



Game On! Unlocking Customer Loyalty and Growth Through Gamification in 2025



Content

Introduction	3
Why Customer Experience and Loyalty Matter in 2025	5
Boost Customer Experience Through Gamification	5
The Psychology of Engagement: Why Gamification Works	7
Proven Engagement Mechanics: Campaigns That Drive Impact	8
Instant Rewards	9
Stamp Cards	10
Progress Campaigns	
Raffle Campaigns	
About Perx: Pioneering Loyalty Engagement	11

Let's start with an experiment.

Think of your favorite brand. It can be anything – a cafe, apparel store, bank, or hotel. Picture the joy you feel every time you interact with them. **Recall why you would recommend them to your family and friends.** What makes them stand out for you? Maybe it's the way they remember your name, the quality of their service, or even something small but meaningful that resonates deeply with you.

Now, shift your focus. **Are you creating similar moments of joy for your customers?** Are you doing enough to ensure they keep experiencing that joy every time they interact with your brand?





In 2021, a coffee shop in Seoul started **remembering customers not just by name but by their usual 'mood order.'** If you walked in looking tired, they'd hand you an espresso without asking. If you looked too happy, they'd jokingly offer decaf.

Result?

40%
more loyal
(and caffeinated)
customers!

Why Customer Experience and Loyalty Matter in 2025

Introduction

The importance of customer experience (CX) and loyalty programs in 2025 cannot be overstated. Studies reveal that 86% of buyers are willing to pay more for a great customer experience (Source: PWC). Yet, despite this, many businesses still fail to prioritize meaningful customer engagement, leaving billions in potential revenue untapped.

What's at Stake?

52%

of customers will switch to a competitor after a single negative experience.

49%

left a brand in the past year due to poor customer experience.

70%

businesses plan to increase investments in CX, creating an edge for early adopters



Emerging Trends



Predictive Engagement

AI analyzes customer behavior to deliver timely, personalized offers. Travel apps, for example, can preselect flight details for frequent flyers, boosting conversions and reducing churn.



Conversational AI

AI chatbots provide instant, personalized support and guide users through gamified challenges, enhancing engagement and creating a seamless experience.



Dynamic Loyalty Networks

AI connects brands across industries, linking bank rewards to ride-sharing or food delivery apps. This reduces loyalty fatigue and drives engagement across multiple touchpoints.

Boost Customer Experience Through Gamification

What is Gamification?

Gamification isn't just a buzzword; it's a proven strategy that applies game-design elements to non-gaming contexts, delivering measurable ROI. Research from Deloitte shows gamified strategies increase customer engagement by 47% (Source: Deloitte).

Additionally, businesses using gamified strategies have seen a 22% boost in customer retention (Source: Forbes). Another study highlights that gamification can drive a 60% increase in user interaction on digital platforms (Source: Gartner).

47%

increase
customer
engagement
with gamified
strategies

22%

boost in
customer
retention

60%

boost in
customer
retention



Did You Know?

Gamification isn't just a buzzword; it's a proven strategy that applies game-design elements to non-gaming contexts, delivering measurable ROI.

Research from Deloitte shows gamified strategies **increase customer engagement by 47%.**

(Source: Deloitte)



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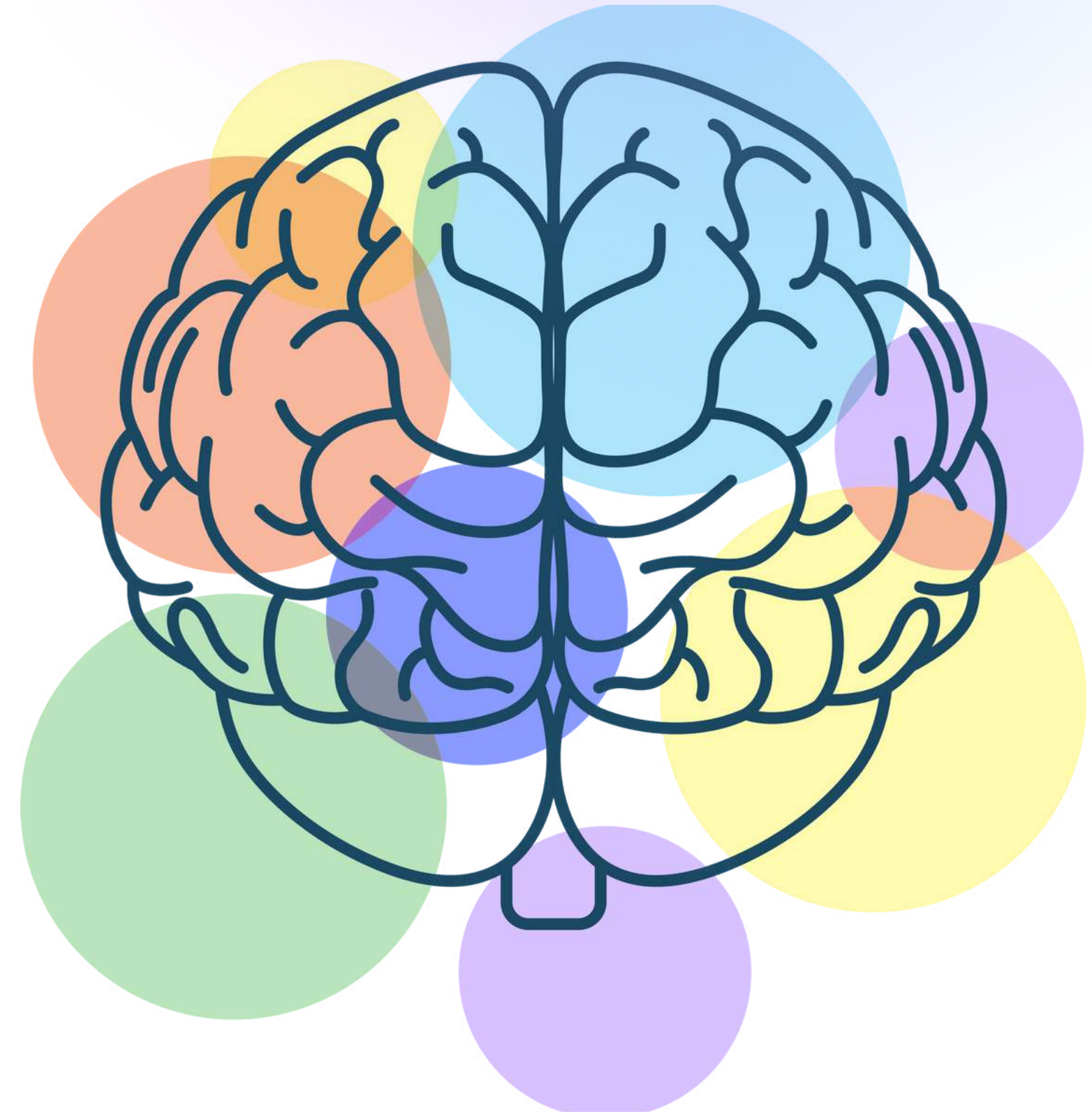


The Psychology of Engagement: Why Gamification Works

WHY GAMIFICATION WORKS?

Taps into Cognitive Biases

Gamification leverages well-known psychological triggers like rewards, challenges, and competition to engage customers on a deeper level. These triggers create positive reinforcement loops that make customers want to return for more. For example, offering points or badges for completing actions taps into the human desire for recognition and accomplishment.



(Source: [Perx Technologies Blog](#)).

WHY GAMIFICATION WORKS?

Boosts Loyalty

Gamified loyalty programs create emotional connections with customers. By introducing elements like progress tracking or exclusive rewards for milestones, brands can build a sense of community and belonging among their users. Studies show that customers engaged through gamification are 35% more likely to stay loyal to a brand.

(Source: TechDogs).



WHY GAMIFICATION WORKS?

Drives Growth and Optimizes Profitability

By enhancing engagement, gamification directly impacts revenue. Customers who interact with gamified elements tend to spend more and return frequently, reducing churn. Additionally, gamification can lower marketing costs by increasing organic engagement and word-of-mouth referrals. Businesses using gamified strategies have seen a 22% boost in customer retention and a significant increase in cross-sell and upsell opportunities.



(Source: [Forbes](#) and [Deloitte](#).)

