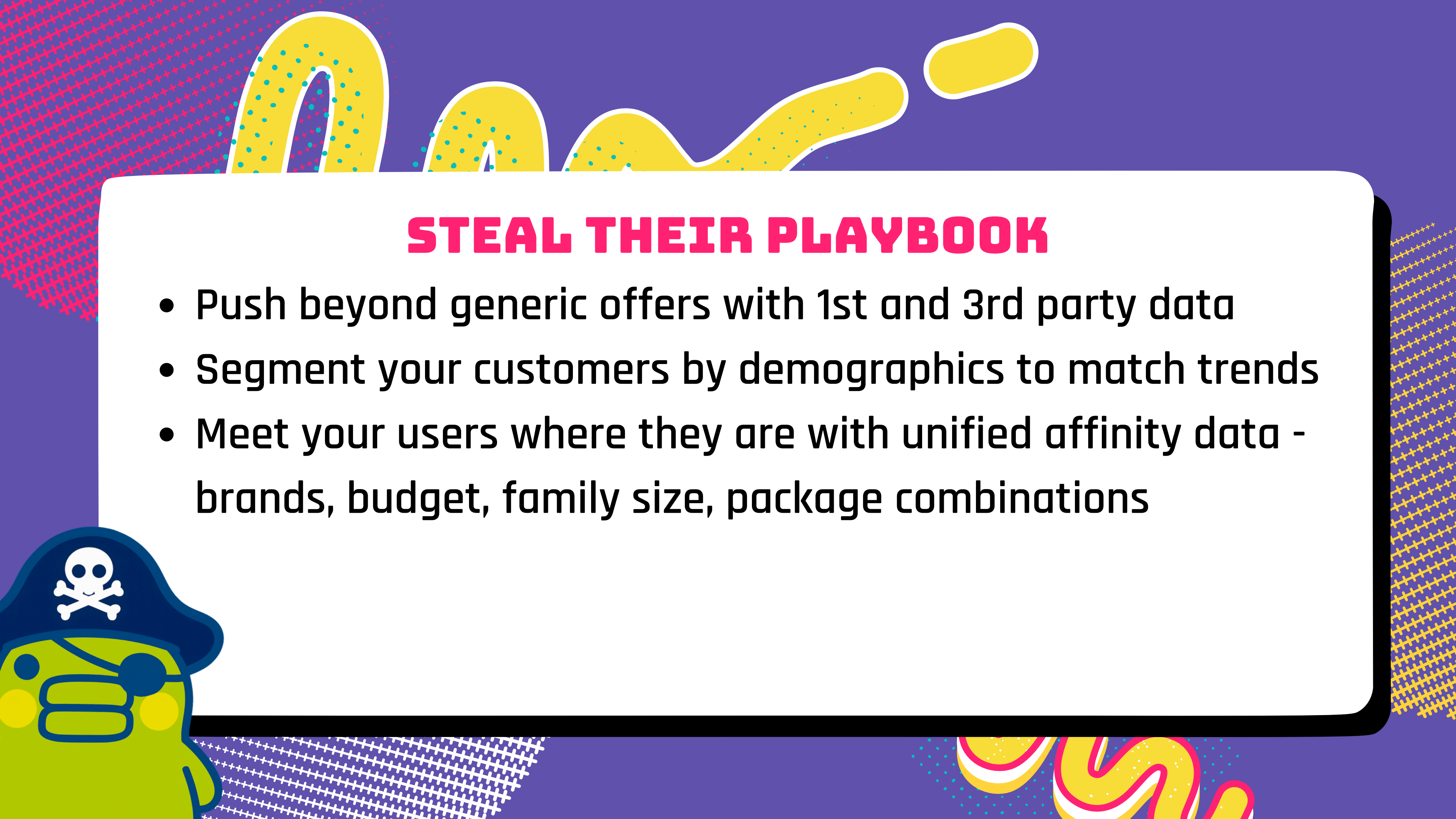
- Expedia's One Key program allows its members to save money up front (10% off or more for Members) but additional savings when adding a hotel to a flight (up to 30%)
- One Key uses a concept called "trip elements" to stack member loyalty points across multiple vendors and purchase types. It also helps gather data on customer preferences and buyer intent.



