

MARKETING YOUR ANDROID APPS

Lesson 2

Increase your Retention and Revenue with
Gamification and Payment Gateway

What is Gamification?

When people hear gamification, they envision games created for a business purpose. But gamification is not about creating something new. It is about amplifying the effect of an existing, core experience by applying the motivational techniques that make games so engaging.

Game Mechanic and Dynamics

GAME MECHANICS INCLUDE:

- ✓ Points
- ✓ Levels
- ✓ Challenges
- ✓ Virtual goods and spaces
- ✓ Leaderboards
- ✓ Gifts and charity

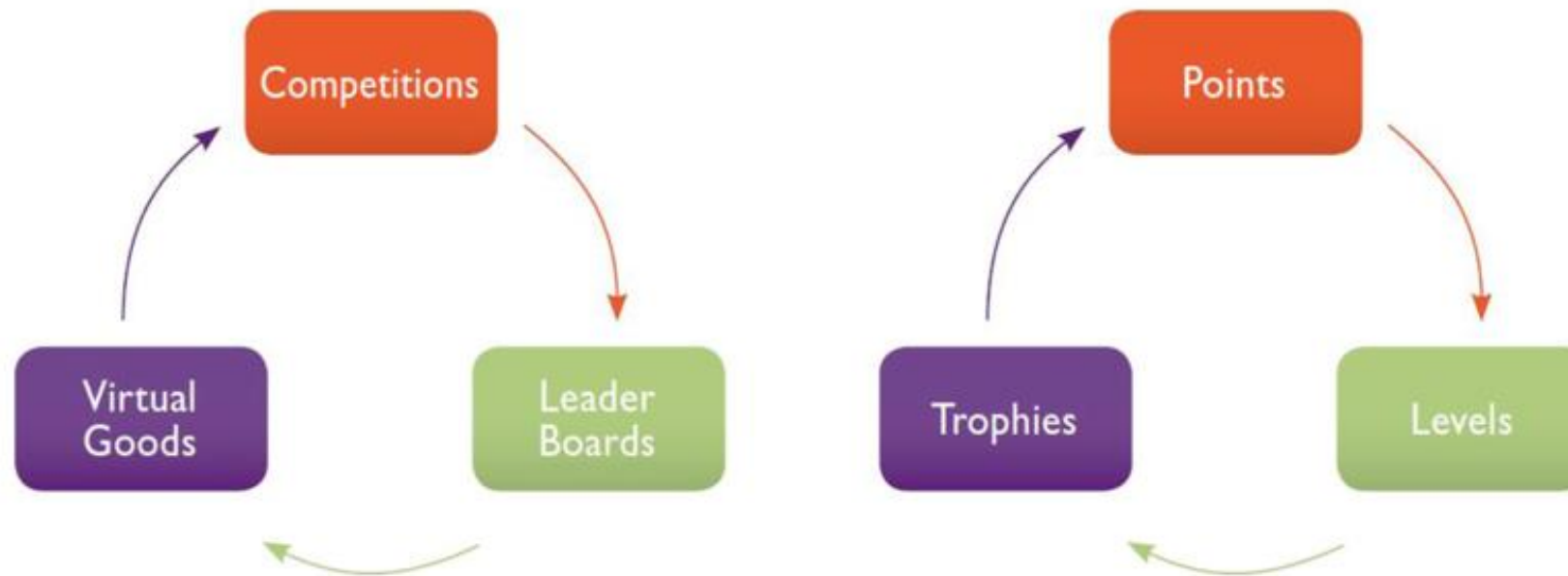
GAME DYNAMICS INCLUDE:

- ✓ Rewards
- ✓ Status
- ✓ Achievement
- ✓ Self-expression
- ✓ Competition
- ✓ Altruism

Examples



The building blocks of Gamification



The building blocks of Gamification

Game Mechanics	Human Desires					
	Reward	Status	Achievement	Self Expression	Competition	Altruism
Points	●	●	●		●	●
Levels		●	●		●	
Challenges	●	●	●	●	●	●
Virtual Goods	●	●	●	●	●	
Leaderboards		●	●		●	●
Gifting & Charity		●	●		●	●

Games Dynamics



Tacking and Statistics Drive Participation



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