Proven Engagement Mechanics: Campaigns That Drive Impact



**Instant
Rewards**



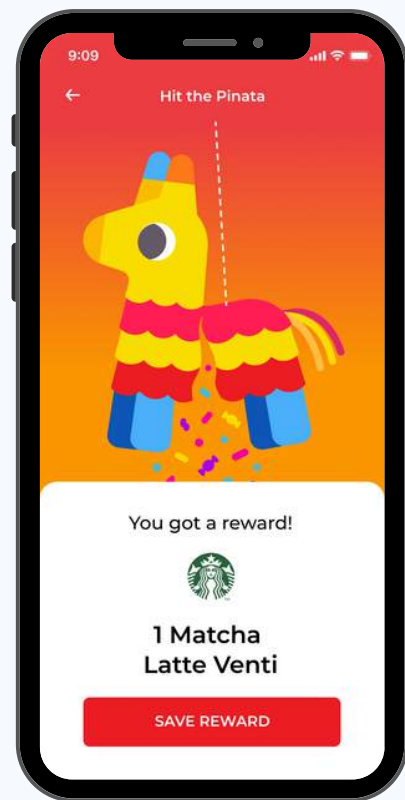
**Stamp
Cards**



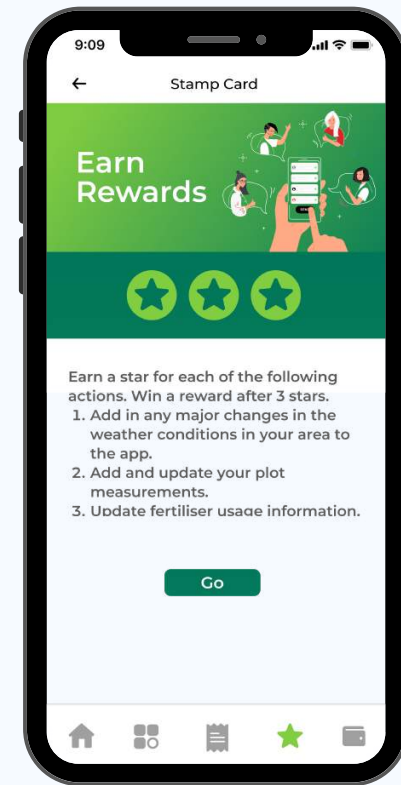
**Progress
Campaign**



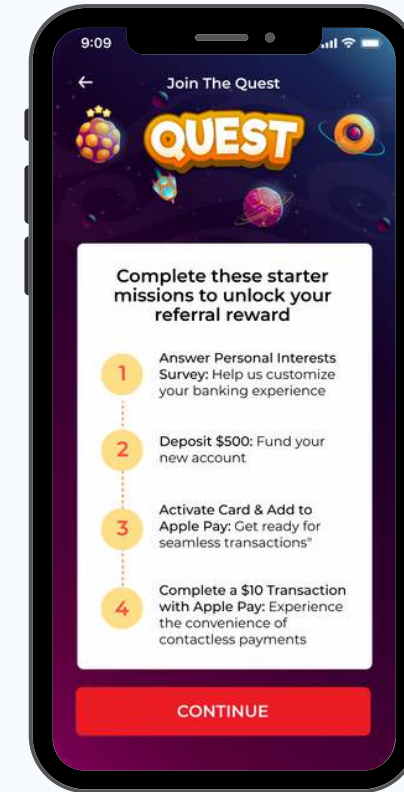
**Raffles
Campaign**



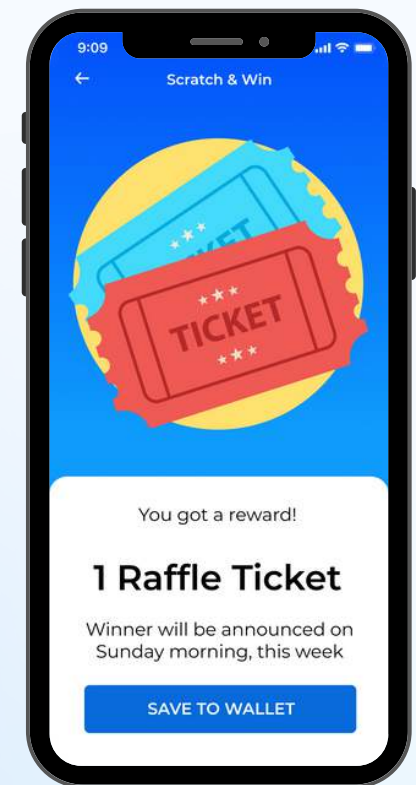
**Instant
Rewards**



**Stamp
Cards**



**Progress
Campaign**



**Raffles
Campaign**





Instant Rewards

Stamp Cards

Progress Campaign

Raffle Campaign

FUN FACT

Did you know that **67% of consumers are motivated to join** premium loyalty programs when they offer instant discounts usable during any shopping trip? This immediate gratification significantly enhances customer engagement and loyalty.



TYPES OF GAMIFIED CAMPAIGNS

Instant Rewards

What Are They?

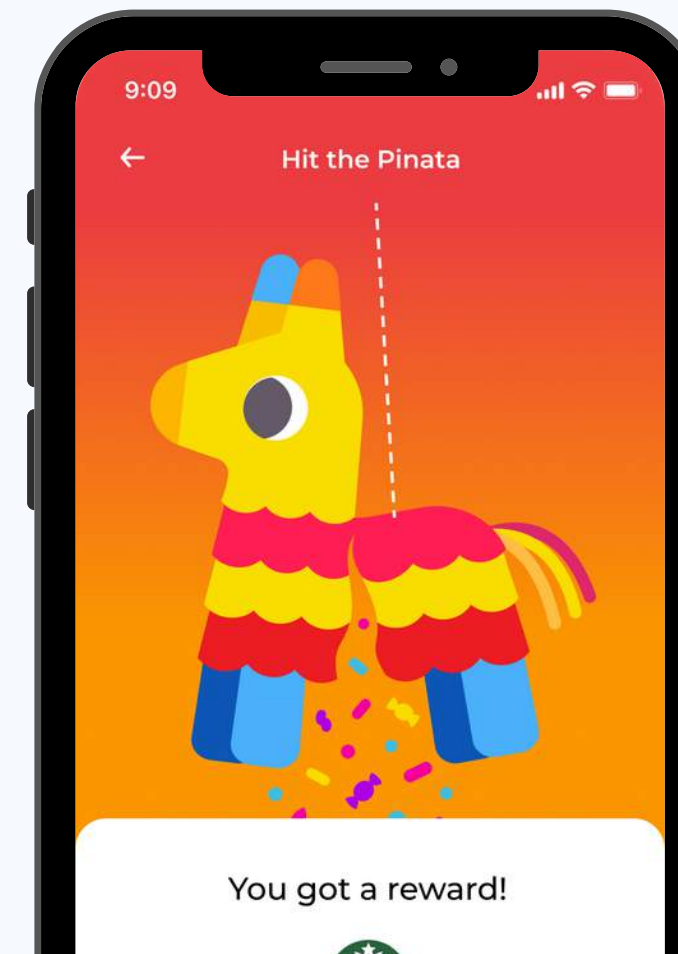
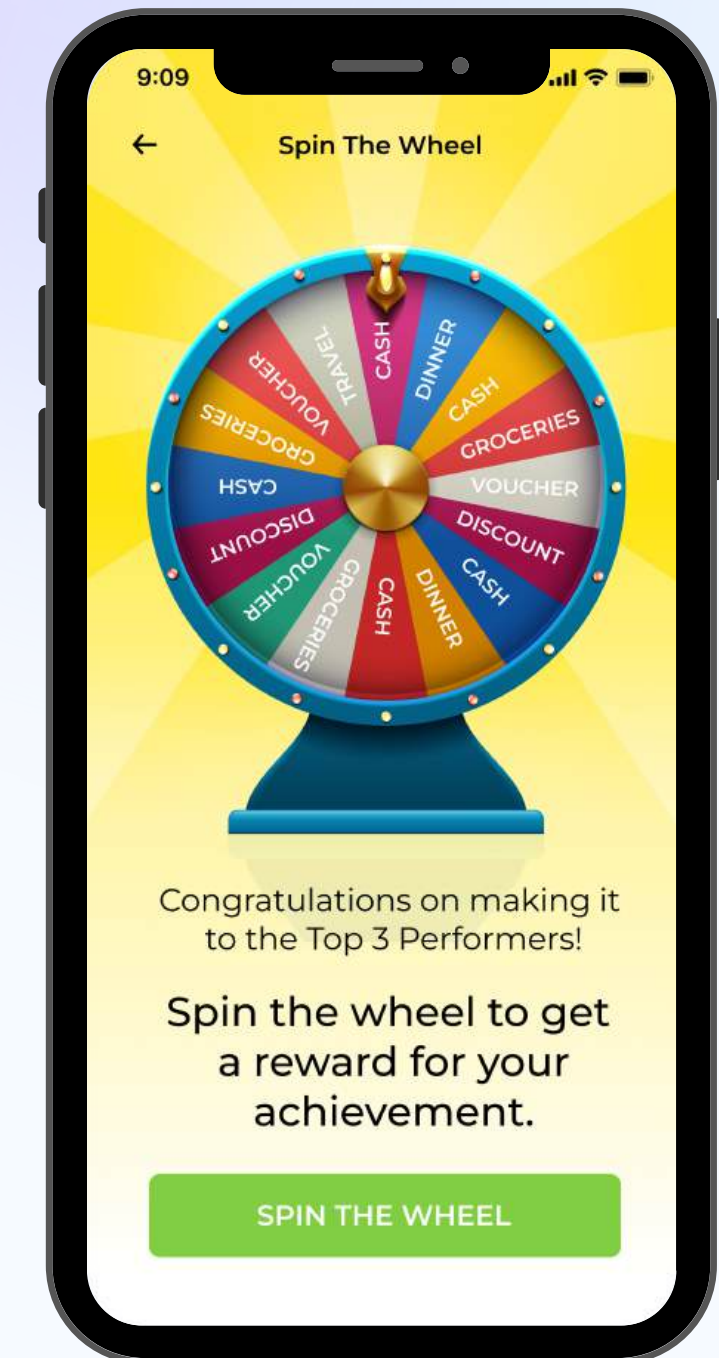
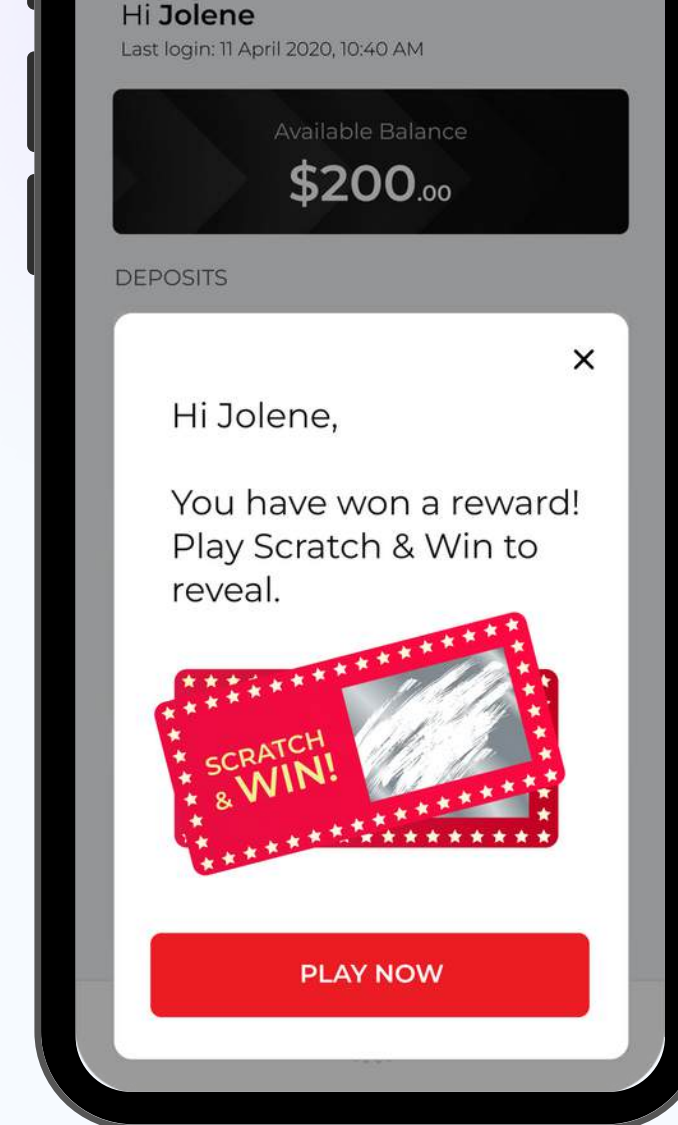
Instant rewards are interactive games that offer customers immediate gratification. Examples include virtual games like “Spin the Wheel,” “Hit the Mole,” or “Shake the Tree.” These games provide instant prizes such as discounts, vouchers, or loyalty points.