**"A 2-NIGHT SOLO ROAD TRIP
CAN ELEVATE YOU TO SILVER"**

[Nice blog,
Enhancing guest
loyalty in 2025](#)



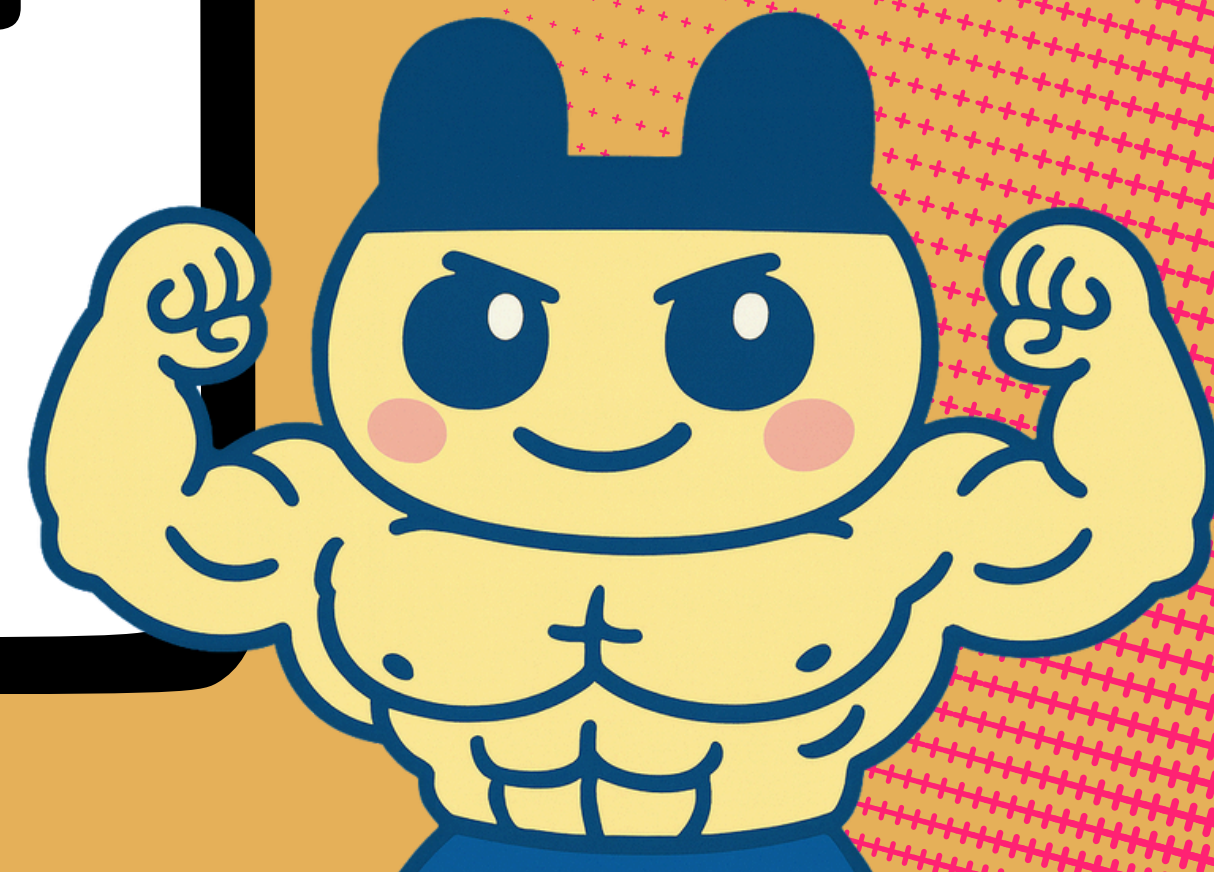


STEAL THEIR PLAYBOOK

- Push beyond generic offers with 1st and 3rd party data
- Segment your customers by demographics to match trends
- Meet your users where they are with unified affinity data - brands, budget, family size, package combinations

EVOLVE:

- **DEFINE YOUR LOYALTY STAGES**
- **FEED EACH STAGE DIFFERENTLY**
- **GAMIFY GROWTH**
- **PERSONALIZE, PREDICT, AND ADAPT**





EVOLVE PLAYBOOK

1. **Define Stages** – Map customer growth:
 - a. New → Engaged → Champion → Advocate
 2. **Feed Growth** – Deliver meaningful “meals” and quick “snacks” by stage
 3. **Design for Progress** – Gamify challenges, badges, and surprise rewards
 4. **Personalize & Predict** – Use data to anticipate needs before they’re voiced
 5. **Replace Discounts with Delight** – Reward value, not volume
 6. **Build Community** – Surface social proof and co-create with advocates
 7. **Measure, Learn, Repeat** – Track ROI and evolve continuously
- 



READY TO EVOLVE?

Scan and get
1,000 free
record appends