When to Use Them:

- Celebrating customer milestones like loyalty tier upgrades or transactional thresholds.
- Creating excitement during seasonal campaigns, anniversaries, or product launches.
- Engaging customers during in-store or online events.

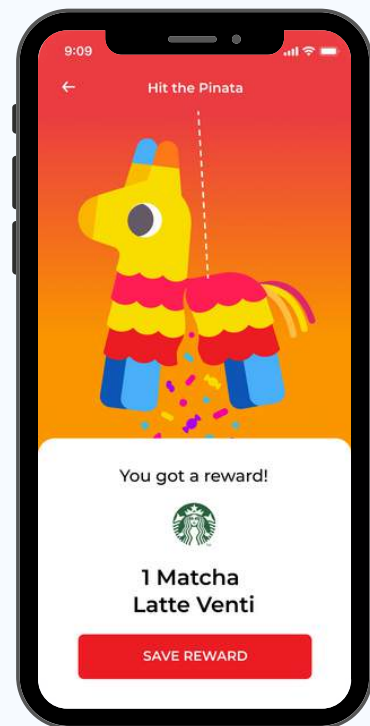
Why They Work:

- **Operant Conditioning:** Instant rewards serve as positive reinforcement, driving users to repeat desired behaviors.
- **Endowment Effect:** Immediate rewards create a sense of ownership, boosting attachment and engagement.
- **FOMO:** Instant rewards spark urgency, as users fear missing out on valuable opportunities.



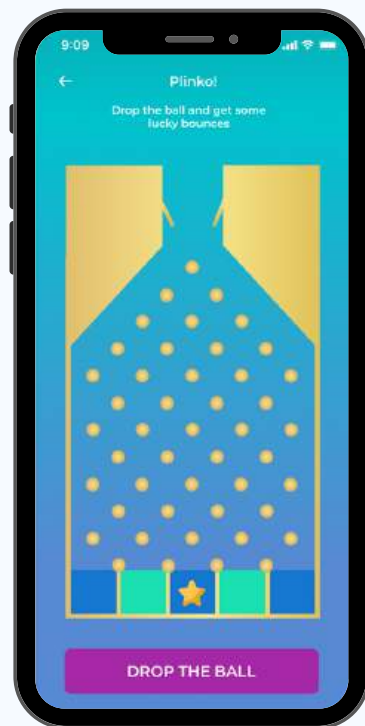
Types of Instant Games & Completion Rate

Different Types of Instant Reward Campaigns Perx Powers and their performance.



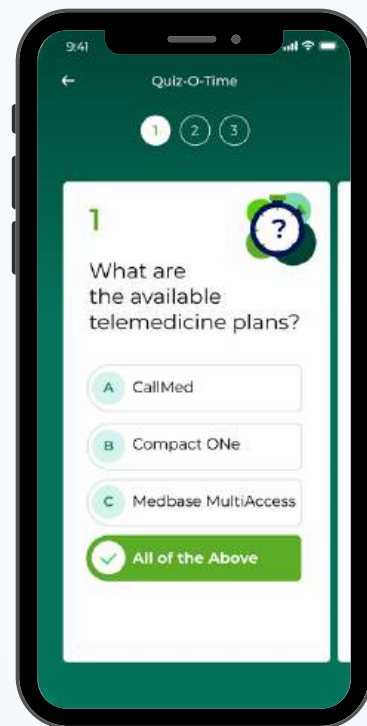
Hit-the-Pinata

10.43%



Plinko

2.47%



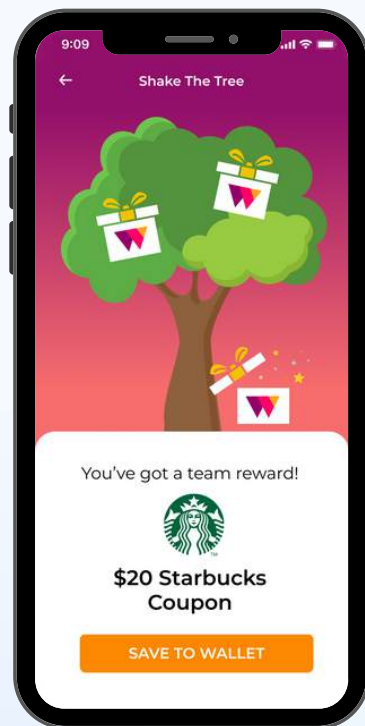
Quiz

24.30%



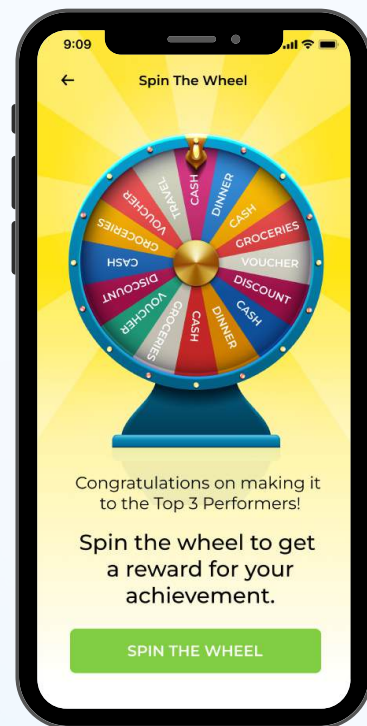
Scratch Card

18.59%



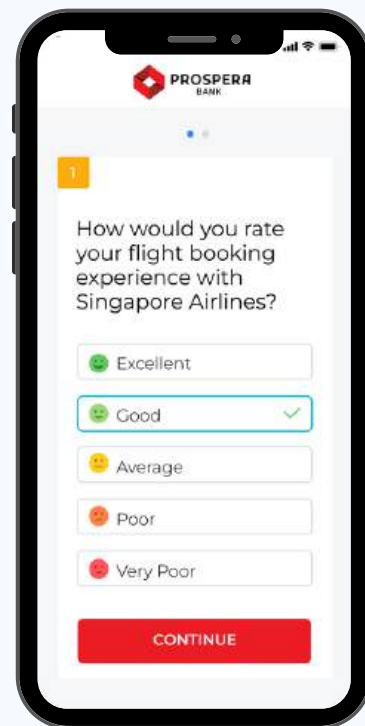
Shake-the-Tree

67.39%



Spin-the-Wheel

18.87%



Survey

76.68%

Completion Rate

Game Campaign Industry Performance

A breakdown of the popularity of game campaigns based on customer engagements when the campaign was gamified.

		Hit-the-Pinata	Plinko	Quiz	Scratch Card	Shake-the-Tree	Spin-the-Wheel	Surveys
	Banking							50%
	Telcos	99%	87%	71%	13%	44%	24%	75%
	Insurance			97%	58%	32%		
	Retail	40%	48%	95%	91%		88%	97%

CASE IN POINT

Leading Telco in Singapore

- Shifted from sporadic to daily customer engagements,
- Used behavioral insights for personalized campaigns, and
- Integrated rewards into everyday moments to strengthen connections.



Daily Activity with Spin-the-Wheel

A 100% increase in active users, with over 65% engaging more than once a month.

85% of in-app engagement came from returning users



Long-term Loyalty & Stickiness

Over 19M personalized games engaged 1.12M users in 6 months.

19x higher redemption rates on targeted vouchers campaigns & rewards.



Higher Points & Voucher Redemptions

A 190% increase in points earned, with 97% of Platinum Tier customers engaging more than once in 30 days.

1.8M rewards issued in just six minths.

Instant
Rewards



Stamp Cards

Progress
Campaign

Raffle
Campaign

FUN FACT

Did you know that
**the first recorded
loyalty stamp card
was issued in the 1890s**

by trading stamp companies,
where customers eagerly collected stamps for
rewards like...a sewing machine. Imagine
explaining to your customers today that they
need 500 lattes for a blender—it's no wonder
we went digital!



TYPES OF GAMIFIED CAMPAIGNS

Stamp Campaigns

What Are They?

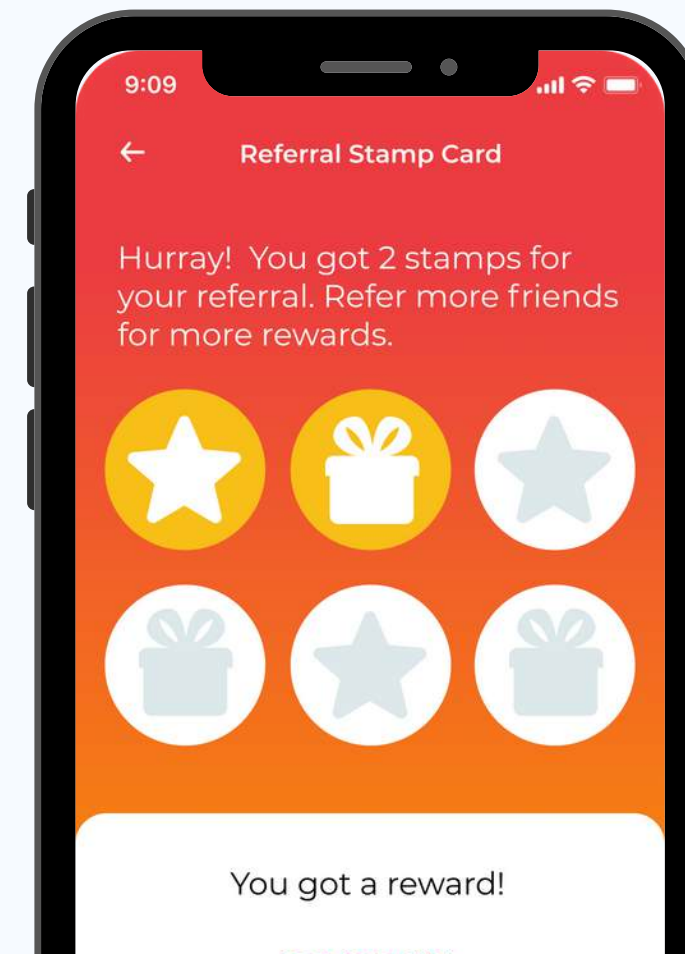
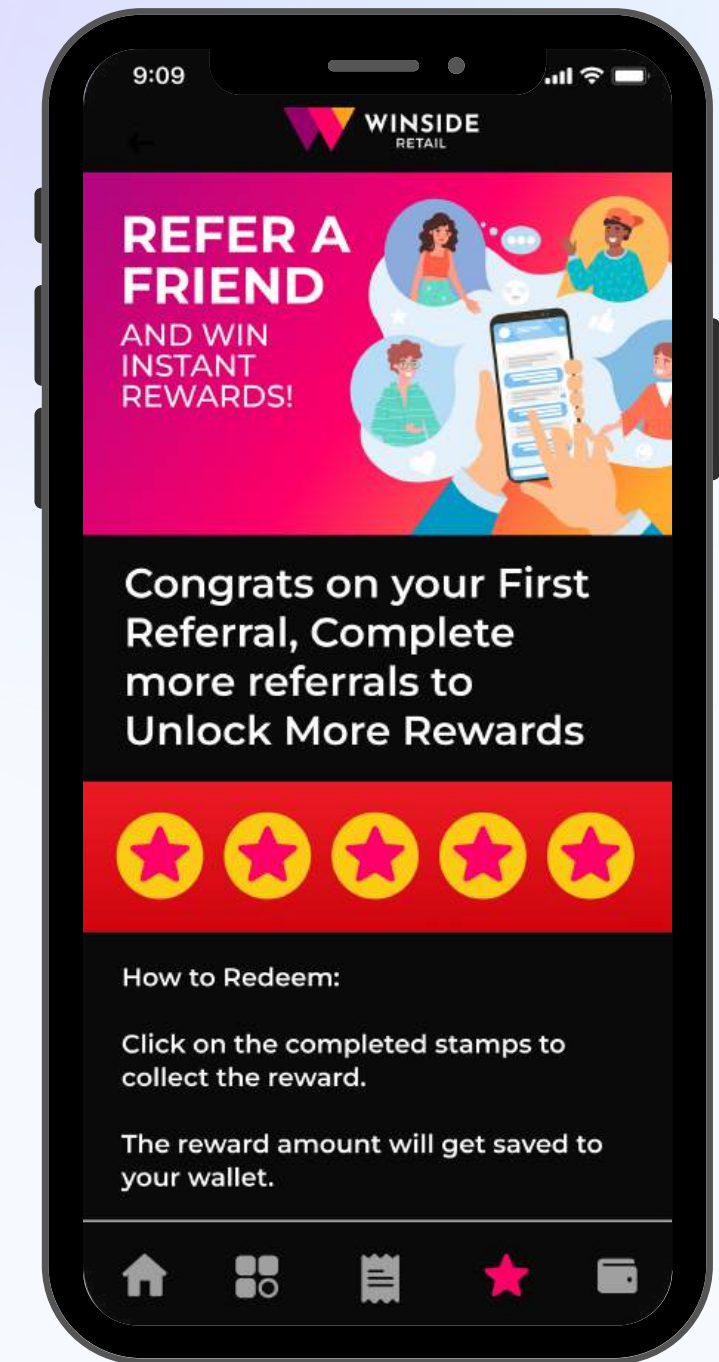
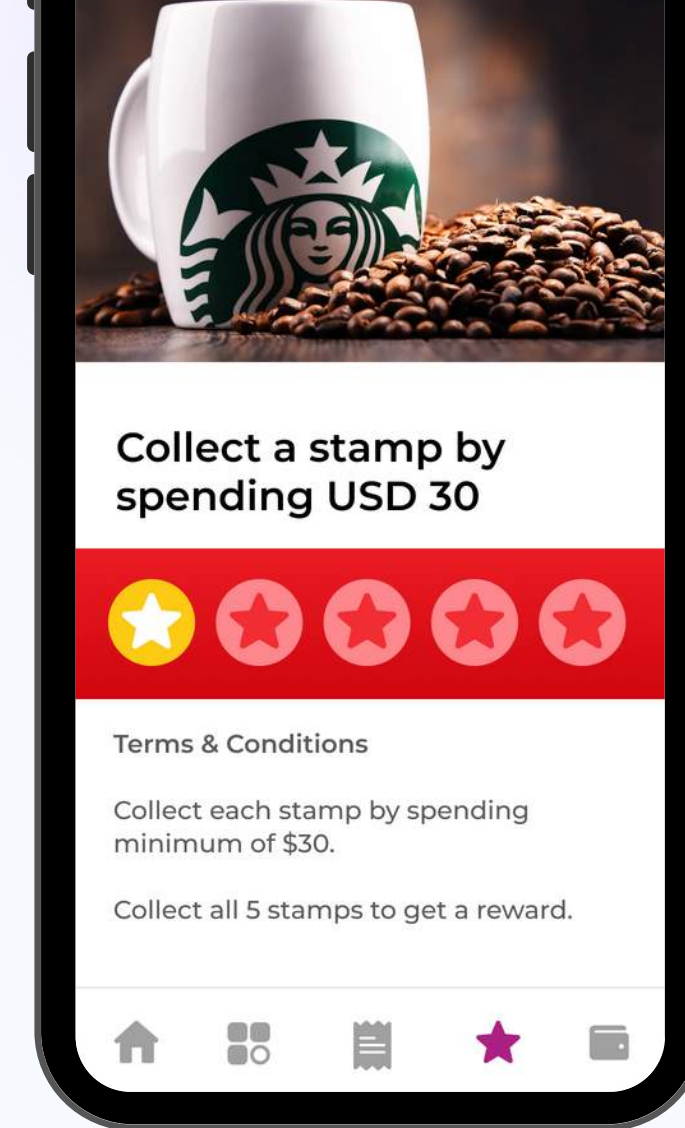
Stamp campaigns reward customers with digital stamps for completing predefined actions, such as making purchases, visiting a store, or subscribing to a service. These stamps can be collected and redeemed for rewards.

When to Use Them:

- Promoting consistent customer behavior, like regular credit card usage.
- Encouraging long-term engagement, such as staying at partner hotels or subscribing to telecom packages multiple times a year.
- Rewarding loyalty over time to deepen customer relationships.

Why They Work:

- **Commitment and Consistency:** Starting a stamp card motivates customers to complete it to stay consistent with their commitment.
- **Goal Gradient Effect:** The closer customers are to completing a stamp card, the more motivated they become to finish.
- **Loss Aversion:** Fear of losing the reward drives customers to act, valuing potential loss more than the effort required.





Digital Cards >>> Physical Cards



Digital stamp cards on smartphones are convenient, harder to lose, and **improve completion rates and retention.**



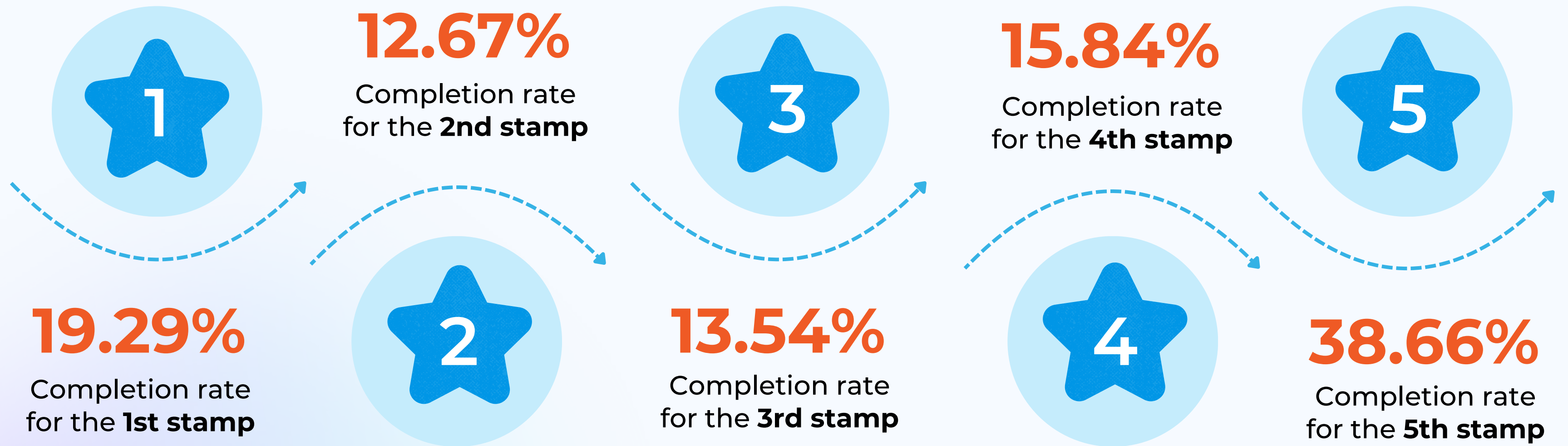
They **offer businesses valuable data** for personalized marketing, enhancing engagement and loyalty.



Unlike physical cards, digital versions **reduce clutter and boost customer experience, driving better loyalty** program results.

Stamp Campaign Engagement Rates

On an average, each stamp campaign has 5 stamps to collect. This table shows the completion rate for each step in the campaign.



Stamp Campaign Industry Performance

A breakdown of the popularity of stamp campaigns based on customer completions across industries.

		1st Stamp	2nd Stamp	3rd Stamp	4th Stamp	5+ Stamps
	Banking	37.14%	17.02%	20.72%	16.20%	8.9%
	Manufacturing	53.15%	13.23%	33.23%		
	Insurance	68.13%	18.04%	13.44%		
	Retail	44.26%	20.79%	14.31%	18.75%	1.8%

CASE IN POINT

Leading Neo-Bank in Singapore

- Engaged customers through automated, gamified experiences with Stamp Cards.
- Created unique customer journeys to increase product adoption, and consistent credit card usage.
- Integrated rewards into everyday moments to strengthen connections and grow referrals.



Increased Retention via Daily Card Usage

Timely in-app nudges combined with stamp campaigns drove repeat transactions and engagement.

\$7M

additional revenue in 6 months via in-app campaigns.



Reduced Customer Acquisition Cost

"Refer and Win" campaigns incentivized customers with raffle rewards like trips to Bali.

33X

CAC reduction to \$9 vs. \$303 benchmark



Higher Product Adoption

Stamp-based gamification encouraged customers to utilize products like international transactions.

1.5M

overseas transactions in 2 months, boosting product usage.

Instant
Rewards

Stamp
Cards



Progress Campaign

Raffle
Campaign

FUN FACT

A study found that implementing **progress bars and achievement badges** increased user participation **by 34%**. This approach taps into users' intrinsic motivation to complete tasks and reach goals, enhancing overall engagement.



TYPES OF GAMIFIED CAMPAIGNS

Progress Campaigns

What Are They?

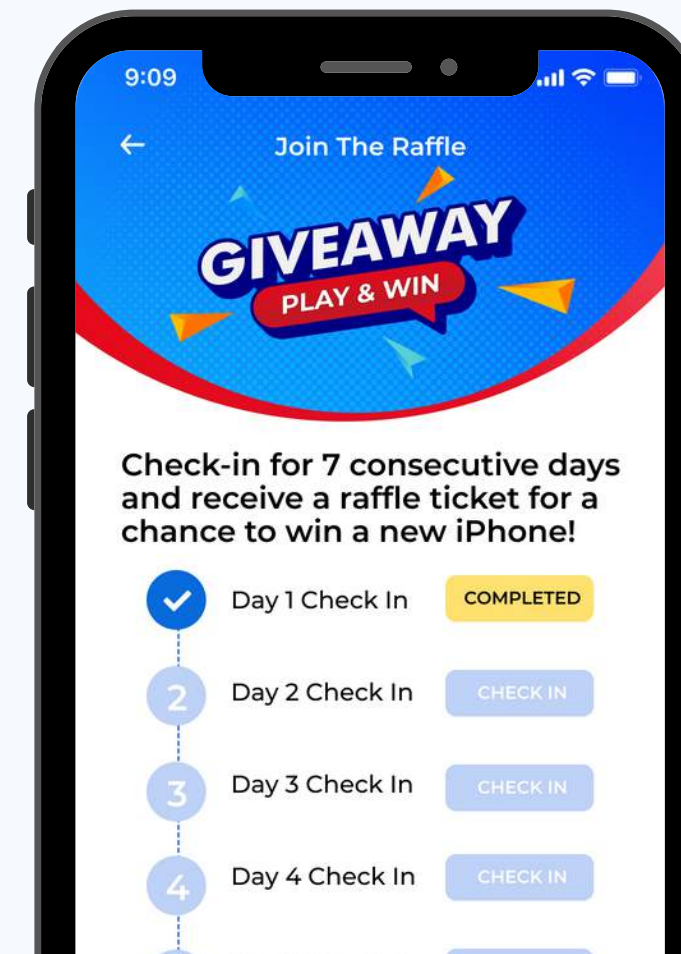
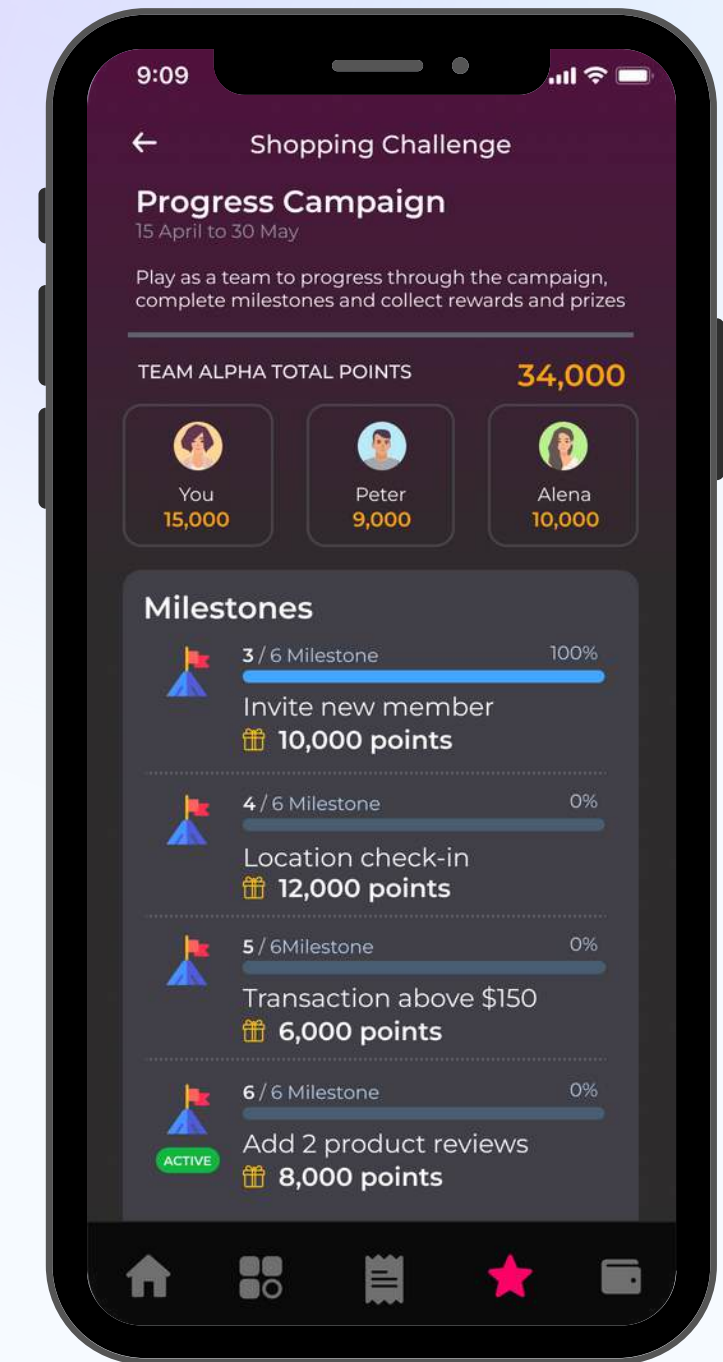
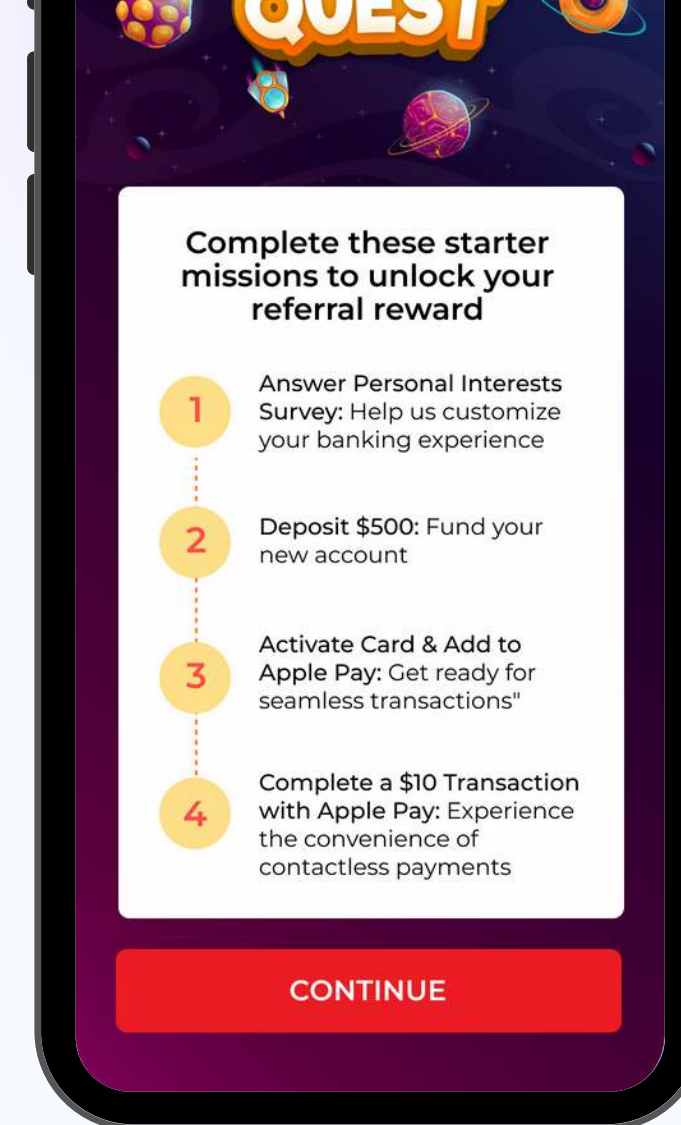
Quest campaigns challenge customers to complete a series of tasks or actions within a specific time frame. Examples include completing onboarding steps, exploring various services, or achieving spending goals.

When to Use Them:

- New customer onboarding: Encourage activities like profile setup, linking bank accounts, or making a first purchase.
- Driving ancillary revenue: Encourage guests at a hotel to try premium services like spa treatments, dining, or excursions.
- Promoting product adoption: Incentivize users to explore and use different features of an app or platform.

Why They Work:

- **Zeigarnik Effect:** People remember incomplete tasks better, and progress bars highlight this incompleteness, motivating users to finish for a sense of closure.
- **Dopamine Rush:** Progress bars deliver small rewards through visual updates, triggering dopamine and creating a feel-good loop that drives continued engagement.
- **Micro-Milestones:** Breaking progress into steps (e.g., 10%, 50%) offers small wins, keeping users motivated by celebrating achievements along the way.



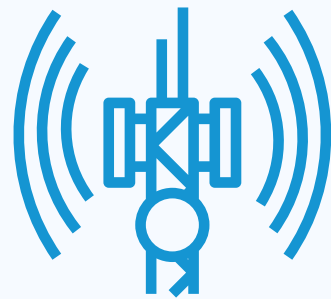
Progress Campaign Industry Performance

A breakdown of the **Progress Campaign** popularity in terms of milestone achievement across industries.



53%

Completion rate
for **Banking**



6%

Completion rate
for **Telcos**



19%

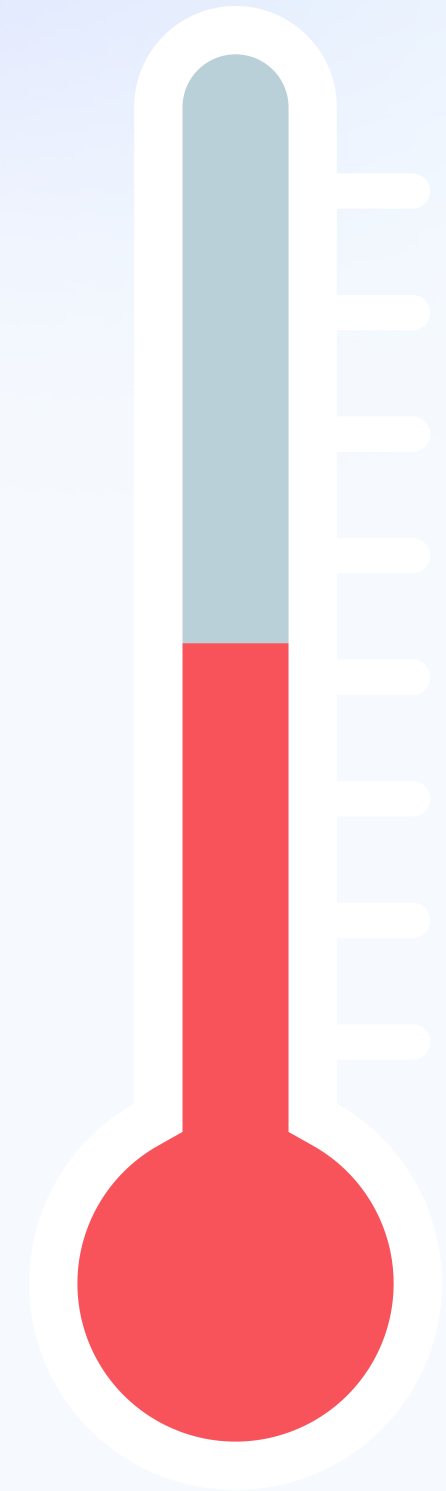
Completion rate
for **Insurance**



50%

Completion rate
for **Retail**

GOAL



CASE IN POINT

Leading Indonesian Digital Bank

From sign-up, the campaign drove engagement with credit cards, savings plans, and other offerings by rewarding milestones, enabling cross-sells and upsells. This gamified approach fostered loyalty and unlocked \$10.4M in deposits, demonstrating the power of retention & monetization focussed campaigns.



Driving Profitable Customer Behaviour

Personalised journeys from sign-up ensures customers are engaged to stay active and increase daily usage.

\$28M worth transactions from 7115K in-app banking actions in 90-days.



Revenue Uplift from Campaign Interactions

Progressive journeys that evolve with the customer like regular deposits, higher e-wallet transaction limits, etc.

63% Achieved a CC spend that is 63% higher than the country's avg.



Cross-Sells & Up-sells

Monetisation by providing the right product, for example a flexi savings plan for a family oriented customer vs remittance offers to another.

\$20M in deposits through apt savings plans nudges in 60-days.

Instant
Rewards

Stamp
Cards

Progress
Campaign

Raffle Campaign

FUN FACT

Did you know
Ireland's 2019 National
Lottery 'Millionaire
Raffle' **sold 500,000
tickets by December 24th
with 24% less budget?** Raffle campaigns
fuel excitement and engagement—this one
saw ROI jump to 27:1 and digital sales grow
from 9% to 15%!

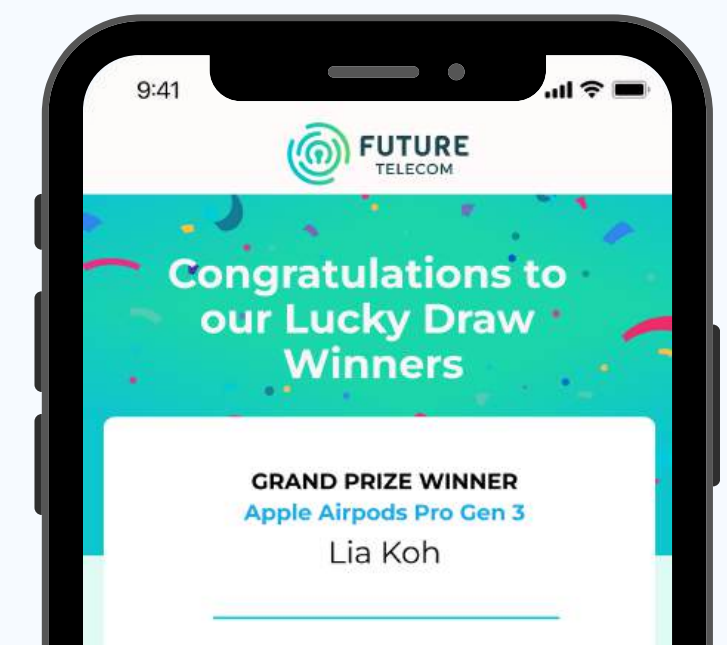
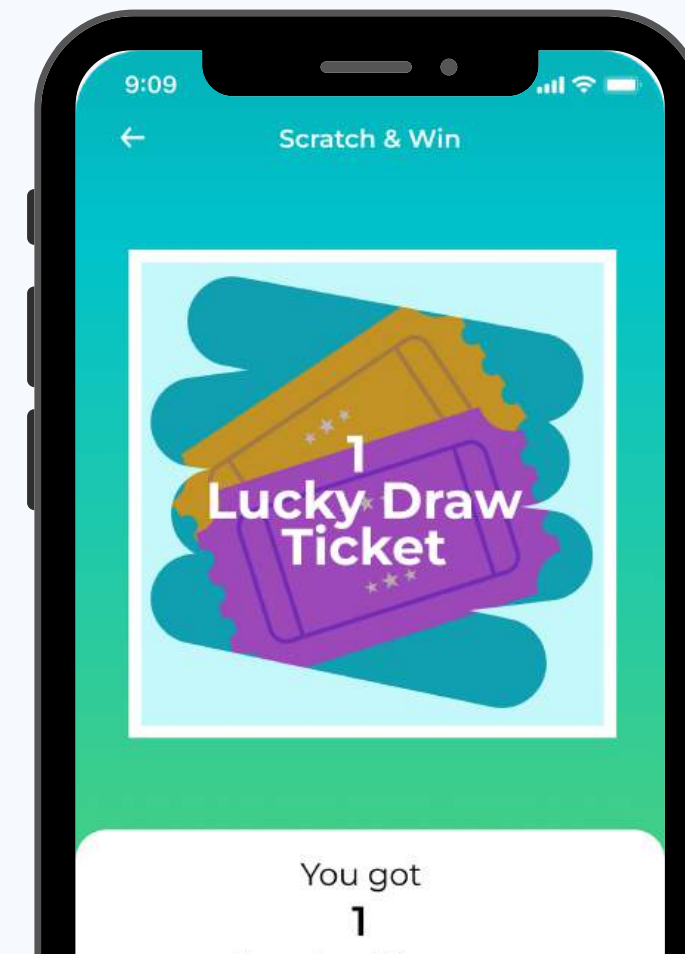
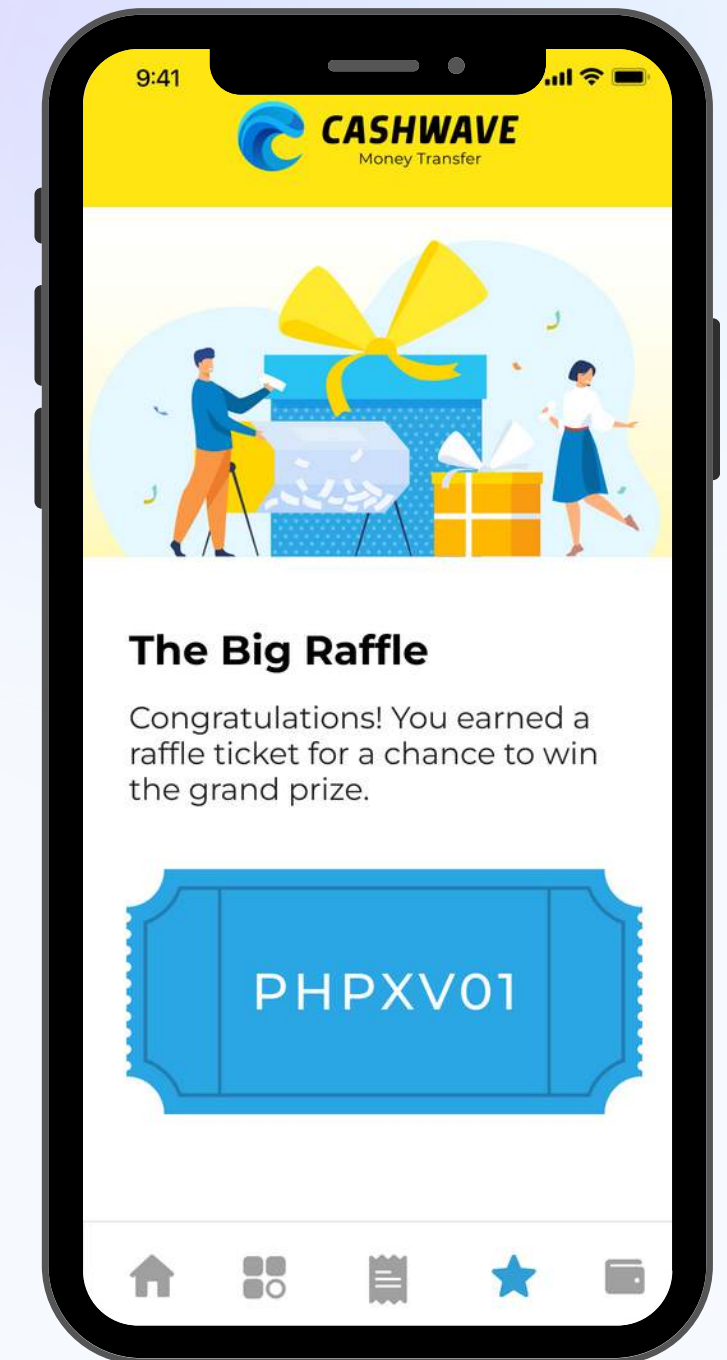
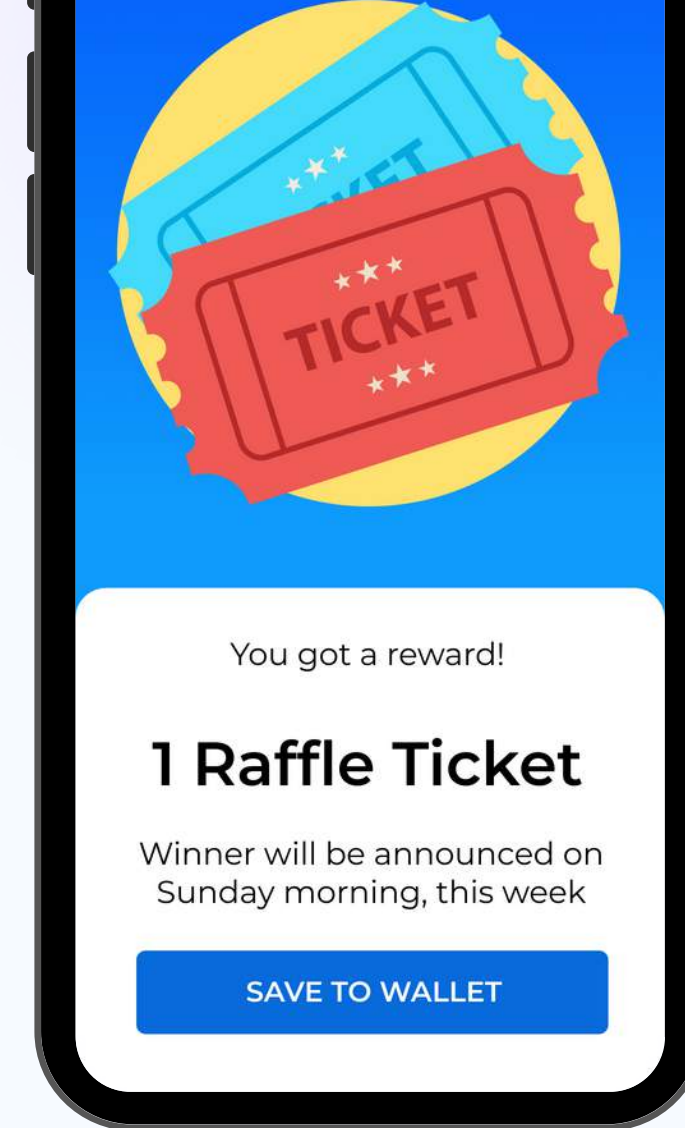


TYPES OF GAMIFIED CAMPAIGNS

Raffle Campaigns

Raffle campaigns tap into our innate love for possibility and the thrill of taking a chance. Humans are wired to dream of 'what if,' and raffles offer a shortcut to that sense of glory—whether it's winning a coveted gadget or an exclusive experience. Unlike gambling, raffles tie these aspirations to meaningful actions like purchases, referrals, or milestones, creating a positive loop of engagement and anticipation. The allure of the unknown, combined with the promise of real rewards, makes digital raffles a perfect way to captivate and delight customers.

Fun Fact: The world's first raffle dates back to 1446, organized by the widow of Flemish artist Jan Van Eyck to fund community projects. The top prize? A tapestry! Imagine today's raffles offering medieval art instead of gadgets—definitely a conversation starter!



TYPES OF GAMIFIED CAMPAIGNS

Raffle Campaigns

What Are They?

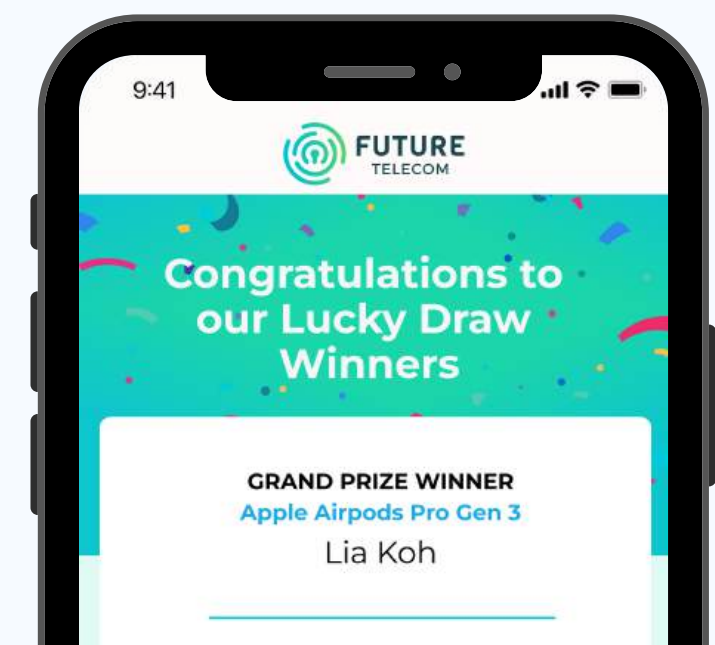
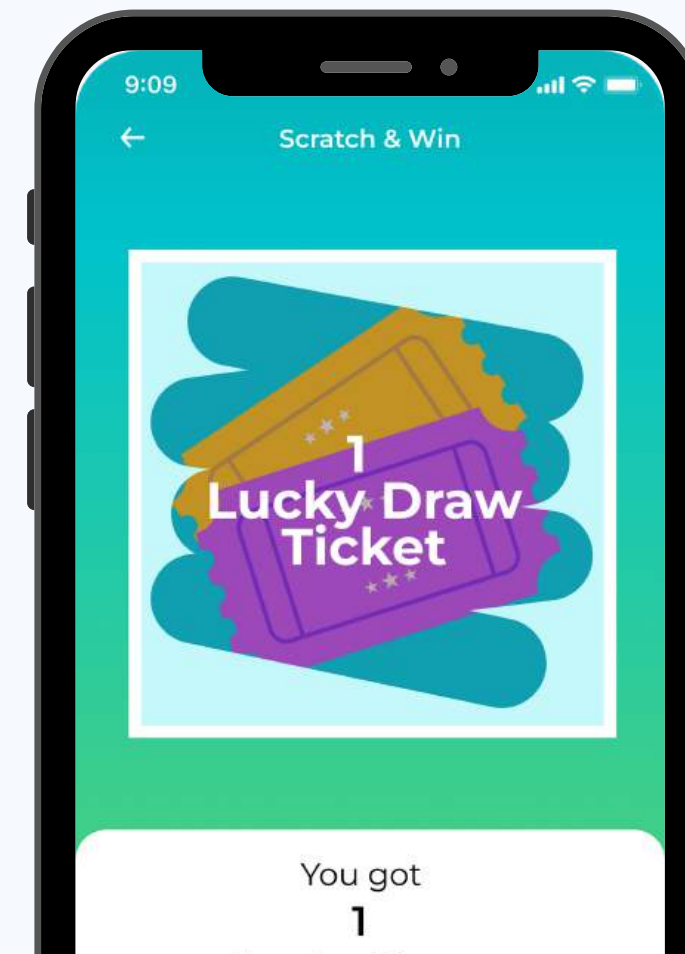
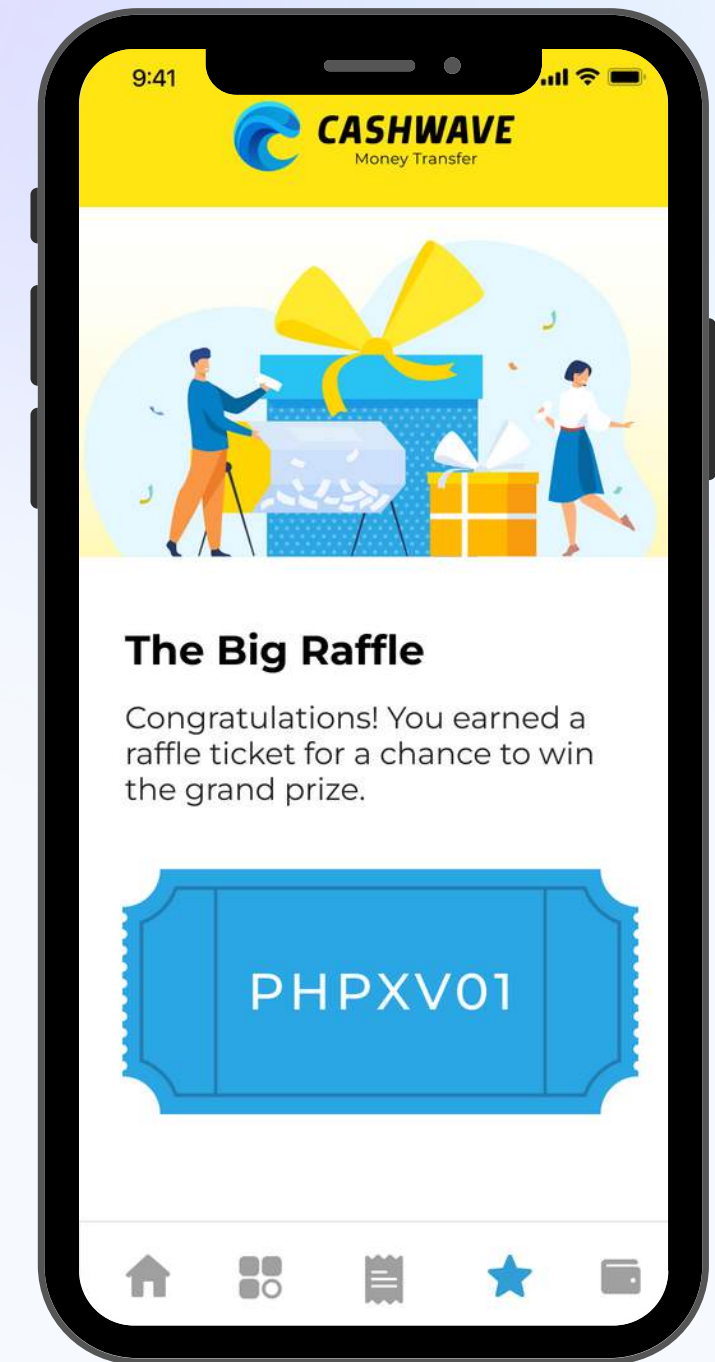
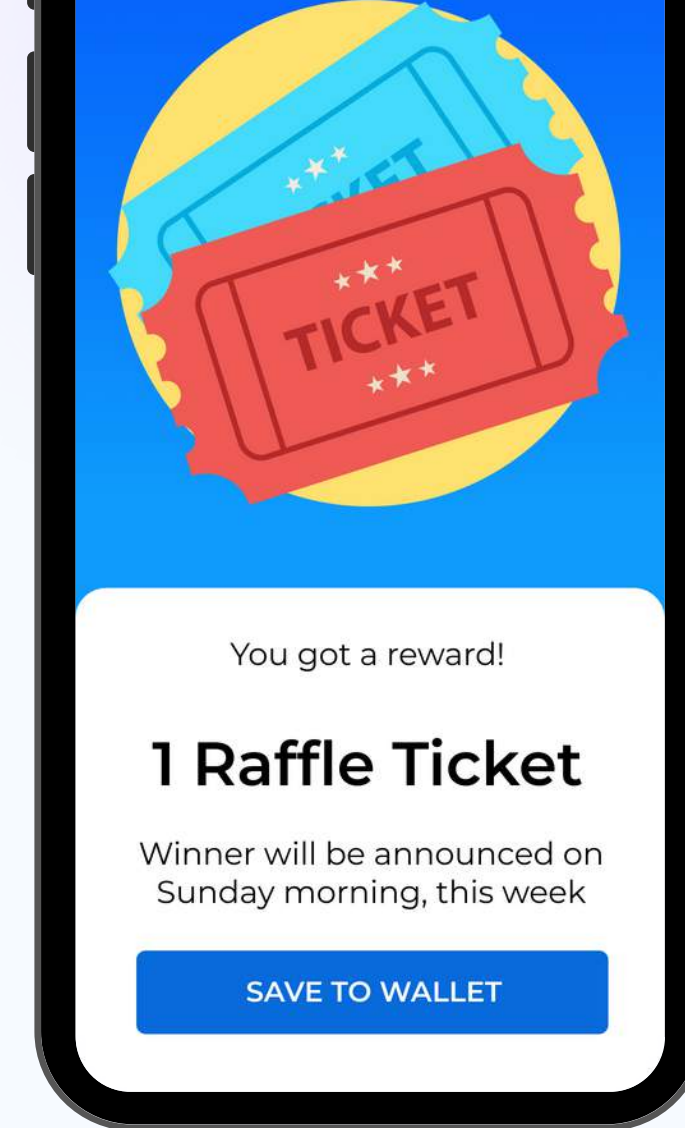
Raffle campaigns offer customers entries into a prize draw for completing certain actions, such as reaching spending goals or referring friends. Prizes can range from small incentives to high-value items like electronics, vacations, or exclusive memberships.

When to Use Them:

- Incentivizing top spenders or frequent users.
- Wrapping up larger campaigns, such as after completing quests or achieving stamp milestones.
- Generating excitement for product launches or special events.

Why They Work:

- **Aspirational Rewards:** Big-ticket prizes encourage participation.
- **Social Proof:** Creates buzz as winners share their experiences.



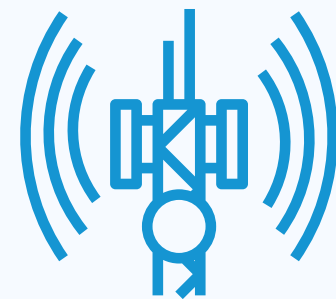
Raffle Campaign Industry Performance

A breakdown of the **Raffle Campaign** popularity across industries.



100%

Completion rate
for **Financing**



94%

Completion rate
for **Telcos**



31%

Completion rate
for **Insurance**



CASE IN POINT

Leading Filipino Microfinancer

With a digital-first loyalty program and automated gamified campaigns, this industry trail-blazer revolutionized the microfinancing industry through TechBrick strategy. This merged its expansive network of physical branches with its online platform. With raffle campaigns, the brand increased product usage and long term loyalty.



Increase customer Stickiness

Monthly raffle draws tied to certain transactions kept the customers coming back and enticed new sign-ups.

68M

raffle entries in 5-months with consistent increase MoM.



Higher Revenue Contribution

₱2.27 B earned from raffle transactions highlighting the effectiveness of the loyalty and promotional strategies.

\$47M

revenue in 4-months from loyalty and gamified transactions.



Driving Retention & Monetization

Partner vouchers redeemable through points motivate customers to earn more by leveraging high-earning products.

753K

loyalty transactions in 90-days with earn-burn ratio above industry benchmark.

Transforming Customer Loyalty into Business Success

In Conclusion

Gamified campaigns are more than just a tool for engagement; they are a transformative strategy for driving business growth. By leveraging game mechanics, businesses can foster deeper connections with customers, boost loyalty, and achieve measurable ROI. Imagine your customers looking forward to interacting with your brand, not just for the products you sell but for the delightful experiences you create.

In 2025, staying competitive will require innovation in how businesses approach customer engagement. Gamified campaigns are the bridge between traditional loyalty strategies and the dynamic expectations of today's customers. They create stories, moments, and memories that leave a lasting impression.





Take Action Today

Perx Technologies specializes in creating tailored gamification solutions to help businesses achieve their engagement and growth objectives. Ready to redefine your loyalty strategy? Contact us now to start building memorable customer experiences that drive results.

About Perx

Perx is the world's first intelligent and autonomous solution for customer engagement and loyalty. Powered by AI and data-driven insights, the Perx Loyalty Engagement Platform enables brands to engage customers in ways that are both deeply meaningful and monetizable. By designing customized, incentive-driven journeys, we simplify customer acquisition, activation, monetization, and growth, cultivating enduring loyalty and remarkable user experiences.

Visit perxtech.com to know more.

